

Applying Behavioural Science to the Organisation: Improving Work Performance

Are you able to apply behavioural science to your organisation?
Do you want to improve work performance?

Introduction

There are countless pieces of advice regarding improving work that relates to becoming more productive, efficient, profitable, happy, etc. While much of the advice available for free is not rooted in solid evidence, one of the greatest scientific assets to understanding workplace improvement is behavioural science. Moreover, there is a breadth of evidence, even entire academic disciplines, which suggest that insights from psychology, in particular, are directly correlated to improving internal and external relations and practices at work. This workshop highlights some of the leading direct and indirect influences of behavioural science at the workplace and highlights how many principles can easily be implemented to much success. Do you want to explore more?

Program Objectives

This program aims to:

- Provide fundamental of human behaviour
- Equip participants on the relationship between human behaviour and work performance

Learning Outcomes

After completing this program, the participants should be able to:

- Have an in-depth understanding of the science of human behaviour
- Understand Effective, behavioural and cognitive human behaviour
- Creating strategies to help the organisation to grow

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Human resource personnel, Marketing personnel, Financial personnel, Senior Management, and anyone who would like to apply behavioural science into the business strategy.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>Fundamental of Behavioural Science</p> <p>In this module, the participants would have a basic understanding of human science regarding their attitudes, behaviour, value system, intention, perceptions, motivations and belief. The understanding helps participants to venture into the following module.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Behavioural Science at the Workplace</p> <p>There are several concrete applications within which psychological concepts are particularly relevant and are even common practice. This module helps participants understand behavioural science’s influence in performance management, fostering creativity and innovation, nudging management, and others.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Effective Performance Management and Behavioural Science</p> <p>In this module, the participants would learn how to apply behavioural science knowledge to set individual and team goals aligned with an organisation’s strategic objectives. For instance, the participants would learn the concept of goal-setting theory and the implication in planning strategic direction.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Employee Engaging with Behavioural Science</p> <p>This module helps participants to apply psychological theory to engage and create a relationship with one and another. The participants would create a psychological strategy to form positive attitudes, intentions, behaviours, and higher levels of job satisfaction. Engagement will be achieved when ‘supply push’ factors outweigh ‘demand pull’ factors. Most importantly, the participants would learn how to create “chemistry” in the organisation. The participants would apply the concept of status quo bias, loss aversion, discounting, framing, and anchoring.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>Employee Motivation with Behavioural Science</p> <p>When employees are motivated, they will be able to perform better.</p>

	In this module, the participants would learn the strategic method to motivate the employees. The participants would learn how to motivate employees, apply competition to boost employees, apply curiosity, meta motivation, and motivation contagion to increase work performance. The participants would use herd effect, in-group bias, bandwagon effect, and other behavioural economic concepts in these modules.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	Employee Happiness and Satisfaction with Behavioural Science In this module, the participants would learn the 6 sins of human happiness to reveal the devil within us. Then, the participants would learn the science of positive psychology. Besides, the participants would learn how to create an ultimate happy working environment in this module.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	Choice Architecture and Work Performance Choice architecture can be used to help nudge people to make better choices. In this module, the participants would look at the basic concept of choice architecture, how choice architecture works. The participants would learn how to apply defaults, expecting error, understanding mappings, giving feedback, structuring complex choices, and creating incentives
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	Nudges and Work Performance In this module, the participants would learn how to create nudges to promote work performance. The participants would apply default rules, simplification, uses of social norms, increase in ease and convenience, disclosure, warnings, graphic or otherwise, pre-commitment strategies, reminders, eliciting implementation intentions and informing people of nature and consequences of their own past choices into their operational strategy that gives impact to the employees.