

THE EDUCATION PROGRAMME APPLIED BEHAVIOURAL SCIENCE IN HR AND CHANGE

JANUARY 2024, SECOND HOME SHOREDITCH



A transformative 3-day
programme for HR and
Change professionals

 Morethannow

Day 1 - Behavioural theory

25th January 2024, 9.30am - 4.30pm

A full day at Second Home in Shoreditch with the MoreThanNow team.

Come armed with a strategic cultural priority and learn:

1. How to think differently about your cultural priority, by 'thinking small' and turning it into a series of precise behavioural moments.
2. How to apply a simple system of tools to those moments to change behaviour.



“What a great experience! Breaking down paradigms and discovering the power of thinking small!”

Rosario Saud, Ericsson

Day 2 - Prioritise your behaviours

W/C 29th January 2024, virtual and flexible

Develop your ideas with some self-directed team learning time, plus a 60min virtual workshop with the MoreThanNow team:

1. Refine your ideas into a series of 2-3 cultural initiatives.
2. Explore alternative interventions and potential outcome measures with the experts from MoreThanNow.



“One of the best learning sessions I've ever attended. I can't recommend it highly enough”

Violet Bradley MBE, The UK Home Office

Day 3 - Design your experiments

February 8th 2024, 9.30am - 4pm

Join us for final full day at Second Home in Shoreditch, to learn about experiments with Professor Oliver Hauser from Exeter University:

1. Learn about the importance of impact evaluation in applied behavioural science, specifically the use of the Randomised Controlled Trial (RCT).
2. Design your own RCT and refine it in a clinic with Professor Oliver and MTN.



“Probably the most impactful 3 days of my personal development journey over the last 10 years”.

Frances McAndrew, TfL

Pricing

The cost of the course is £3200 / person, with a 10% discount for current partners and not-for profits. We ask for a minimum of 3 and maximum of 5 attendees from each organisation.



“The education programme gave me and the team a thorough understanding about the concept and methodology of experiments as a way to drive behavioural change. We’re now ready and excited to initiate this journey!

Karin Kindstrand Lyckemalm, AstraZeneca