NUDGING FOR CHANGE

Enablers of Change

TINY REVOLUTIONS

- Are you working in agriculture or natural resource management and struggling to enable practice change?
- Curious to learn about how behavioural science can be applied in agriculture?
- Are you looking for innovative approaches you can use to immediately enable greater change?

Using a series of practical activities and case studies, this program teaches you how to apply the principles of behavioural science to your current and future projects. You will learn how to use **"nudges"** to shift behaviour and improve outcomes.

We have been applying nudges in this sector or several years now to:

- Help reduce water usage on farms
- Reduce fertiliser use
- Encourage sign-ups to sustainability targets
- Encourage health and safety conscious behaviours on farms

This entirely **online course** incorporates a variety of best practice approaches to improve your learning experience through:

- A blended approach of online resources and live group coaching
- Flipped learning so you can review materials before each session
- Access to online learning modules whenever suits you
- Attend live online sessions to help maintain your learning focus

This isn't just another online course, it will be a transformational programme to help take your professionalism to the next level!

WHAT YOU WILL LEARN

Session	Title	Objectives	Timings
1	**What is behavioural economics**	• The theory of behavioural economics • Some behavioural economics principles • Setting up a behavioural project	1.5 hours
2	**Choosing a behaviour**	• The myths of behavioural change • The Fogg model of change • Choosing the behaviour to change	1.5 hours
3	**Gathering behavioural data**	• The problem with data gathering • The two types of data • How to apply data more effectively	1.5 hours
4	**Mapping the barriers and benefits**	• Understand choice fatigue and present bias • Making behaviour easy to do • Describing the benefits	1.5 hours
5	**Behavioural Strategies: Reciprocity, Liking, Authority**	• Applying Reciprocity • Applying Liking • Applying Authority messages	1.5 hours
6	**Behavioural Strategies: Social Proof, Commitment, Scarcity**	• Applying Social Proof • Applying Commitment and Consistency • Applying Scarcity	1.5 hours
7	**Communicating for change**	• Understand how attention works • The six rules of communication • Adding your nudges	1.5 hours
8	**Evaluating your project**	• Why you should run experiments • Understand the test, learn, adapt model • How to run experiments	1.5 hours
9	**The future of behavioural science**	• What you see is all there is • Against strategy • Group size and effects	1.5 hours

Duration – 13.5 hours

Can be run as a two day seminar

See below for more details

Session 1 – **What is behavioural economics**

(1.5 hours)

This session provides an overview of behavioural economics and the science of persuasion. It examines some of the common issues that affect projects and explores how nudging can improveyour project outcomes. At the end of this session, you will:

- **Understand the difference between fast and slow thinking.**
- **Look at some examples of how fast thinking can lead us to make bad decisions.**
- **Know how we can organise our behavioural projects to avoid the common decision making issues.**

Session 2 – **Choosing a behaviour to change**

(1.5 hours)

This session explains the importance of selecting the right behaviour to change. It uses the psychology of habit formation to help you understand how to maximise the impact of your behaviour change projects. At the end of this session you will:

- **Know the Fogg model of habit formation and how to apply it when defining your behaviour change.**
- **Understand the importance of choosing the right behaviour to influence.**
- **Apply your knowledge to an agricultural sustainability case study.**

Session 3 – **Gathering behavioural data**

(1.5 hours)

This session explores the importance of gathering behavioural data. It explores different methods of datacollection including focus groups and using comparative judgement to make data collection simple and easy. At the end of this session you will understand:

- **How behavioural scientists gather data and use it.**
- **How to improve your project success by effectively applying your data.**
- **Learn how a large European bank used data in their communications to reduce missed payments.**

Session 4 – **Mapping the barriers and benefits**

(1.5 hours)

This session teaches you how to organise and analyse your data. You will explore how to use a behavioural map, and how to use your data to reduce the barriers and increase the benefits of the desired behaviour. At the end of this session, you will be able to:

- **Create a behaviour map and identify the key barriers and benefits for each step in the process.**
- **Understand the importance of reducing friction.**
- **Know which behavioural technique to use and when to use it on your projects.**

Session 5 – **Behavioural Strategies: Reciprocity, Liking and Authority**

(1.5 hours)

In this session you will learn about the persuasive power of Reciprocity, Liking and Authority and how they can be used to enhance your customer communications, and influence behaviour. At the end of this session you will understand:

- **How each principle of persuasion works and when to use them.**
- **How these principles were applied to improve the customer service scores in a large UK utilities company**

Session 6 – **Behavioural Strategies: Social Proof, Commitment and Scarcity**

(1.5 hours)

In this session you will learn about the persuasive power of Social Proof, Commitment and Scarcity and how they can be used to enhance your customer communications, and influence behaviour. At the end of this session you will understand:

- **How each principle of persuasion works and when to use them.**
- **How these principles were applied in the National Health Service (NHS) to help reduce missed appointments.**
- **Best practice for communications.**

Session 7 – **Communicating for change**

(1.5 hours)

All extension and adoption projects involve communicating with a stakeholder group. In this session you will learn best practice approaches to the behavioural science of letter writing, texting, designing websites, and all other forms of communication. At the end of this session, you will understand:

- **The behavioural science of communication.**
- **How to use different channels of communication.**
- **The six rules of effective communication.**

Session 8 – **Evaluating your project**

(1.5 hours)

This session examines how to implement and evaluate a behavioural change program. It coversevaluation tools, including A/B testing, establishing control groups, running a pilot, and doing a cost / benefit analysis. At the end of this session, you will understand:

- **Why you need to test your behavioural interventions.**
- **How to run randomised controlled experiments.**
- **When to scale up your behavioural interventions.**
- **Use AI to generate ideas and content.**

Session 9 – **The future of behavioural science**

(1.5 hours)

In this final session you will learn about the behavioural science of strategic planning and the importance of pre-mortems. You will also learn about the effects of group size on project implementation and the principles of managing behavioural project teams. By the end of this session, you will understand:

- **How to make measurable predictions about the future to assign resources effectively.**
- **What a pre-mortem is and how to run them effectively.**
- **Understand group dynamics and how to resource your behavioural projects**
- **Use AI to generate ideas and content.**

Who you will be learning from

Dr John James is passionate about enabling change and innovation. He helps organisations learn and build their capability in extension and adoption. John is an Adjunct Associate Professor with The University of Queensland with a very practical focus to his work. He particularly enjoys using online collaboration tools to complement face-to-face communication. John provides consulting services around designing extension projects for impact, facilitating high impact events, and monitoring and evaluating projects.

James West is an experienced consultant with 15 years' experience applying behavioural economics solutions for a range of clients across the globe. He trained with the academic and author Prof Robert Cialdini and his insights were included in the NYT bestselling book, The Small Big. He is enthusiastic about bringing his unique case studies and experience of applied behavioural economics to this program.

Zoya Cheraghi is a PhD student at the University of Tasmania, specialising in behavioural economics for forestry and agriculture. Her work is dedicated to understanding and influencing decision-making processes in agriculture, with a focus on promoting sustainable land management practices. She has prior experience collaborating with Sustainable Wine Growing Australia, where she worked on sustainability initiatives with grape growers and wineries in South Australia.

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