



# Behavioral Economics and Decision Design Training Course

11 – 15 April 2027  
Cape town

## Behavioral Economics and Decision Design Training Course

**Ref:** 1613\_219119 **Date:** 11 – 15 April 2027 **Location:** Cape town **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.