

Predictive Behavioural Analytics

Fundamentals 1 - Live-Online Format (in German)

Overview

Many transformation efforts fail not because of poor planning, but because people behave in ways no one quite expected. Resistance, hesitation and behavioural blind spots often go unnoticed until they derail progress.

This training tackles that challenge head-on. It introduces participants to Predictive Behavioural Analytics – a practical way to analyse and anticipate behavioural patterns in change processes. The goal: to move from assumption-driven to data-informed decisions.

Over two focused days, participants learn how to explore behavioural data, build simple predictive models using KNIME, and apply their insights to real change scenarios — no coding or stats background required.

It's a hands-on, methodically grounded course that gives you the tools to spot behavioural risks early, make better decisions, and navigate change with greater precision.

Content

The foundations of Predictive Analytics in change contexts

- Understanding descriptive vs. predictive vs. prescriptive analytics
- Where and how predictive models support transformation work
- Overview of a typical analytics workflow

Preparing and exploring data in KNIME

- Importing and inspecting behavioural datasets
- Handling missing data, encoding variables, selecting features
- Splitting data into training and test sets

Building and evaluating predictive models

- Logistic and linear regression as entry-level models
- Evaluating model quality with metrics such as R^2 , precision, recall, F1-score
- Using decision trees to visualise behavioural logic

Interpreting results and applying them to real-world change

- Translating model outputs into strategic insight
- Identifying behavioural drivers and points of resistance
- Applying learnings to your own organisational context

Your benefits

Practical insights you can put to work in your change initiatives:

- Understand how predictive analytics can support change
- Learn how to clean, structure and explore behavioural data
- Build and interpret simple predictive models in KNIME
- Spot behavioural resistance before it becomes a blocker
- Bring more precision and confidence to data-informed decisions

Who is it for?

- Change managers and organisational development leads
- HR, L&D and transformation professionals
- Behaviourally curious analysts and strategists
- Consultants working on human-centred change

No prior technical knowledge required.

Format and tools

- Live online via Zoom
- Two full training days (09:00–17:00 CET)
- Small-group format with a maximum of 12 participants
- Highly interactive with real datasets and case work
- Tools used: KNIME, Miro, Mentimeter, Zoom

Participants receive continued access to templates and workflows.

Trainer



Dr. Dirk Johann

Founder of Behavioural Leeway with a focus on the evidence-based design of organisational change. Developed the CLIMB™ Framework to apply predictive behavioural analytics and behavioural design in a structured and practice-oriented way. Combines social and behavioural science to translate complex behavioural insights into effective and scalable change strategies.

Certificate

Participants will receive a Certificate of Completion issued by Behavioural Leeway, confirming successful participation in the training “*Predictive Behavioural Analytics for Change Management (Fundamentals 1)*”.

Fees

- Standard rate: €1,490 (plus VAT)
- Early bird rate: €1,290 (plus VAT)
(applies if booked at least 4 weeks in advance)

Booking and upcoming dates

The “Predictive Behavioural Analytics (Fundamentals 1)” training takes place three times in 2025:

Jun 2025

(F1-06-2025-DE)

- 13-06-25 (Friday)
- 14-06-25 (Saturday)

Sep 2025

(F1-09-2025-DE)

- 19-09-25 (Friday)
- 20-09-25 (Saturday)

Nov 2025

(F1-11-2025-DE)

- 07-11-25 (Friday)
- 08-11-25 (Saturday)

For exact dates and registration, please visit: <https://behaviouralleeway.com/training>