



Applied Behavioural Research for Service Decisions Training Course

3 – 7 May 2027
Rome



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Ref: 679_151904 **Date:** 3 – 7 May 2027 **Location:** Rome **Fees:** 5700 Euro

Overview

Applied Behavioural Research for Service Decisions Training Course is a five-day practitioner course for customer experience researchers, service designers, policy professionals, product managers, and insight analysts who leave with a Behavioural Evidence-to-Action Portfolio. Participants frame behavioral questions, gather ethical field evidence, code qualitative material, test hypotheses, synthesize insights, and design proportionate interventions for service and organizational decisions. The course treats evidence as a decision tool rather than an academic output. Agile Leaders Training Center situates applied behavioural research within accountable service improvement.

Who Should Attend

- Professionals responsible for investigating customer and service behavior
- Teams responsible for designing services, products, or policy interventions
- Analysts responsible for translating qualitative evidence into decisions
- Managers responsible for commissioning or reviewing behavioral studies
- Advisers responsible for evaluating how people respond to service choices

The course assumes participants already contribute to service, policy, product, or customer decisions and leaves out academic thesis design, data analytics, conventional market research, and clinical behavior analysis.

Departments and Industries

The course supports departments and industries that need traceable evidence about behavior before changing services or organizational practices.

- Customer experience, service design, and operations
- Product management, innovation, and transformation
- Policy, strategy, and public services
- Banking, insurance, and telecommunications
- Healthcare, education, transport, and utilities

Learning Objectives

By the end of this course, participants will be able to:



- Diagnose a service decision as an observable behavioral question
- Build ethical observation and interview plans for field settings
- Apply qualitative coding to identify behavioral patterns
- Compare behavioral hypotheses against collected evidence
- Design and evaluate proportionate behavioral interventions
- Prioritize findings in a decision-ready evidence report

Course Agenda

Day 1: Behavioral Question Framing

- Service Decision-to-Behavior Question Canvas
- Observable Behavior Definition Method
- Context and Actor Boundary Map
- Assumption-to-Evidence Register
- Behavioral Research Decision Brief

Day 2: Ethical Field Evidence

- Ethical Fieldwork Risk Checklist
- Structured Observation Protocol
- Critical Incident Interview Guide
- Participant Consent and Disclosure Plan
- Field Note Quality Review Grid

Day 3: Coding and Behavioral Diagnosis

- Qualitative Coding Framework
- Behavior Pattern Affinity Map
- Barrier and Enabler Diagnostic Matrix
- Behavioral Hypothesis Statement Builder
- Evidence Strength and Contradiction Log

Day 4: Intervention and Evaluation Design

- Behaviour Change Wheel Selection Map
- EAST Intervention Design Prompts
- Intervention Mechanism Logic Chain
- Proportionate Testing Method Matrix
- Outcome and Process Indicator Sheet



Day 5: Evidence-to-Action Practice

- Exercise: Frame a Service Behavior Question
- Exercise: Code Field Evidence and Surface Patterns
- Exercise: Challenge a Behavioral Hypothesis
- Exercise: Design and Evaluate an Intervention
- Capstone: Behavioural Evidence-to-Action Portfolio

Practical Exercises

The course uses customer, policy, healthcare, and transport cases to connect field evidence with accountable decisions.

- Suggested activity: turn an ambiguous service problem into an observable behavioral question and evidence plan.
- Suggested activity: conduct a short observation or interview simulation and code the resulting notes.
- Suggested activity: compare competing hypotheses and document supporting, contradictory, and missing evidence.
- Suggested activity: assemble an intervention logic chain, evaluation indicators, and decision-ready recommendation.

FAQs

Who suits applied behavioural research training and what does it assume?

Professionals who already support service, policy, product, or customer decisions suit the training; it assumes they can describe a real decision context but does not require academic research credentials.

How does applied behavioural research differ from market research?

Applied behavioural research examines observable actions, contexts, barriers, mechanisms, and intervention responses, while market research more often examines preferences, segments, demand, and perceptions for commercial decisions.

How are behavioral hypotheses tested in service decisions?

Behavioral hypotheses are tested by defining an observable proposition, selecting proportionate evidence, checking competing explanations, documenting contradictions, and evaluating whether an intervention changes the intended behavior.

What makes applied behavioural research ethical?

Ethical applied behavioural research makes purpose, consent, privacy, risks, researcher influence, data handling, and participant autonomy explicit before fieldwork and revisits them when methods or contexts change.



How should behavioral insights be reported for decision-makers?

Behavioral insights should be reported with the decision question, method, evidence limits, competing explanations, intervention logic, expected indicators, and a clear distinction between observation, inference, and recommendation.

Conclusion

Participants leave with a Behavioural Evidence-to-Action Portfolio containing a question canvas, field protocols, coded evidence, hypothesis log, intervention logic chain, evaluation indicators, and decision report. The portfolio makes the path from observed behavior to recommendation traceable. It helps teams improve services while keeping evidence limits and ethical choices visible.