

CLIMB™ Masterclass

Advanced Training – Hybrid Format (in German)

Overview

The CLIMB™ Masterclass integrates predictive analytics, behavioural analysis and behavioural design into a coherent, evidence-based approach to change management. Building on the foundations of Fundamentals 1 and 2, participants develop practical capabilities to use data-driven analysis for guiding change processes and shaping behavioural dynamics with precision.

Structured as a modular programme, the Masterclass systematically introduces the core methods and tools for predictive, behaviourally informed change work:

- **Day 1:** Introduction to the CLIMB™ Framework and the Change Audit as a structured diagnostic tool
- **Day 2:** Behavioural science foundations and decision architecture for designing effective interventions
- **Day 3:** Behavioural Journey Mapping to identify and address resistance dynamics
- **Day 4:** Foundations of predictive analytics for modelling behavioural change processes
- **Day 5:** Advanced predictive analytics including change scoring and machine learning models
- **Day 6:** Behavioural prototyping and method integration within the Change Audit workflow

The CLIMB™ Masterclass combines interactive in-person modules with virtual practice phases to provide a holistic, application-focused methodology for data-informed change. Its modular structure enables a cumulative learning path — from strategic analysis to behavioural modelling and implementation — equipping participants to design interventions that are both evidence-based and operationally feasible.

Content

Foundations of the CLIMB™ Framework

- Conducting a structured Change Audit
- Diagnosing change readiness, drivers and risks
- Translating audit insights into strategic interventions

Behavioural analysis and decision architecture

- Identifying behavioural patterns, resistance types and decision biases
- Designing choice architectures and nudge-based interventions
- Applying behavioural insights to stakeholder and communication strategies

Behavioural journey mapping and segmentation

- Mapping resistance dynamics using BJM
- Segmenting stakeholders by behavioural drivers and change readiness
- Developing behavioural personas and journey-based targeting

Predictive behavioural modelling

- Building basic and advanced predictive models in KNIME
- Applying change scoring and ensemble models (Random Forests, Gradient Boosting)
- Integrating predictive outputs into decision-making frameworks

Behavioural prototyping and testing

- Designing, testing and validating behavioural interventions
- Using A/B testing, simulation, and iterative refinement
- Linking predictive insights to behavioural design decisions

Ethics, bias and impact

- Addressing data ethics and fairness in predictive analytics
- Ensuring interpretability, transparency and GDPR compliance
- Developing responsible frameworks for behavioural change

Your benefits

Advanced capabilities for designing, modelling and implementing behavioural change strategies:

- Master the use of Change Audits and the CLIMB™ Framework
- Build and validate predictive models for behavioural risk and change readiness
- Apply behavioural insights to structure decisions and reduce resistance
- Prototype interventions using cutting-edge tools and testing methods
- Design scalable, evidence-based change solutions across formats and systems

Who is it for?

- Senior change and transformation managers
- Behavioural and data analysts
- OD professionals and HR strategists
- Organisational consultants and behavioural designers
- Practitioners with experience in Fundamentals 1 and/or 2
- Anyone seeking to integrate predictive analytics into change work

Format and tools

- Hybrid format: 2 days in-person (Cologne) + 4 days live-online via Zoom
- Six full training days (09:00–17:00 CET)
- Small-group format with a maximum of 15 participants
- Tools used: KNIME, Miro, Figma, Smaply, UXPressia, Mentimeter, Zoom

Participants receive continued access to all templates, prototyping tools 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 Advanced Training issued by Behavioural Leeway, confirming their competencies in Predictive Behavioural Change Design (PBCD) — including behavioural analysis, predictive modelling and the design of evidence-based interventions within the CLIMB™ Framework.

Fees

- Standard rate: €3,950 (plus VAT)
- Early bird rate: €3,450 (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 CLIMB™ Masterclass takes place in December 2025 and January 2026:

Dec 2025–Jan 2026 (MC-12-2025-DE)

- 12-12-25 (in-person)
- 13-12-25 (in-person)
- 09-01-26 (live-online)
- 16-01-26 (live-online)
- 23-01-26 (live-online)
- 30-01-26 (live-online)

Mar–Apr 2026

- exact dates tba

Dec 2026–Jan 2027

- exact dates tba

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