

Certified Behavioural Intelligence Practitioner

Do you know how to change human behaviour without them realizing it?

Do you want to create a strategy that integrates with human behaviour?

Do you want to convert irrational human behaviour as a part of your strategy?

Introduction

The understanding of judgment and decision making, which has been shaped by psychological discoveries of recent decades. Focus on those problems facing individuals at different points in their life that are best understood (or at least illuminated) from an economic psychology perspective. Thus, we do deal with saving but don't deal with mate choice. The certified behavioural intelligence program enables the participants to understand the nature of *Homo sapien*. The workshop shares the secret of how to utilise the misbehaviour of human beings to design strategies to achieve the goal.

Program Objectives

This program aims to:

- Equip participants with skills and knowledge of the nature of human beings.
- Expose participants to the concept of behavioural economics and behavioural intelligence.
- Train participants to apply the theory to organisation strategies.

Learning Outcomes

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

- Apply behavioural insights in finance, marketing, human resource, organisation behaviour, occupational and health, and psychology.
- Apply nudges in business strategies
- Create impactful and sustainable strategies with the desired goal.

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 intelligence into the business strategy.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>Understand the Tips of the Iceberg: The Human Behaviour</p> <p>This module aims to provide strong fundamentals to participants to understand human beings' attitudes and behaviour. The participants would understand the nature of human beings including human motivation and human emotions.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Irrational Human Behaviour</p> <p>This module helps participants understand the truth about relativity, the fallacy of supply and demand, the cost of zero-cost, the cost of social norms, the influence arousal. Then, we will look at the unexpected ways we defy logic at work, the unexpected ways we defy logic at home.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>The Evidence on Human Choice Under Risk and Uncertainty</p> <p>This module brings you to understand the elements of classical decision theory, subjective expected utility theory, eliciting the utility function under and violation of expected utility theory.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Behavioural Models of Decision Making</p> <p>This module exposes participants to the introduction of probability weighting functions, rank dependent utility theory (RDU), the prospect theory. The application of prospect theory is shared in this module.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>Application of Behavioural Decision Application</p> <p>Participants will learn the endowment effects and exchange asymmetries, prospect theory preference, and myopic loss aversion in this module.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	Human Behaviour Under Ambiguity

	The module covers the neoclassical model of ambiguity and the behavioural model of ambiguity. The participants will look at the application of choice in the situation of ambiguity.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	The Evidence of Human Sociality and Preference This module covers the ultimatum and dictator games, gift exchange and trust games, public goods games, and indirect reciprocity. This model covers ERC model, fairness and stochastic dominance, behavioural political economy, fairness, general equilibrium, and welfare, evidence on models of social preference and reciprocity.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	Incentives and Other-Regarding Preference This module includes moral hazard and other-regarding preferences, incomplete contracts under other-regarding preference, reciprocity and long-term contracts, extrinsic and intrinsic motivation.
Day Three	
Time	Topics
9:00am – 10:30am	Behaviour Time Discounting This module starts to understand the evidence on temporal human choice. Then, the participants would learn the behavioural models of time discounting. In this module, the participants would learn the application of present-based preferences.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	Behavioural Game Theory The participants would learn the evidence on strategic human choices such as Nash equilibria, coordination games, bargaining games, asymmetric information, signalling, and cheap talk in this module. The module covers topics such as public signals and correlated equilibria, strategic complements, and strategic substitutes. This module ensures the participants learn the quantal response equilibrium (QRE), level-k with cognitive hierarchy, and CH model. Psychological game theory, correlated equilibrium, and social norms are covered also.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	Behavioural Models of Learning The participants would revisit the game theory by understanding the

	evolution. Then, the learning model includes reinforcement, possibility, and impossibility of rational learning, rule-based learning, multiple games, complexity, and categorisation. The last topic of this module on the stochastic social dynamics
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	Emotions The participants would be exposed to the emotions and human behaviour, interactions between emotions and cognition to ensure participants can create a strategy that would trigger human emotions.
Day Four	
Time	Topics
9:00am – 10:30am	Bounded Rationality Participants would learn the concept of judgment and heuristics, mental accounting. The participants would learn the application of boundaries rationally in financial markets, policy formation, marketing, and human resource.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	Behavioural Welfare Economics This module covers the topics such as fixing basic ideas, soft paternalism, the regulation under imperfect self-information, choice and non-choice data, choice-based behavioural welfare economics, revealed preference under limited attention, and the contractarian approach.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	Nudging In Action This module starts with behavioural economics and nudging policy. Before applying nudging into action, the participants would master the problem with nudges.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	Creating nudging Strategy in Organisation After understanding the concept of nudging, the participants start to apply it in the real situation. The participants would learn how to have profit-maximising behavioural interventions and individual self-focused nudges.
Day Five	
Time	Topics
9:00am – 10:30am	Choice Architecture The participants would learn the fundamentals of architecture choice—the concept of nudges. Then, the participants would apply

	the concept of defaults, expect errors, give feedback, structure complex choices, and incentives.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	The black box of the firm: Human Relationship and Productivity The participants would learn the survival of the fittest, the firm and contemporary economic perspective, why people don't behave according to conventional economics
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	Using Behaviour Insight The chapters start to provide an overview of behavioural insights. Then, the participants are exposed to the strong philosophical of behavioural insight, the principle of EAST as four simple ways to apply behavioural insight,
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	Behavioural Insights as Resilience Strategy In the last module, the participants would learn the regulatory context and approach, applying behavioural insight into policy and strategy.