



IRRATIONAL LABS

# Behavioral Economics 2-Day Intensive

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UPCOMING SESSIONS:

FEBRUARY 10-11, 2020

APRIL 20-21, 2020

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

# Behavioral Economics

## 2-Day Intensive 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 2-day course, you'll learn our framework for behavior change. The same framework we taught to Google, the World Bank and hundreds of other companies.*

With industry-leading Behavioral Scientists as your instructors, you'll walk away ready to build viable, market-ready products that anticipate customer behavior. Because almost all of your professional decisions require some knowledge of how and why people do what they do, you can expect this 2-day course to infiltrate your mindset on most things you tackle in the future. This course is for you if you're ready for that kind of change.



### KEY BENEFITS

Upon completion of 2-day Intensive, 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, used by companies like Google and Paypal
- ✓ Tools, like a behavioral diagnosis, that help you evaluate your current product experience and prioritize changes
- ✓ How to bring the art of experimentation into your product infrastructure and corporate culture
- ✓ How to use behavioral science ethically
- ✓ The top psychologies impacting your customer’s decision making

# 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.

## 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

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A framework that will revolutionize your life, and is easy to apply to all sectors, work activities, etc.

“

A great investment in quickly grasping BE principles and learning to apply them to your organization and life using a repeatable process.

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A great way to learn how to apply behavioral economics principles to make products and services much more impactful in terms of reaching people and creating meaningful behavioral change.

# Program Format & Sample Schedule

The 2-Day Intensive will be taught in person in San Francisco and will consist of two 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.

## DAY 1

- ✓ Fast-paced rapid-fire overview of the main psychologies your customers will face
- ✓ Learn the framework for the 3 most important steps for behavior change
- ✓ Get real-world case studies on how behavioral insights have transformed outcomes

## DAY 2

- ✓ Hands-on practice using behavioral insights to identify gaps in your product
- ✓ Deep dive on the tactics that motivate your customers to act
- ✓ Interactive solution design session to bring it all to life



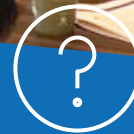


## Who Should Attend?

This program is best suited for people who are looking for a crash course in how to use behavioral economics to solve real-world problems. We find that the following roles get immediate and quantifiable value for their business and their personal career growth:

- » **General Managers**
- » **Product Managers**
- » **Designers**
- » **Marketers**
- » **HR Leaders**

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.

## APPLICATION & PROGRAM FEE



\$3,800 per person, individual



\$3,400 per person, 2 people  
from same company

\$2,900 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](https://bebootcamp.com)**

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

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



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