SUE | Behavioural Design Academy

The Behavioural Advantage in Talent

Course Syllabus

A self-paced online course for
people who attract, keep,
and energise talent.

11 video lessons • 3 modules • Practical Toolkit
AI Prompt Guides • Certificate

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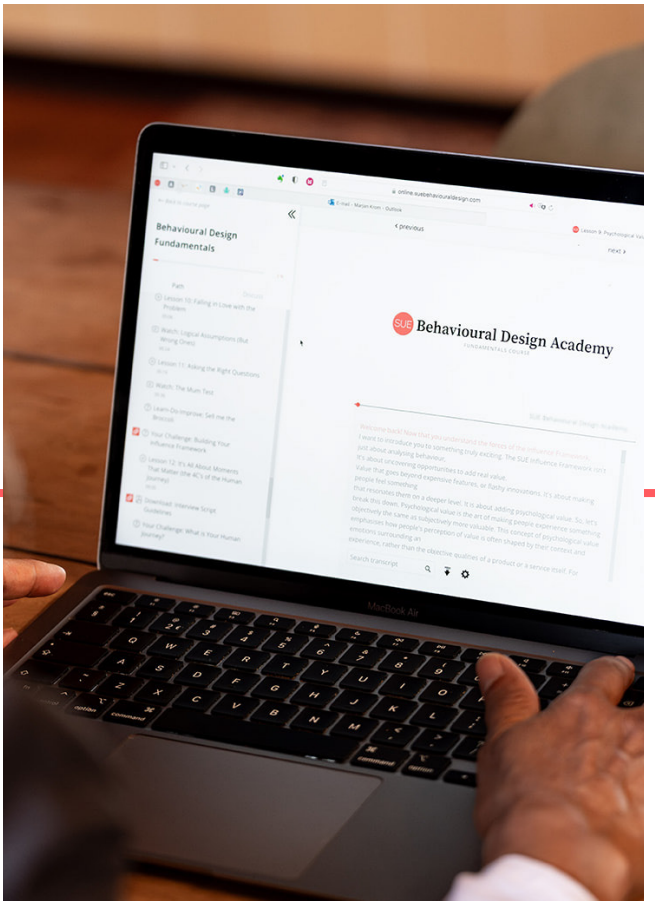
THE CHALLENGE

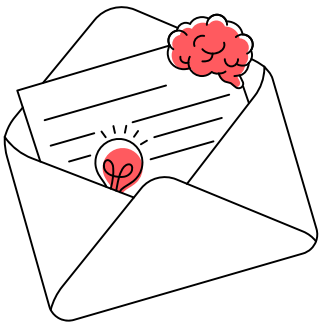
Why this course exists



Your HR programmes look good on paper. The employee experience deck is polished. The policies are up to date. And yet, people leave earlier than you hoped, onboarding feels flat, recognition doesn't land, and culture is something everyone talks about but nobody owns.

Programmes aren't behaviour. What people actually do at work is shaped by a different set of forces than the ones your policies address. This course gives you the behavioural science to redesign the entire employee lifecycle, from attraction to exit, not through policy, through design.

Everything in here comes from the behavioural science frameworks we use at SUE with clients across 45+ countries, applied specifically to the employee lifecycle.



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WHO IS THIS FOR

Designed for experienced professionals

This course is for you if:

You lead HR or talent and you're tired of initiatives that sound good on stage and change nothing on Monday.

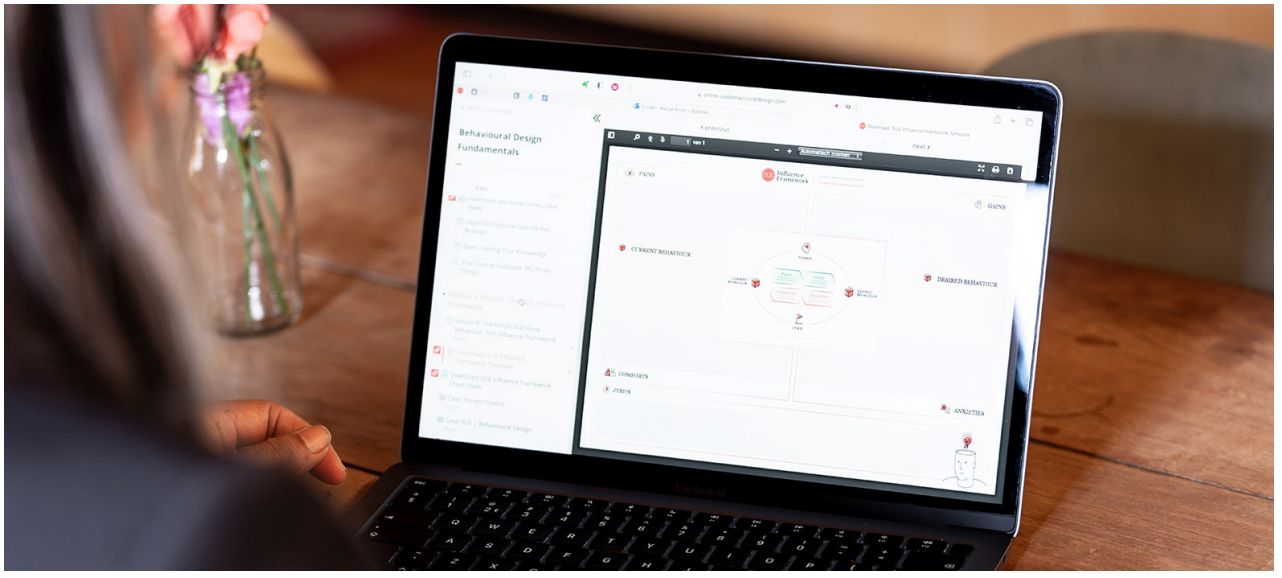
You've rewritten the onboarding three times and new hires still feel lost in week three.

You're a recruiter watching great candidates ghost the process after a two-hour interview.

You run people and culture and you want tools that go beyond 'do a pulse survey'.

You're a team leader who needs talent behaviours you can actually influence.

No prior knowledge needed.



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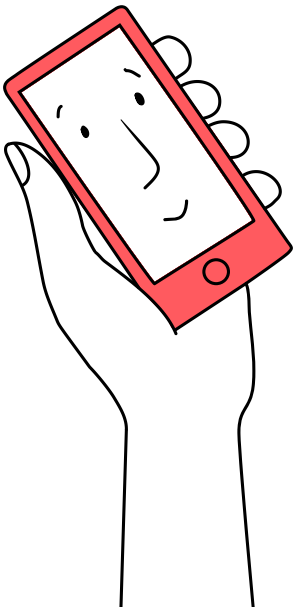
WHAT YOU WILL GAIN

By the end of the course, you'll

1. Write job posts that attract by removing fear, not by adding more perks.
2. Run interviews that reveal the real person, not the rehearsed one.
3. Onboard for belonging, not just information transfer.
4. Shape culture through what people do every day, not through what you say in a town hall.
5. Recognise in ways that genuinely motivate, without triggering the overjustification effect.
6. Design exits that strengthen your employer brand instead of silently damaging it.



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CURRICULUM

How the course is built

Three modules. Eleven video lessons. They walk you through the entire employee lifecycle — joining, working, and leaving — with a behavioural lens at every step.

Module 1: 4 lessons | See what actually drives employee behaviour

Lesson 1:

The missing layer in talent management. System 1 and System 2. Inside-out vs outside-in thinking. The SUE Influence Framework.

Lesson 2:

Understanding what people really want. Jobs-to-be-Done for employees. Surface complaints vs underlying needs.

Lesson 3:

The forces that shape employee behaviour. The full Influence Framework: Pains, Gains, Anxieties, Comforts.

Lesson 4:

The thinking errors that sabotage your talent decisions. Fundamental Attribution Error, Halo Effect, Outcome Bias.

By the end of this module, you can read any HR situation through a behavioural lens instead of a programme lens.

Module 2: 4 lessons | Attract, select and onboard the right people by design

Lesson 5:

Designing attraction that actually attracts. Job postings through all four forces in the Influence Framework.

Lesson 6:

The psychology of selection decisions. Interviews as performance systems. WYSIATI, Peak-End Rule, Stereotype Threat.

Lesson 7:

Designing selection for honest signals. Past behaviour, reducing asymmetry, reducing stereotype threat, structure against bias.

Lesson 8:

Onboarding as behaviour activation. Belonging uncertainty, self-efficacy, honeymoon-hangover effect, the psychological contract.

After these four lessons, you can redesign your joining process so people arrive with the behaviour you want, not just the information.

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Module 3:
3 lessons

Keep people engaged and turn exits into ambassadors

Lesson 9:

Culture is behaviour.
Descriptive vs injunctive norms.
Leaders as signal transmitters.

Lesson 10:

Recognition that actually works.
The overjustification effect.
Self-Determination Theory.
Recognition as a broadcast signal.

Lesson 11:

How endings shape everything.
The Peak-End Rule applied to exits.
Departures as identity transitions.

You finish the course able to design behaviour across the full employee lifecycle — from the first ad to the final handshake.

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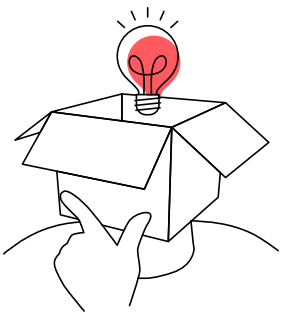
WHAT'S INCLUDED

Everything you get when you enrol

11 video lessons	Across 3 modules, designed for busy professionals
Learn-Do-Improve exercises	Applied to your own real-world challenge
Downloadable tools	Cheat cards, templates, exclusive card deck
10+ AI Prompt Guides	So you apply every concept with AI the same week
EQAC-accredited certificate	Shareable on LinkedIn after completion
SUE professional community	Connect with peers across industries
Personal 1-on-1 feedback	On your assignments
SUE Guru GPT	Lifetime access to your AI behavioural design mentor



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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. 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	11 lessons, approximately 4.5 hours of video
LANGUAGE	Spoken: English. Subtitles: EN, NL, SV, DE, FI
CERTIFICATE	EQAC accredited. Shareable on LinkedIn.
PRICE	€690 one-time payment (excl. VAT)
SUPPORT	Personal feedback + SUE Guru GPT + email

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WHY SUE

What makes this course different

Most talent courses give you best practices. A framework for engagement. A model for feedback. Useful. But none of it explains why your new hire was excited in week one and invisible in week six. That's what this course is about.

- Built on 15 years of client work across HR, people ops, and leadership teams, not borrowed from a management textbook.
- The SUE Influence Framework applied specifically to talent decisions: attraction, selection, onboarding, recognition, exit.
- Every module comes with AI Prompt Guides, so you apply what you learn the same week you learn it.
- Personal feedback on your real HR challenge.
- Rated 9.7/10 on Springest and 4.8/5 on Google.

Organisations we've trained include:

ABN·AMRO, achmea, randstad, SONY, UNHCR The UN Refugee Agency, acerta, adyen, amnesty international, a.s.r. de nederlandse verzekeringsmaatschappij voor alle verzekeringen, BAVARIA, Beweging 3.0, Bovemij, Centraal Beheer, De Nederlandsche Bank, media dpg, ebay, Eneco, European Commission, FrieslandCampina, Gemeente Breda, Gemeente Amsterdam, GGD Zeeland, humanitas, iglo, ING BANK, KBC Bank & Verzekering, Horeca Nederland, kpn, MEDIAHUIS, Medtronic, Justitie, MOM IN BALANCE, moneyou, NASPERS, obvion

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Ready?

More information and sign-up at:
www.suebehaviouraldesign.com

€690 • lifetime access • start today

Questions?
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