

# Responsive Leadership

*Course Syllabus*





A self-paced online course  
about the micro-moments that build  
or break your team's trust.

12 video lessons • 4 modules • Practical Toolkit  
AI Prompt Guides • Certificate

[www.suebehaviouraldesign.com](http://www.suebehaviouraldesign.com)

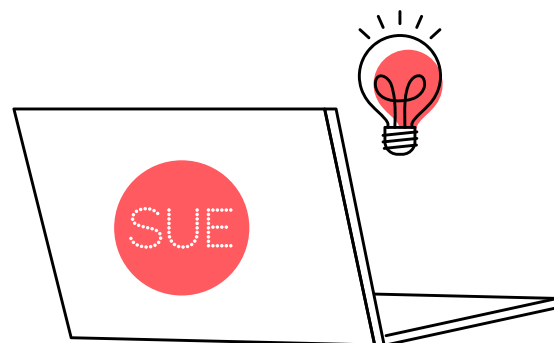
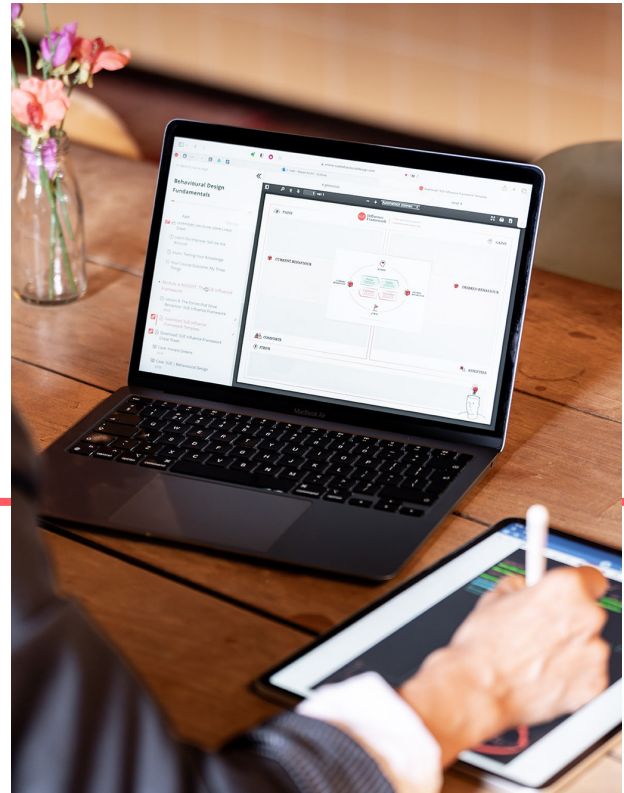
## THE CHALLENGE

# Why this course exists

Your team isn't learning from your town halls. They're learning from what you do in the thirty seconds after someone brings you bad news.

Every time you respond — to a mistake, a disagreement, good work, pushback — your team learns what is safe and what is not. Leadership is not your speeches. It is your responses. And most leadership training skips over that part.

**Everything in here comes from behavioural science research on trust, psychological safety, and team dynamics, combined with 15 years of hands-on work with leaders and teams.**



WHO IS THIS FOR

# Designed for experienced professionals

## This course is for you if:

You're a team lead and you feel the vibe shift when you walk into the room but you can't name why.

You manage senior people and you've run out of textbook advice on feedback.

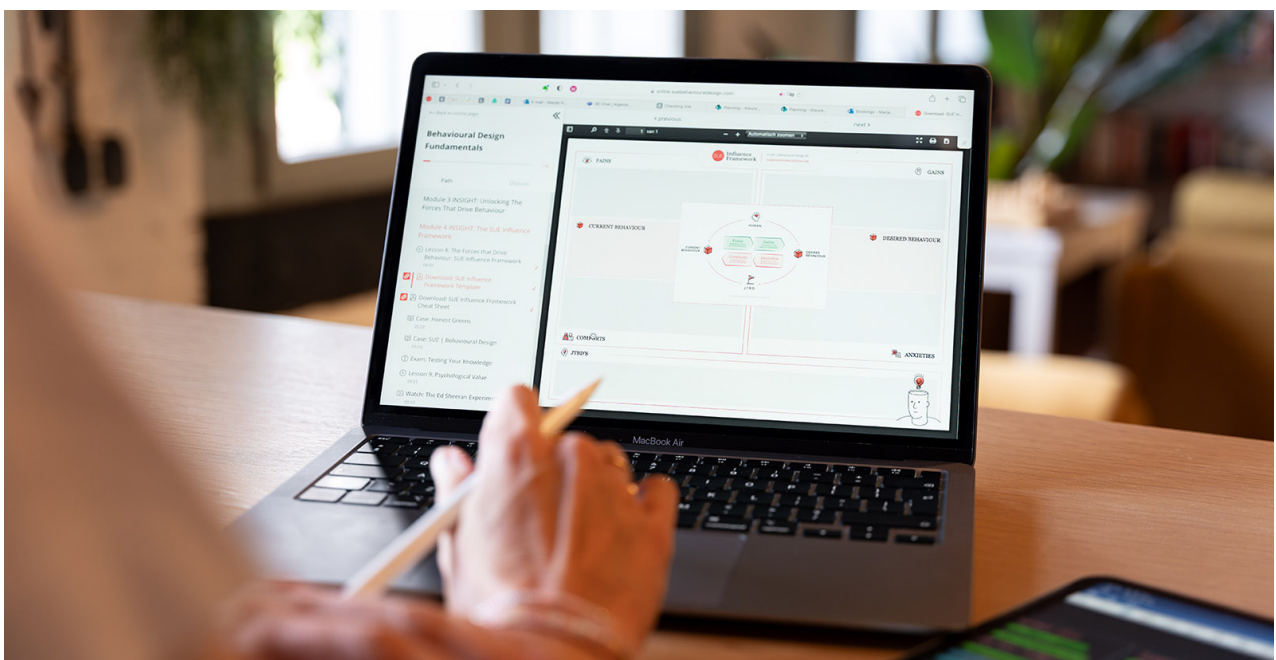
You lead a department and you can see trust slipping but every 1-on-1 sounds fine.

You're an HR or people lead coaching leaders through the hard stuff and you want a real framework.

You coach executives and you need tools that work in the micro-moments, not just the reviews.



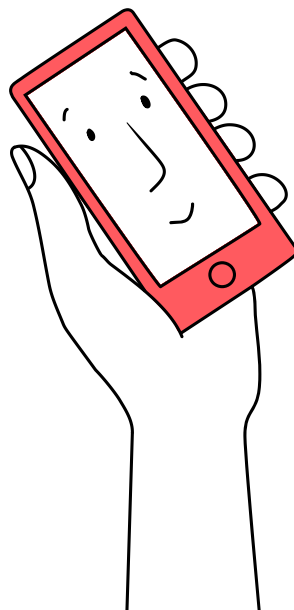
**No prior knowledge needed.**



## WHAT YOU WILL GAIN

# By the end of the course, you'll

- 1 See why your mood isn't private, it's broadcasting to everyone around you.
- 2 Give feedback that feels like support, not judgement.
- 3 Delegate in a way that builds autonomy instead of dependency.
- 4 Turn difficult conversations from dreaded to productive.
- 5 Spot the response patterns in your team and design the culture you actually want.
- 6 Build sustainable leadership habits instead of white-knuckling through hard weeks.



## CURRICULUM

# How the course is built

Four modules. Twelve video lessons. You'll move from understanding your own impact, to creating psychological safety, to enabling performance, to building the team habits that last.

### Module 1: 3 lessons

### Understanding your impact

#### Lesson 1:

Reading your influence on the team.  
Response moments.  
The intention-impact gap.

#### Lesson 2:

Outside-in thinking — understanding your team. The forces model applied to colleagues.

#### Lesson 3:

What your team members really need. Jobs-to-be-Done combined with Self-Determination Theory.



By the end of this module, you can read your own impact on the room instead of assuming it.

### Module 2: 2 lessons

### Creating safety

#### Lesson 4:

Psychological safety — the foundation of everything. Amy Edmondson's research. Google's Project Aristotle.

#### Lesson 5:

Trust, vulnerability, and going first. Vulnerability loops. Costly signaling theory.



After these two lessons, you know how to build the conditions under which a team can actually do its best work.

**Module 3:**  
**3 lessons**

**Enabling performance**

**Lesson 6:**


Feedback that actually changes behaviour.  
Timing, specificity, threat response.  
Observation vs evaluation.

**Lesson 7:**

Recognition and motivation.  
The overjustification effect.  
Variable reinforcement.

**Lesson 8:**

Delegation and autonomy.  
Learned helplessness.  
The IKEA effect.  
Autonomy calibration.

 From here, your feedback, recognition, and delegation all start working for you instead of against you.

**Module 4:**  
**4 lessons**

**Team habits**

**Lesson 9:**

Responding to the patterns. MIT sensor research on communication patterns.  
Collective intelligence.

**Lesson 10:**


Difficult conversations. The affective forecasting error. Separating facts, story, feelings.

**Lesson 11:**

Developing your people.  
The Pygmalion effect. Deliberate practice.  
Growth mindset.

**Lesson 12:**

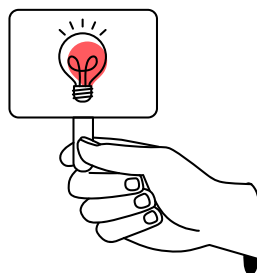
Your leadership practice.  
Building sustainable habits.  
Implementation intentions.  
Weekly reflection.

 You finish the course with a leadership practice you actually keep, not a model you read about once.

## WHAT'S INCLUDED

# Everything you get when you enrol

<b>12 video lessons</b>	Across 4 modules, designed for busy professionals
<b>Learn-Do-Improve exercises</b>	Applied to your own real-world challenge
<b>Downloadable tools</b>	Cheat cards, templates, exclusive card deck
<b>10+ AI Prompt Guides</b>	So you apply every concept with AI the same week
<b>Online certificate</b>	Shareable on LinkedIn after completion
<b>SUE professional community</b>	Connect with peers across industries
<b>Personal 1-on-1 feedback</b>	On your assignments
<b>SUE Guru GPT</b>	Lifetime access to your AI behavioural design mentor



## YOUR INSTRUCTOR

# Astrid Groenewegen

Co-founder, SUE Amsterdam  
Author, The Art of Designing Behaviour



Astrid isn't a lab researcher. She's spent 15 years working with teams that actually have to change, from [banks in Stockholm to healthcare organisations in Amsterdam]. Everything in this course, she's used with clients first.

**10,000+ trained** • **#1 bestselling author** • **45+ countries**



## PRACTICAL DETAILS

FORMAT	SELF-PACED ONLINE COURSE
START	Anytime. Immediate access after enrolment.
ACCESS	Lifetime, 24/7. Learn at your own pace.
DURATION	12 lessons, approximately 5 hours of video
LANGUAGE	English. Subtitles: EN, NL, SV, DE, FI, Feedback: EN, NL
CERTIFICATE	EQAC accredited. Shareable on LinkedIn.
PRICE	€690 one-time payment (excl. VAT)
SUPPORT	Personal feedback + SUE Guru GPT + email

## WHY SUE

# What makes this course different

Most leadership courses teach models. Useful. But none of them slow down enough to look at what you actually do in the thirty seconds after bad news lands on your desk. That's what this course is about.

- Built on 15 years of work with leaders across industries, not borrowed from a management book.
- Evidence-based: Edmondson on safety, MIT sensor research, Self-Determination Theory.
- Every module comes with AI Prompt Guides so you apply what you learn the same week.
- Personal feedback on your own leadership challenge.
- Rated 9.7/10 on Springest and 4.8/5 on Google.

## Organisations we've trained include:





# Ready?

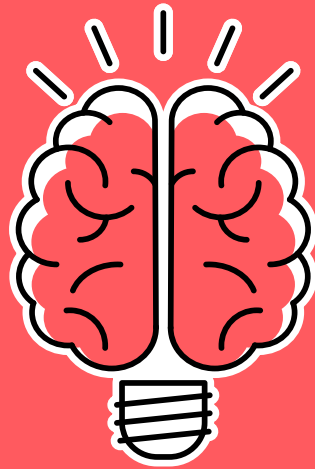
More information and sign-up at:  
**[www.suebehaviouraldesign.com](http://www.suebehaviouraldesign.com)**

---

€690 • lifetime access • start today

---

Questions?  
**[academy@sueamsterdam.com](mailto:academy@sueamsterdam.com)**



SUE | Behavioural  
Design Academy

[www.suebehaviouraldesign.com](http://www.suebehaviouraldesign.com) | 's-Gravenhekje 1a, 1011 KW Amsterdam

+31 (20) 2234626 | [academy@sueamsterdam.com](mailto:academy@sueamsterdam.com)