

Behavioural Alchemy

Practical Applications of Behavioural Insights (BI)

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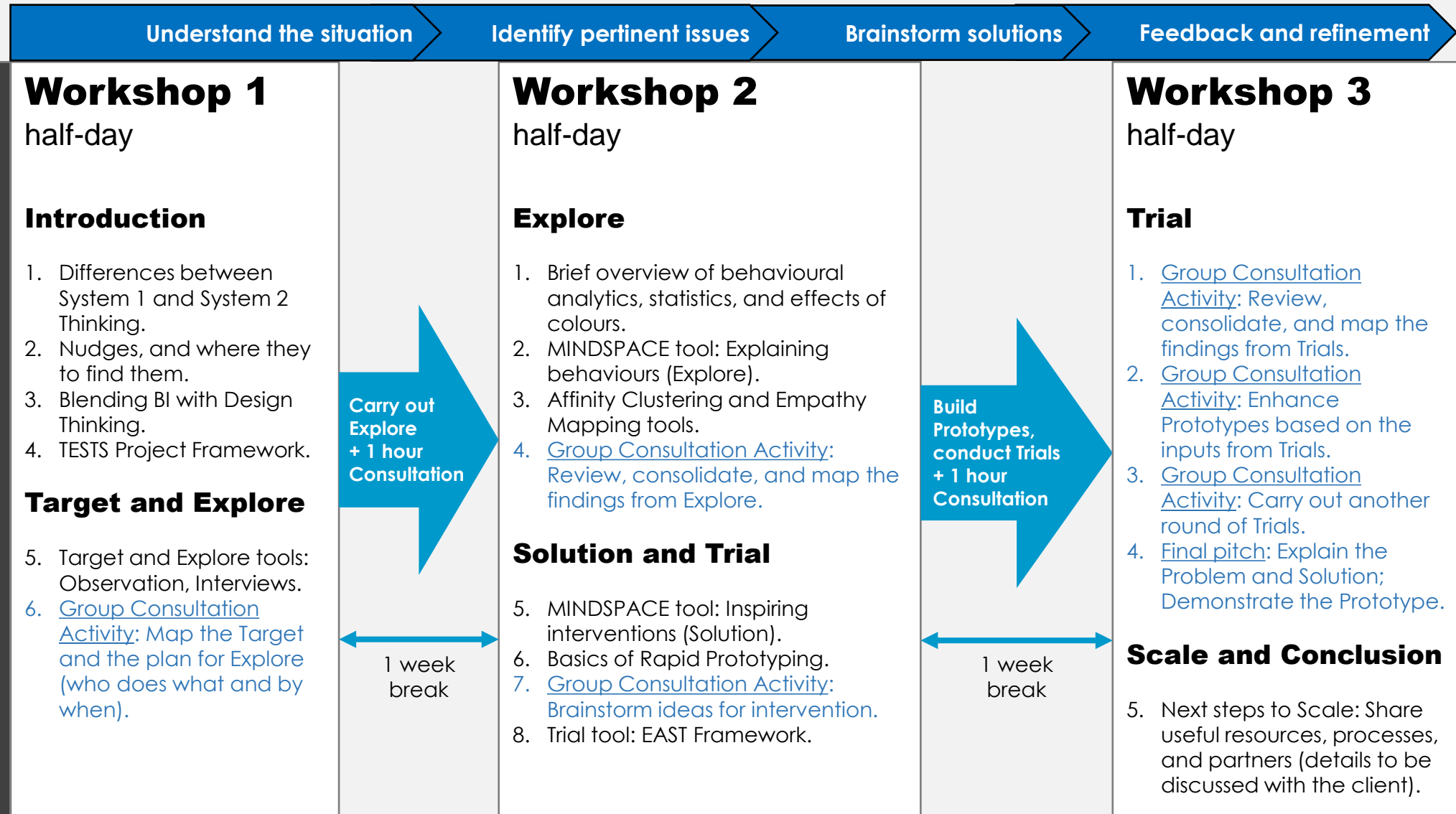
Programme Overview

The "Behavioural Alchemy" programme focuses on addressing recurring undesirable human habits, providing participants with tools to understand and influence behaviour for positive change. Framed by a series of specially-curated interactive workshops, the Programme focuses on tackling real-life issues that participants encounter in their personal or professional lives, making the learning experience directly relevant. Through hands-on activities, participants will apply Behavioural Insights (or BI) to design and test interventions that can be implemented in everyday situations. By translating theory into practice, the course equips learners with the skills to create effective and impactful solutions to persistent behavioural challenges.

Key Features

- Focuses on breaking undesirable habits.
- Real-life issue application.
- Hands-on activities for practical implementation.
- Harmonising with Design Thinking for exponential results.
- Fun, interactive and immersive!

Programme Flow



Programme Details

Duration

1 month of preparations
+ 1.5 days of in-person workshops
+ Approx. 6 hours of project consultations.

Venue

At client's premises.

Class Size

Min.: 12 pax.
Max.: 20 pax.

Facilitators

1 to 2, depending on the class size.

Cost

SGD 22,000.

We don't charge GST. Excludes venue rental, AV equipment, refreshments and stationery.

Provision for Each Participant

- A Certificate of Achievement.
- A physical copy of *Innovation within GRASP – The Ultimate Cheatbook for Innovative Solutioning*.
- A softcopy of the course notes.

Past Participants of Similar BI Programmes





Logistics List

- Flipcharts
- Markers
- Post-it notes
- Scissors
- Masking tape
- Optional: Scrap materials for prototyping

*** The specific quantities are to be discussed with the client.*

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