

How to Convince your Boss.

Seven persuasion principles to get yourself
into the Behavioural Design Fundamentals
Course.

SUE | Behavioural
Design Academy



Hi!

At SUE, we train people to get other people moving. Customers, citizens, employees. But the first obstacle most of our participants face sits before the training room door: convincing their own boss.

That's exactly the problem this course is about. Getting someone on board, with the right arguments, at the right moment. So before you know it, you're already practising what you're about to learn.

Below are seven persuasion principles from behavioural science. Applied to the question that probably brought you here: how do I get my boss on board?



Astrid Groenewegen

CO-FOUNDER SUE | BEHAVIOURAL DESIGN ACADEMY

Why this works

Most people who train with us are already good at their job. Marketers, HR professionals, consultants, designers. What they're usually missing isn't more expertise. It's insight into how people actually decide. Not how they say they decide, but how it happens under the bonnet, mostly without them noticing. We call that the missing layer. And it works just as well on your boss as it does on your customers.

How to convince your boss



FRAMING

Fifteen years of research, dozens of books, hundreds of case studies. All condensed into two days. Your boss isn't funding a long-term education programme. Tell your boss they are funding two days that save you years of digging through the subject yourself.



AUTHORITY

SUE is EQAC-accredited. And the trainers apply the method themselves, daily, at organisations like Heineken, ING and KPN. Not theorists who lecture about behaviour. People who are in it.



SOCIAL PROOF

Over 10,000 professionals from 45+ countries have gone before you. They rate the course 4.8 out of 5 on Google. Not a marketing claim, an average across thousands of separate reviews you can show as proof.



SCARCITY

Every edition is deliberately kept small: a maximum of 16 participants. Not because it looks exclusive, but because a group of 16 still leaves room for real interaction and attention. Spots are updated live on the calendar. Once it's gone, it's gone.



ANCHORING

Do the maths. Two days for €1,490 excl. VAT works out to €745 a day. That's below the day rate of an average consultant. Except this time, the knowledge doesn't stay with the consultant. It stays with you.

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RECIPROCITY

Your boss knows the pattern. An employee goes to a course, comes back full of energy, and two weeks later is back to old habits. Which is exactly why this course doesn't stop after two days. Every participant gets free, lifetime access to the SUE | Behavioural Design Club: monthly events, an active peer network. Your boss isn't paying for two days. They're paying for something that sticks.



LOSS AVERSION

Psychologist Daniel Kahneman (Princeton University) showed that a loss weighs roughly twice as heavily as an equivalent gain. So don't just name what your boss gains by sending you. Name what the team misses if they don't: someone who actually understands how customers, citizens or employees decide, while the rest of the organisation is still guessing.

"A valuable but also delightful training packed with fascinating and useful examples. Although I am quite familiar with the unconscious brain, the training has certainly been a useful addition! Mostly because of the practical approach, you are guided through the theory easily and entertainingly."

Merel Bakelmans - Engagement Engineer Altuition



Want to enrol in the course?

BOOK A SEAT HERE



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The email you can send right away

Copy, paste, adjust where needed.

Subject: Behavioural Design Fundamentals Course, why I'd like to attend

Hi [manager's name],

I know you're busy, so I'll keep this short.

I'd like to attend the **Behavioural Design Fundamentals Course** at SUE.

We put a lot of energy into influencing the behaviour of our [customers/employees/citizens/other]. Trying to get them to [buy/use/recommend/adopt] our [products/services/policies/other]. This course teaches a systematic, scientifically grounded method for doing exactly that, one I can apply directly to our own work.

It's just two days, so it won't take much of my time. The course is taught by practitioners who apply this method themselves at organisations like Heineken, ING and KPN. Over 10,000 professionals from 45+ countries have taken it before me and rate it 9.3 out of 10. And the knowledge won't stay with me alone: I can share it with the team right after, and I get lifetime access to their Behavioural Design Club and a six month online follow-up training, so it actually sticks.

I think this would make our work measurably stronger. I'd love to hear if that works for you.

[your name]

Seven principles. One email. The rest is up to your boss. Go design some behaviour!

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