



Behavioral Economics and Decision Design Training Course

25 – 29 July 2027
Nairobi

Behavioral Economics and Decision Design Training Course

Ref: 1613_219116 **Date:** 25 – 29 July 2027 **Location:** Nairobi **Fees:** 4500 Euro

Overview

Behavioral Economics and Decision Design Training Course is a one-week course for managers, policy professionals, analysts, customer-experience professionals, and HR practitioners, who leave with a Behavioral Intervention Test Plan. The course connects bounded rationality, heuristics, cognitive bias, choice architecture, incentives, the EAST framework, experimentation, and ethical review. It replaces intuition-led interventions with behavioral diagnosis and testable design. Agile Leaders Training Center develops applied behavioral economics practice.

Who Should Attend

- Professionals responsible for designing policies, services, or customer journeys
- Leaders accountable for organizational decisions and behavior-change initiatives
- Analysts who examine decision patterns, frictions, and intervention evidence
- People practitioners who design employee communications and workplace choices
- Teams responsible for experimentation, evaluation, and ethical governance

The course assumes participants already contribute to decisions or service design, and leaves out clinical diagnosis, behavioral finance specialization, and coercive manipulation.

Departments and Industries

The course supports behavioral decision design across public services, financial services, retail, technology, healthcare, and professional services.

- Strategy, policy, and service-design departments
- Customer experience, marketing, and product teams
- Human resources and organizational development functions
- Financial services, retail, and technology organizations
- Healthcare, public service, and professional service organizations

Learning Objectives

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



- Analyze decisions through bounded rationality and behavioral evidence
- Diagnose heuristics, biases, frictions, and contextual influences
- Apply the EAST framework to choice architecture
- Evaluate incentives, defaults, framing, and social norms
- Build an ethical behavioral experiment and measurement plan
- Use findings to adapt an intervention responsibly

Course Agenda

Day 1: Behavioral Decision Foundations

- Bounded Rationality and Dual-Process Decision Map
- Heuristics and Cognitive Bias Diagnostic Catalogue
- Prospect Theory, Reference Points, and Loss Framing
- Present Bias, Inertia, and Status Quo Analysis
- Behavioral Problem Statement and Target Behavior Canvas

Day 2: Context and Behavioral Diagnosis

- Decision Journey and Friction Mapping Method
- Attention, Salience, and Information Load Review
- Social Norm, Identity, and Peer Influence Map
- Incentive, Motivation, and Crowding-Out Checklist
- Behavioral Evidence and Assumption Register

Day 3: Choice Architecture and Intervention Design

- EAST Framework Intervention Design Cards
- Default, Simplification, and Convenience Design Matrix
- Framing, Feedback, and Reminder Pattern Library
- Choice Preservation and Autonomy Review Checklist
- Behavioral Intervention Logic Model

Day 4: Testing, Ethics and Adaptation

- Behavioral Hypothesis and Outcome Measure Template
- Comparison Group and Experiment Design Canvas
- Implementation Fidelity and Context Monitoring Plan
- Ethical Risk, Transparency, and Proportionality Review
- Test, Learn, and Adapt Decision Protocol



Day 5: Behavioral Design Practice

- Exercise: Decision Bias and Friction Diagnosis
- Exercise: EAST Choice Architecture Design
- Exercise: Incentive and Social Norm Review
- Exercise: Ethics and Experiment Readiness Challenge
- Capstone: Behavioral Intervention Test Plan

Practical Exercises

The course uses suggested activities to connect behavioral evidence with testable and ethically governed decisions.

- Suggested activity: map a customer or employee decision journey and identify behavioral frictions
- Suggested activity: redesign a form or message using EAST while preserving meaningful choice
- Suggested activity: compare defaults, incentives, framing, and social-norm options against ethical risks
- Suggested activity: present a Behavioral Intervention Test Plan with measures, safeguards, and adaptation rules

FAQs

Who suits the Behavioral Economics and Decision Design Training Course?

Professionals who already contribute to policy, service, customer, or workplace decisions suit the course; it assumes practical decision responsibility and no prior specialist economics qualification.

How does behavioral economics differ from behavioral finance training?

Behavioral economics examines decision patterns and intervention design across organizational, policy, and customer contexts; behavioral finance training concentrates on financial markets, investors, and financial choices.

How does choice architecture influence decisions?

Choice architecture influences decisions through the order, framing, defaults, effort, feedback, timing, and social context surrounding available options while preserving meaningful choice.

Why should behavioral interventions be tested?

Behavioral interventions should be tested because context affects results, assumptions may be wrong, and comparison evidence supports responsible decisions about adaptation, scaling, or stopping.



What makes behavioral decision design ethical?

Ethical behavioral decision design uses a legitimate purpose, proportional methods, transparency, autonomy safeguards, fair treatment, data controls, monitoring, and accountable review.

Conclusion

Participants take back a Behavioral Intervention Test Plan. It connects the target behavior, diagnosis, choice architecture, ethical safeguards, experiment design, measures, implementation controls, and adaptation rules. The plan changes an intuition-led idea into a documented intervention that can be tested, reviewed, and improved before wider use.