

BEHAVIOURAL ECONOMICS TRAINING

WORKSHOP OVERVIEW

How do humans make decisions? The behavioural sciences provide valuable insights into the cognitive biases and contextual factors which influence the choices people make.

From a tactical perspective, these insights can be used to design contexts and communications which 'nudge' people to choose, buy or share. At a more strategic level, behavioural science enables organisations to challenge assumptions, identify biases and generate new ideas for content and services.

The majority of our training workshops are bespoke and tailored to specific client needs and sectors, which is a cost-effective option for companies with four or more delegates. We currently offer one training course for individual delegates:

Behavioural Economics | Foundation



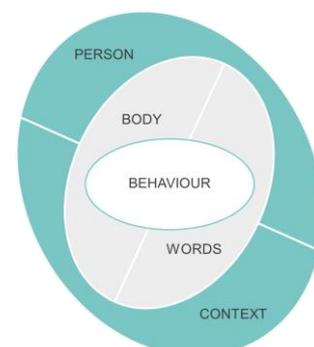
An introductory training workshop, ideal for marketers and other customer experience professionals. Suitable for people with little or no experience of applying behavioural economics.

BEHAVIORAL ECONOMICS | FOUNDATION

This introductory workshop gives participants knowledge and practical methods to start applying behavioural economics to their organisations.

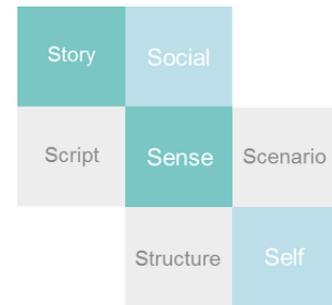
How will I benefit?

- Understand how behavioural economics can be used to measurably improve the performance of marketing and customer experience.
- Explore the psychological biases and heuristics which influence customer decision-making.
- Gain new tools and techniques to invigorate your team and generate measurable impact.



What can I expect?

- Engaging, hands-on exercises
- Solid academic theory
- Commercial examples of application
- Models, tips and tools
- Enthusiastic, expert facilitation



The Seven Lenses

What will I learn about?

- Behavioural economics
 - Theory and principles
 - Criticism and limitations
 - Other important fields with 'behavioural science'
 - Two 'systems' of decision-making: System 1 (fast, unconscious, automatic) vs System 2 (slow, conscious, deliberative)
 - Cognitive biases and key principles; including defaults, conformity effects, social effects, status quo, recency, primacy, loss aversion, choice architecture etc.

- Practical application
 - How companies are integrating behavioural economics
 - Channel considerations
 - Digital and conversation rate optimisation (CRO)
 - Behaviour mapping and research
 - Creating hypotheses and rationales
 - How to start running experiments
 - Measurement and quantifying ROI

Respondents get digital access to all handouts, training exercises and slides after the workshop.

WORKSHOP TESTIMONIALS

“Really insightful session delivered in a way that everyone can understand and relate to real business issues... It’s important these days out of the office are a lot of fun as well as useful for our day jobs.”

Brand Manager, Red Bull

Red Bull is the world’s best-selling energy drink and a global sports content and events brand

“Prime Decision provided our senior management team with a strong grounding in behavioural science. Highly recommended! They took time to understand our business and meet our specific brief and delivered with energy and passion. By lunchtime we had invited them back to present at our annual claims leadership conference which proved to be a great decision.”

Rob Smale, Claims Director, Ageas

Ageas is an award-winning provider of insurance products, with 8 million policyholders and around 5,500 employees in the UK

“A really interesting and thought-provoking workshop. Prime Decision provided an excellent bridge between the emerging scientific research on behavioural economics and real world applications.”

Carrie Sabin, Head of Human Resources, Pacific Life

Pacific Life Re Limited provides reinsurance products and services globally, counting half of the 100 largest U.S. companies as clients

“An invaluable workshop. We were delighted in the pre-event relationship building and tailoring of the subject to our niche sector.”

Paul Williams, Senior Project Manager, Family Lives

Family Lives is a national family support charity, parenting classes and other services to families in the UK

FACILITATOR

Sample Facilitator Bio: [Natalie Horne](#)



Natalie founded Prime Decision, a behavioural insight consultancy specialising in applying behavioural science to marketing, customer experience and employee behaviour. She has five years' experience of applying behavioural economics to a range of business areas.

Prior to this, Natalie worked as an agency planner and marketing strategist across EMEA and the US, before training in product management and research. Her experience of data-driven marketing, digital and social media informs her creative, collaborative approach to behavioural science.

Natalie works directly with Behavioural Scientists and Experimental Psychologists, at academic institutions such as the University of Bristol and UCL. She translates scientific methods into measurable improvements. Natalie works with global B2B and B2C brands through to national charities, including Toyota, Red Bull, Samsung, Microsoft, Paypal Giving Fund, Nintendo, IBM, OVO Energy, Wesleyan Financial Services, Ageas and the Movember Foundation.

Public speaking experience includes: European Retailers Conference, Association of British Insurers, Innovate UK Conference, Vision, International Fraud Management and the Internet Advertising Bureau (IAB). Natalie also hosts [Behavioural Meetups](#): a free 600+ member event series in Bristol.

PRACTICALITIES & PRICING

Workshops are held in Bristol and central London, at venues with good transport links. Refreshments and lunch are provided. Sessions typically run 9am-5pm.

Sample agenda:

- Registration & coffee: 9.00 – 9.30
- Session 1 9.30 – 10.45
- Break: 10:45 – 11:00
- Session 2 11.00 – 12.30
- Lunch: 12:30 – 13:30
- Session 3 13.30 – 15.00
- Break: 15:00 – 15:15
- Session & Close 15.15 – 17.00

Exact timings and venue to be confirmed on booking. Upcoming dates:

Location	Date	Cost per delegate
Bristol	Thursday 21 st July	£545
London	Tuesday 6 th September	£595
Bristol	Wednesday 12 th October	£545
London	Wednesday 23 rd November	£595

Prices are exclusive of VAT. Workshops require a minimum of four and a maximum of twelve participants.

To confirm availability or request alternative dates, please contact:

- +44 117 329 2750
- hello@prime-decision.com

ABOUT PRIME DECISION

BEHAVIOUR CHANGE | WHY FORCE IT?

Prime Decision is a behavioural insight consultancy, founded in 2011.

We challenge how organisations interact with customers and employees. We use behavioural economics and social psychology to create healthy behaviour change that yields healthy profits.

Our behavioural economics training workshops draw on Prime Decision's first-hand experience of applying behavioural insights to marketing and customer experience, as well as fields like change management and operations. Our work bridges tactical 'nudges' with strategic 'leaps'. Facilitators can speak from experience; sharing how leading companies are embedding these approaches into their organisations.

We provide behavioural economics workshops and consultancy services to a diverse range of companies and non-profits.

Our team mixes commercial specialists with associate academics from leading institutions, such as University of Bristol, University of Cambridge Business School, University College London (UCL) and the University of Stirling.

