



IRRATIONAL LABS

# Behavioral Economics 10-Week Bootcamp

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May 11 - July 19, 2020

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[bebootcamp.com](http://bebootcamp.com)

# Behavioral Economics

## 10-Week Bootcamp Program Overview

As product and marketing leaders, you strive to understand what makes your customers tick. Behavioral Economics combines economics and psychology to help you understand why people make the decisions they do — and how to influence them for the better.

*In this intensive part-time course, you'll learn our framework for behavior change. The same framework we taught to Google, the World Bank and hundreds of other companies.*

Behavioral insights can improve all parts of your funnel, from value proposition and pricing, to acquisition and retention. With industry-leading Behavioral Scientists as your instructors, these courses will teach you things you can use today in your job but also throughout your career.



### KEY BENEFITS

Upon completion of 10-Week Bootcamp, you will emerge fully trained with a robust set of behavioral science tools and solutions, including:

- ✓ Actionable insights on how to leverage behavioral science in your product and feature development
- ✓ The “3B framework” for behavior change: Solve for human biases (used by companies like Google and Facebook)
- ✓ New, faster ways to discover insights and conduct research to de-risk new product and marketing initiatives
- ✓ How to bring the art of experimentation into your product infrastructure and corporate culture
- ✓ Survey & experimental design methodologies, including statistical best practices
- ✓ Proficiency in evaluating designs with the 3B model of behavioral science
- ✓ Tools, like a behavioral diagnosis, that help you evaluate your current product experience and prioritize changes
- ✓ How to lead with value — become an expert at structuring pricing
- ✓ Materials to enable you to train the rest of your team
- ✓ How to use behavioral science ethically
- ✓ Certificate of completion

# HIGHLIGHTS

## REAL LIFE APPLICATION

Learn the most relevant behavioral economics principles that will drive your business outcomes – from increasing engagement and retention to becoming an expert at A/B testing that drives results.

## BOOTCAMP FOR WORKING PROFESSIONALS

Designed for you to attend while working full time, this is the most comprehensive program of its kind.

## ACADEMIC PRINCIPLES

The content we teach in our courses is grounded in robust academic research, including the latest and greatest insights from the field. Our lectures summarize hundreds of papers and highlight the most important takeaways.

## LEARN FROM THE EXPERTS

Your instructors are the top in the field. We have run immersive workshops at dozens of leading companies including Intuit, Facebook, Procter & Gamble and Paypal and were on co-founding team of Google's internal behavioral economics group.



# TESTIMONIALS



We increased user engagement in our platform from 25% to 33% by implementing simple changes learned at Bootcamp.



It's truly a bootcamp. It'll kick your butt with insights, but you'll be glad it did and want more.



An incredible opportunity to learn a real world framework for applying behavioral science concepts to solving real world problems.

# Program Format & Sample Schedule

The opening and closing sets of sessions will be in-person in San Francisco.  
Sessions 3 through 9 will be online.

The in-person sessions are full days with time spent in the classroom and on applying principles to real-life scenarios. We customize content based on the profile and background of the cohort, which is why we encourage multiple employees from the same company or business unit to attend.

Opening Sessions in San Francisco: SESSION 1-2	An Accelerated Deep Dive into Behavioral Economics
SESSION 3: Online	How to Get – <i>and Keep</i> – People’s Attention
SESSION 4: Online	Engagement & Retention: Designing Products People Love & Stick With
SESSION 5: Online	The Psychology of Pricing
SESSION 6: Online	Behavioral Product Management Tools & Frameworks
SESSION 7: Online	Designing High-Impact Experiments
SESSION 8: Online	Experimentation Pro Tactics: Avoiding Common Mistakes
SESSION 9: Online	Critical Eye: How to Evaluate Designs Using Behavioral Science
SESSION 10: Online	Behavioral Marketing: How to Launch Products and Get Traction
Closing Sessions in San Francisco: SESSION 11-12	Putting it All Together: Becoming a Behavioral Scientist & Bringing Behavioral Science Back to Your Org





## Who Should Attend?

This program is best suited for product, marketing, and design leaders who are looking to develop deep expertise in using behavioral economics. You'll walk away with actionable knowledge and materials to train an entire organization on how to apply behavioral economics insights. You'll advance your career with a deeper and differentiated understanding of customer psychology.

- » **Product managers**
- » **Product designers**
- » **Managers**
- » **Marketers**

We are very interested in applicants who are working on products intended to improve their customers' health, wealth and happiness — individuals who will use behavioral science for good.



### Examples of questions behavioral science helps teams answer:

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How would we **increase adoption** of mobile banking around the world?

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How would we **design a new product or feature** that helps increase consumer financial health?

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How would we **design a health product** to increase daily active use?

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How should we **price our new-to-the world product** to fully capture demand?

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Cutting-edge, engaging, and highly relevant to real-world business environments, I walked away with experiments I could immediately test with my team.

— LIZ | Citrix, Senior Marketing Manager

## YOUR INSTRUCTORS



### Kristen Berman

Kristen studies how people actually act in the marketplace, as opposed to how they should or would perform if they were completely rational. Kristen co-founded Irrational Labs, a non-profit behavioral consulting company, with Dan Ariely in 2013, to help companies leverage behavioral economics & increase the health, wealth and happiness of their users.



### Evelyn Gosnell

Evelyn is the Lead Behavioral Researcher at Irrational Labs and frequent speaker in behavioral economics and consumer psychology. She is also the Head of Product Development and Behavioral Science at Shapa, an innovative health startup cofounded by Dan Ariely. Evelyn is an expert in helping companies use the science of decision-making to better understand how real people think and behave, thereby creating better products and services for them.

The course will also feature guest lecturers, including **Dan Ariely**.

## APPLICATION & PROGRAM FEE



\$14,800 per person, individual



\$9,800 per person, 2 people  
from same company

\$8,900 per person, 3 or more  
people from same company

We encourage multiple employees from the same company or business unit to attend because this will increase your ability to leverage and apply insights from BE Bootcamp and drive meaningful outcomes for your company.

Complete an online  
application at:

**[bebootcamp.com](http://bebootcamp.com)**

We only accept applications from  
companies or teams that want to use  
behavioral science for good.

Questions? Contact: [info@irrationallabs.org](mailto:info@irrationallabs.org)



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