

Behavioural Design

Fundamentals 2 – Hybrid Format (in German)

Overview

This training offers a practice-based introduction to behavioural analysis and behavioural design — aimed at making change processes more effective by addressing behaviour as the critical variable. Drawing on principles from cognitive psychology and behavioural economics, participants learn how to analyse behavioural patterns systematically and shape them through targeted, evidence-informed interventions.

Combining scientific rigour with applied relevance, the training guides participants through the complete behavioural design cycle: from analogue concept development to digital prototyping, testing and refinement. Core methods include behavioural journey mapping, decision architecture and the use of behavioural personas — all designed to support the embedding of desired behaviours in organisational systems.

A key focus lies on the integration of analogue and digital workflows. In-person sessions establish the behavioural logic of interventions; the virtual phase enables translation into digital environments. Using tools such as Miro, UXPressia, Smaply and Figma, participants prototype, iterate and prepare interventions for scalable, system-level implementation.

Content

Behavioural foundations for change

- Principles from behavioural economics and cognitive psychology
- Common behavioural barriers: loss aversion, social norms, friction, reactivity
- Behaviour models (Fogg, COM-B) and their application in change contexts

Mapping and analysing behavioural patterns

- Behavioural Journey Mapping (BJM)
- Creating behavioural personas and empathy maps
- Identifying decision points and resistance factors

Designing interventions that change behaviour

- Sketching decision architectures and nudging strategies
- Developing behavioural prototypes (analogue and digital)
- Aligning interventions with organisational goals

Digital tools & prototyping workflows

- Translating analogue drafts into digital mock-ups
- Using Miro, Figma, UXPressia, and Smaply for design and visualisation
- Building testable, scalable behavioural interventions

Integration & final presentation

- Using the Behavioural Design Canvas (BDC)
- Presenting and refining interventions in small groups
- Applying structured feedback and testing implementation strategies

Your benefits

Core behavioural design skills and practical tools and frameworks to develop, test and scale interventions that are precise, human-centred and behaviourally effective:

- Understand the core dynamics of behaviour in organisational change
- Analyse behavioural patterns and design responses that reduce resistance
- Use journey mapping, personas, and nudging to drive transformation
- Translate behavioural concepts into visual, testable prototypes
- Combine analogue and digital methods for scalable intervention design

Who is it for?

- Change managers and transformation leads
- Organisational development professionals
- HR and L&D leaders
- Behavioural strategists and consultants
- UX designers and behavioural prototyping experts
- Specialists in culture, engagement, and decision architecture
- Analysts working with behavioural or predictive data

Format and tools

- Hybrid format: 2 days in-person (Cologne) + 2 days live-online via Zoom
- Four full training days (09:00–17:00 CET)
- Maximum of 15 participants
- Methods: Hands-on exercises, case-based group work, digital prototyping
- Tools used: Miro, Figma, Smaply, UXPressia, Mentimeter, Zoom

Participants receive continued access to all 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 “*Behavioural Design for Change Management (Fundamentals 2)*”.

Fees

- Standard rate: €2,750 (plus VAT)
- Early bird rate: €2,450 (plus VAT)
(applies if booked at least 4 weeks in advance)

The fee includes one shared lunch per full training day (in-person) and refreshments during breaks.

Booking and upcoming dates

The "Behavioural Design (Fundamentals 2)" training takes place three times in 2025:

Jun-Jul 2025

(F2-06-2025-DE)

- 20-06-25 (in-person)
- 21-06-25 (in-person)
- 27-06-25 (live-online)
- 04-07-25 (live-online)

Oct 2025

(F2-10-2025-DE)

- 10-10-25 (in-person)
- 11-10-25 (in-person)
- 17-10-25 (live-online)
- 24-10-25 (live-online)

Nov-Dec 2025

(F2-11-2025-DE)

- 21-11-25 (in-person)
- 22-11-25 (in-person)
- 28-11-25 (live-online)
- 05-12-25 (live-online)

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