



# 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**

**Carry out** 

**Explore** 

+ 1 hour

Consultation

1 week

break

Understand the situation



# **Preparations** 1 month

- 1. **Confirm the issue** to be tackled at the workshops.
- 2. **Identify the participants** of interest, and finalise their groupings based on profile and intended outcomes.
- 3. **Design the content** and activities which would be most appropriate for the given topic, participants and intended outcomes.
- 4. Prepare the venue and logistics to support the workshops activities.

# Workshop 1

half-day

### Introduction

- Differences between System 1 and System 2 Thinking.
- 2. Nudges, and where they to find them.
- 3. Blending BI with Design Thinking.
- 4. TESTS Project Framework.

### **Target and Explore**

- 5. Target and Explore tools: Observation, Interviews.
- 6. Group Consultation
  Activity: Map the Target and the plan for Explore (who does what and by when).

# Workshop 2

**Identify** pertinent issues

half-day

### **Explore**

- Brief overview of behavioural analytics, statistics, and effects of colours.
- 2. MINDSPACE tool: Explaining behaviours (Explore).
- 3. Affinity Clustering and Empathy Mapping tools.
- 4. <u>Group Consultation Activity</u>: Review, consolidate, and map the findings from Explore.

### **Solution and Trial**

- 5. MINDSPACE tool: Inspiring interventions (Solution).
- 6. Basics of Rapid Prototyping.
- 7. <u>Group Consultation Activity:</u>
  Brainstorm ideas for intervention.
- 8. Trial tool: EAST Framework.

# Workshop 3

Feedback and refinement

half-day

### **Trial**

**Brainstorm solutions** 

Build

Prototypes.

+ 1 hour

**conduct Trials** 

Consultation

1 week

break

- Group Consultation
   <u>Activity</u>: Review,
   consolidate, and map the
   findings from Trials.
- Group Consultation
   Activity: Enhance
   Prototypes based on the inputs from Trials.
- 3. <u>Group Consultation</u>
  <u>Activity</u>: Carry out another round of Trials.
- Final pitch: Explain the Problem and Solution; Demonstrate the Prototype.

### **Scale and Conclusion**

Next steps to Scale: Share useful resources, processes, and partners (details to be discussed with the client).





# **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

<sup>\*\*</sup> The specific quantities are to be discussed with the client.





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