

Accelerating Change for Excellence: Behavioural Insights Strategy

Do you know why the change strategy you introduced is not able to sustain?

Do you want to create change management according to human nature?

Introduction

Change management is, therefore, a very broad field, and approaches to managing change vary widely, from organization to organization and from project to project. Many organizations and consultants subscribe to formal change management methodologies. Unfortunately, many organisations remain slow in applying change in the organisation. This module aims to help the participants to look into the change in the humane side. This program helps you to understand in-depth human behaviour and how to change human behaviour that accelerate the change according to the direction of the organisation.

Program Objectives

The program aims to:

- Understand in-depth of human behaviour and key in modifying employees' behaviour
- Boost change process through behavioural concept

Learning Outcomes

After completing this program, participants should be able to

- Plan, conduct and accelerate organisation change by understanding employees' behaviour
- Apply behavioural strategy and nudging in accelerate organisation change

Who Should Attend

Non-managerial, first-line management, middle management, senior management and anyone who is involved in organisational change, transformation or corporate rebranding.

Methodology

Interactive lecture, videos, presentation, discussion, case study, case simulation, Socratic questioning, flipped classroom, brain-storming, worksheet, problem solving, inductive method, team exercise, peer to peer, action learning, coaching and mentoring

Program Outline

| Day One | |
|-------------------|---|
| Time | Program |
| 9:00am - 10:30am | <p>Change? Or To be Changed?</p> <p>Change is painful because our lives become unfamiliar to us. The unfamiliar is scary. But there is nothing more painful than staying in a place where we do not fit or belong. This module helps participants to identify the dilemma of human beings when change is applied at the workplace.</p> |
| 10:30am - 11:00am | Tea Break |
| 10:30pm - 1:00pm | <p>The Upside Down of Human Behaviour</p> <p>In this module, participants would learn the fundamentals of emotions, attitude and behaviour. Participants would learn the correlation between emotions, attitude and behaviour. There are several types of emotions. Here, participants learn about the 7 types of human emotions. How do emotions affect behaviour? Participants learn and grasp the trigger points and the motivation that causes the behaviour of someone.</p> |
| 1:00pm - 2:00pm | Lunch |
| 2:00pm - 3:30pm | <p>Irrational Human Behavior in Change</p> <p>We always want to make choices to maximise some objective or function, mainly optimising or maximising profits. However, most of the time, the human is less than entirely rational during the decision-making process. People are prone to make predictable and avoidable mistakes. This module enables participants to learn irrational behaviour during change in the organisation.</p> |
| 3:30pm - 4:00pm | Tea Break |
| 4:00pm - 5:00pm | <p>Nudges and the Application</p> <p>The nudge is the gentle encouragement based on the technology of the decision making process. The effect of nudge brings the remarkable power of change, of human behaviour for cost-effective actions. In this module, the participants would learn the concept of FEAST in designing impactful strategy. The participants would learn how to apply nudges in accelerating the change process.</p> |
| Day Two | |
| Time | Program |

| | |
|-------------------|---|
| 9:00am - 10:30am | <p>Accelerate Change under Certainty</p> <p>This module shares the decision making process when there is no doubt as to which outcomes will result from a given act in a change. In this module, participants would learn different strategies including preferences and choices, the opportunity cost, the sunk cost, the decoy effects, loss aversion, the endowment effect and the anchoring adjustment that would be applied in the change process.</p> |
| 10:30am - 11:00am | Tea Break |
| 10:30pm - 1:00pm | <p>Accelerate Change under Risk and Uncertainty</p> <p>In this module, the participants would learn to look at the concept of probabilities. In terms of application, the participants would look into the gambler's fallacy, conjunction and disjunction fallacies, base rate neglect, confirmation bias, availability, expected values, expected utility, attitudes towards risk, framing effects, bundling and mental discounting in implementing change at the workplace.</p> |
| 1:00pm - 2:00pm | Lunch |
| 2:00pm - 3:30pm | <p>Choice Architecture</p> <p>Choice architecture is the design of different ways in which choices can be presented to consumers and the impact of that presentation on consumer decision-making. In this module, the participants would learn how to apply choice architecture tools such as decision staging, defaults, focus on satisfying, reduce the number of alternatives, focus on experiences and attribute parsimony and labelling into the organization change process.</p> |
| 3:30pm - 4:00pm | Tea Break |
| 4:00pm - 5:00pm | <p>Strategy, Interaction through Behavioural Intelligence</p> <p>The presence of strategic interaction adds a whole new layer of complexity to the analysis. In this module, the participants would learn the application of game theory into the change process in the organisation and methodology to boost change to get the doubled results.</p> |