



Management And Leadership

Behavioral Science In Business: Understanding People To Drive Results

Course Introduction

This training Program is designed to help participants discover how they can effectively, efficiently, and ethically influence people's behavior to meet their business objectives and learn how to scale those behavioral science capabilities across their organization. This will help business executives and leaders to leverage behavioral science for their organization.

The last few years have seen an explosion in both the study and effective application of behavioral science — the science that combines applicable insights from the fields of psychology, behavioral economics, and neuroscience. Whether you need to improve employee engagement, encourage changes in the behavior of consumers, coworkers, or clients, or generate improved commercial returns — the ability to effectively, efficiently, and ethically influence people's behavior allows you to better achieve your business objectives and positively impact the bottom line.

Target Audience

- Business Leaders & Executives
- HR & Talent Development Professionals
- Sales & Marketing Professionals
- Product Managers
- Consultants & Business Strategists
- Entrepreneurs & Startups

Learning Objectives

- Gain a comprehensive understanding of the fundamental aspects of behavioral science all leaders need to understand

- Identify the Full Cycle Approach to Applying Behavioral Science for applying the most important insights from behavioral science.
- Interpret the various behavioral science insights and tools that are important to the organization and personal profession.
- Explore ways to build a bridge between the theory of behavioral science and its practice, including quantifiable ways of measuring your success
- Apply the different approaches to leveraging data analytics and precision questioning for behavioral science strategy
- Develop an implementable, action-orientated, and measurable plan of action.

Course Outline

• 01 Day One

IDENTIFY BEHAVIOR-BASED CHALLENGES

- How individuals make decisions
- How environments influence behavior
- How you can combine behavioral insights and data science to identify opportunities

• 02 Day Two

APPLY A FULL CYCLE APPROACH TO CHANGING BEHAVIOR.

- Robust and meaningful models and insights from behavioral science
- Building a bridge from theory to meaningful practice and implementation

• 03 Day Three

PRIORITIZE, TEST, AND LEARN

- Prioritizing Ideas
- Testing For Impact
- Adapting To Maximize ROI

• 04 Day Four

OPERATIONALIZE FOR COMPETITIVE ADVANTAGE

- Developing behavioral science skills

- Creating a meaningful, practical, and implementable plan of action that delivers results for your organization

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 19, 2025	May 22, 2025	4 days	4250.00 \$	UAE - Dubai
Dec. 29, 2025	Jan. 1, 2026	4 days	4250.00 \$	UAE - Dubai
July 28, 2025	July 31, 2025	4 days	4250.00 \$	UAE - Abu Dhabi