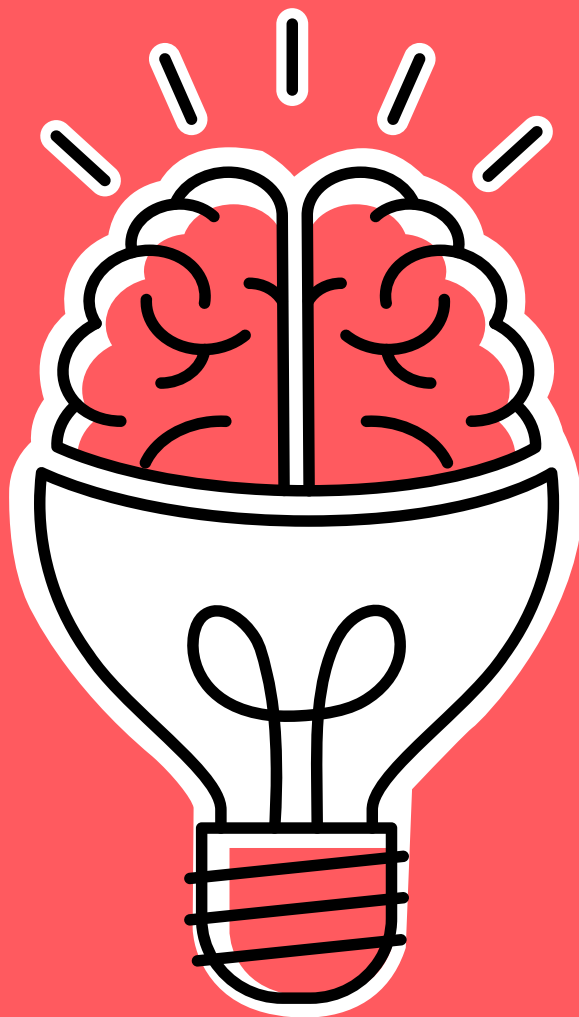


Build a team that doesn't just persuade, but designs behaviour.

Practical behavioural science training for teams.

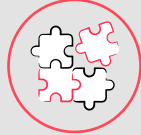


Team training brochure

The team trainings at a glance



A practical method for analysing and influencing choices and behaviour, applied to your team's own case.



Directly usable in your work, with handy tools and templates ready for daily practice.



Proven and grounded in behavioural science and psychology.



Three ways to learn: on location, online or blended learning.



Includes team membership of the exclusive SUE | Behavioural Design Club



Team certificates recognised by the Education Quality Accreditation Commission.



Includes a future-ready AI module, with AI applications for teams.

What's included:

- ✓ Training delivered by 100% practitioners.
- ✓ Follow-up training is included as standard, embedding it in your team's DNA.
- ✓ Three ways to learn: live at our location or yours, virtual or online self-paced (or blended).
- ✓ Official certificates for every team member.
- ✓ Downloadable team toolkit with cheat cards and templates.
- ✓ Access to the SUE | Behavioural Design Club for your whole team.
- ✓ AI module (SUE | Behavioural Design Guru GPT) for teams.

17 questions teams brought us

Every programme starts with a real challenge, not a curriculum. Here is a selection of the questions teams have brought to SUE over the past years.



ROYAL FLORAHOLLAND

"How do we design a culture where people feel safe to speak up?"



SAUDI ARAMCO

"How do we make talent in the Middle East want to work for us?"



TOYOTA

TOYOTA

"How do you design a 9+ customer experience at the moments that count?"



OXFAM NOVIB

"How do we build public support for development aid?"



ROCHE

"How do we shift the culture from compliance driven to entrepreneurial?"



LEVI9

"How do we design the ideal journey for attracting IT talent?"



SWINKELS FAMILY BREWERS

"How do we design brand preference in the beer category?"



EUROPEAN PARLIAMENT

"How do we get citizens excited about the value of Europe?"



MEDTRONIC

"How do we raise wellbeing at work?"



PROSUS

"How do we design the ideal talent acquisition journey?"



HENKEL

"How do we get product managers innovating from the customer rather than from the technology?"



NATUUR EN MILIEUFEDERATIES

"How do we build support across politics, media and society for ambitious nature policy?"



NEWCOLD LOGISTICS

"How do we design a high performance leadership culture?"



RABOBANK

"How do we get employees enthusiastic about our learning offer?"



LOVINGLY

"How do we optimise the online customer journey with behavioural insights?"



SPAARNE GASTHUIS

"How do we bring healthcare staff along in the transition of care?"



BENCIS

"How do you convince an entrepreneur to partner with private equity?"





Choose the format that fits your team

Masterclass. One day, maximum 16 people. For teams who want to get a grip, in a single day, on how your customers, employees or citizens really decide. You bring a challenge, we bring the method. Your team learns the principles and frameworks of Behavioural Design by applying them directly to your own challenge. You leave with a shared language, concrete applications and the energy to get started straight away. €7,990 excl. VAT.

Sprint. Two days, 5 to 24 participants. For when one challenge is urgent. A senior BD expert facilitates two days in which you apply the method directly to a real challenge from your organisation. You leave with validated interventions, ready to pilot. €11,900 excl. VAT.

Accelerator. Three months, six four-hour sessions, maximum 16 people. Our most popular format, because knowledge only sticks once you work with it between sessions. Your team learns the full method, applies it to real projects and gets feedback on what they produce. By the end, behavioural design isn't a training any more, it's how you work. €29,900 excl. VAT.

Influential Leadership Track. Five months of intensive development, built around a single insight: effective leadership ultimately comes down to the ability to influence people. Your team, your customers, your stakeholders, your peers. Behavioural Design is the method that gives leaders exactly that. €39,900 excl. VAT.

Our masterclasses

CUSTOMER AND MARKETING

Designing the 9+ Customer Experience

You learn to spot the moments in the customer journey that shape the feeling, and design them so customers recommend you.

Behavioural Marketing Foundations

You learn to build campaigns on what actually moves people, not on what they say they want.

Behavioural Marketing Advanced

You learn to combine behavioural principles into marketing that holds up when attention is short and competition is fierce.

AI, RESEARCH AND PERSUASION

Behavioural AI

You learn to put AI to work with knowledge of behaviour, so you reach usable insights faster.

The Human Edge in AI Adoption

You learn why teams leave AI untouched and how to make it part of their daily work.

Navigating Conflict and Getting Buy-In

You learn to frame a stuck discussion so parties move towards each other and your proposal gets through.

LEADERSHIP AND CHANGE

Leading Change and Transformation

You learn to read resistance as information and design change so people want to move themselves.

The Behavioural Advantage in Talent Management

You learn to design work and workplace so people stay, grow and do their best work.

Team Wellbeing and Employee Happiness

You learn to tackle wellbeing through the conditions people work in, not through yet another programme.

These themes are available online too.
Useful when your team works across locations: everyone plans their own time and picks what they want to go deeper into on a topic that matters for their work.

HOW YOUR TEAM CAN LEARN

Training paced to suit your team

We understand that team members are busy. Personal development matters, but it needs to fit your team's make-up and location. That's why we offer three ways to follow the training.



Live on location:

As a team, at our inspiring training venue in Amsterdam or at your own location.



Self-paced:

Individually, online. Everyone at their own pace, just as effective.



Blended learning:

Any combination is possible: on location with virtual or online self-paced, or virtual with online self-paced. Whatever suits your team's needs.

WHAT OTHER TEAMS SAY

Professionals who arrived with the same team questions and left with new insights

“As a team, we can wholeheartedly recommend the SUE | Behavioural Design Team Training. As a group, we were introduced to a powerful and inspiring framework that makes real change possible within our team. SUE manages to translate the insights of renowned thinkers into one coherent method that’s both practical and effective for teams. What really makes this team training stand out is how accessible it is. Everything is clear, applicable and immediately usable in day-to-day team practice. An indispensable toolkit for any team that wants to make positive change happen.”

Change Manager & Team Lead,
Centraal Beheer

“In just one week, working with SUE, we took on the user’s perspective. We discovered how to simplify our T-Mobile proposition by removing human barriers. A genuine addition to a standard design sprint.”

Viola Rijnsdorp
Sr. Marketing Manager, T-Mobile



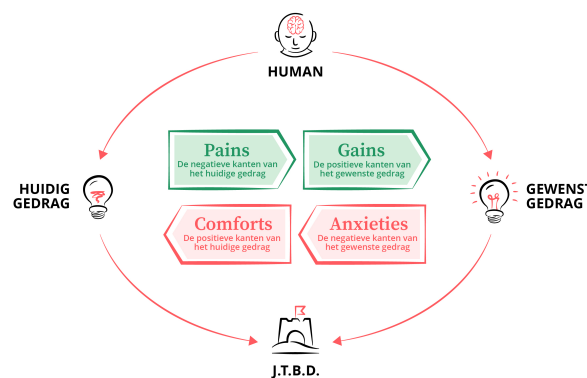
Turn ten opinions into one approach.

Put ten smart people round a table and you get ten explanations for why change is stuck, or why someone isn't taking action. All logical, all different. So the loudest voice wins, and the approach often stays exactly the same.

With the Behavioural Design Method© and the SUE | Influence Framework©, your whole team looks at a challenge through a behavioural lens. Every question gets broken down the same way: which psychological forces push people towards the desired behaviour, and which hold them back? Your team also learns to apply proven principles from behavioural science to design interventions that steer behaviour and choices in predictable ways, with a handful of simple, applicable models.

You'll notice the difference in the first meeting after the training. Discussions stop being about who's right and start being about what's actually going on in the minds of the people you're trying to influence. Shared language, shared approach, faster decisions.

And your team won't be practising on hypothetical cases. They apply the method during the training to your own real challenge, so that by the end there's not just knowledge on the table, but the start of a solution.



© All rights reserved SUE | Behavioural Design BV

THE OPPORTUNITY

What if your whole team knew how people really make decisions?

Good plans rarely fail on substance. They fail on behaviour: the market's, the customer's, the organisation's own.



Campaigns that don't land, policies that don't stick, AI tools that go unused. That's rarely down to the offer or the plan. It's down to the assumption underneath it: that people change once you inform them well enough. Unfortunately, that isn't how behaviour works.

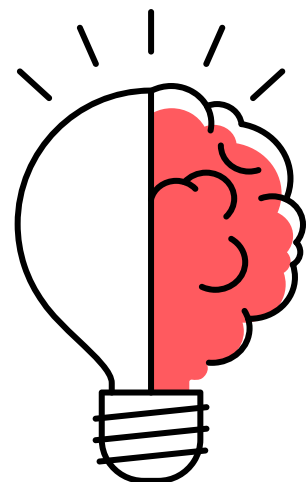
Psychologist Daniel Kahneman showed that the vast majority of our decisions happen automatically, driven by the context of the moment. Anyone appealing only to the rational brain is missing almost the entire decision.

Teams that understand this stop trying to persuade harder. They start designing behaviour instead — the shift from being right to winning people over.

Our Behavioural Design trainings build that shared skill, in your context, on your challenge.



“In a world where information is increasingly there for the taking, the team that understands behaviour wins.”



Not a one-off learning experience, but ongoing growth as a team in a club of impact-makers



What makes our Team Trainings unique? On completion, your whole team automatically and free of charge becomes a member of the exclusive SUE | Behavioural Design Club — a community open only to SUE alumni.

What does team membership offer?

- Monthly exclusive events – from expert sessions and workshops to hackathons and networking drinks, all free for your team members to attend.
- Ongoing deep-dives – webinars, Q&As and masterclasses that keep your team's knowledge current.
- Professional network – connections with other high-performing teams across a range of sectors.
- Team-focused exchange – share cases as a team, get feedback and learn from the experience of other teams in other industries facing similar challenges.
- Early access – be among the first to access new tools and methods.
- Team challenges – we regularly organise meet-ups to share knowledge and pick up new insights.

In every case:

- Tailored to your specific challenge
- Adapted to your industry and context
- Focused on your real stakeholder or target-group challenges



Reviews:



★★★★★
Google 4,8 uit 5

bloomville
★★★★★

INCLUDED: BEHAVIOURAL DESIGN IN THE AGE OF AI

Become indispensable in an age of AI and choice overload



In a world where AI is here to stay, the playing field for behavioural experts is changing too. Behavioural science concepts are now just a prompt away for anyone, which is exactly why a deep understanding of the mental models behind human behaviour is more valuable than ever.

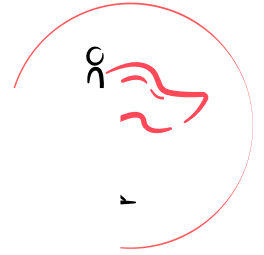
In every SUE training, we help your team make the most of this new reality:

- They learn the mental models to critically assess AI output and translate it from output into outcomes.
- They learn how to feed AI tools purposefully with the right behavioural science principles.
- They discover how to use AI to identify and analyse behavioural barriers faster.
- We show them how to use AI to develop and test richer, more varied behavioural interventions.

The professional of the future doesn't compete with AI on knowledge. They compete as experts who understand when and how to apply it in our complex human world — not to know more, but to direct AI, and to turn knowledge into wisdom.



READY TO MAKE AN IMPACT?



From teams who want to influence better to organisations who want to lead the way. Here's how to start.

This is for you if your team:

- Regularly needs to convince stakeholders (the board, customers, other departments)
- Needs to drive through change but is running into resistance
- Struggles with adoption of new tools, processes or strategies
- Works remotely or hybrid and finds that collaboration has become harder.
- Works in sales/business development and wants to increase conversion
- Has innovative ideas but can't get them to land.

Want to talk it through? Book a free consultation with SUE.

Not sure yet whether a team training fits your challenge?

Not a sales pitch, but a conversation to answer your specific needs or questions.

Or would you just like to spar about how other teams have approached this?

Or are you curious whether our approach fits your specific challenge?

Pick a time that suits you. We look forward to thinking it through with you.

Then book a personal 30-minute call online.

Book your free consultation

Want to sign up individually?

Take a look at our trainings on our website (you can also sign up there):

suebehaviouraldesign.com



Interested in a team training?

Book half an hour with SUE, where we can help with tailored advice, or answer any further questions. This is completely free, with no obligation.

[Click here to schedule an appointment](#)

academy@sueamsterdam.com

[+31 \(20\) 2234626](tel:+31202234626)

Any further questions?

The SUE team is ready to help! Get in touch via

academy@sueamsterdam.com

[+31 \(20\) 2234626](tel:+31202234626)



Where can you find us?

We have a training venue and office in Amsterdam. Our address is:

's-Gravenhekje 1a, 1011 TG, Amsterdam



PS. Why now?

The SUE | Behavioural Design Team Training Programmes give you what most teams lack: a proven methodology to understand and influence choices and behaviour structurally, as a team. Not based on assumptions or trends, but on solid principles from behavioural science that you can apply together.

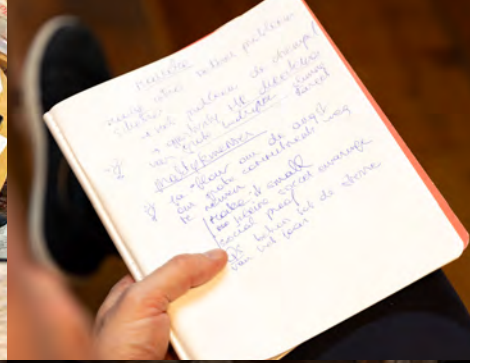
The biggest benefit for teams? You no longer have to guess what works. You get a systematic team approach you can apply straight away, plus access to an exclusive community that keeps inspiring and supporting you as a team. The era of individual expertise is over.

The future belongs to teams who develop and apply behavioural intelligence together. Teams who understand that influence isn't an individual art, but a team competence that moves your organisation forward.

Teams that start now will have a decisive advantage in six months' time. Not because they know more, but because they understand, as a team, how to turn knowledge into momentum.

Organisations we've trained:





SUE | Behavioural
Design Academy

www.suebehaviouraldesign.com | 's-Gravenhekje 1a, 1011 KW Amsterdam

+31 (20) 2234626 | academy@sueamsterdam.com