



# BE Bootcamp

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BEHAVIORAL ECONOMICS BOOTCAMP  
*for* PRODUCT LEADERS

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January 18 to March 17, 2019 | [bebootcamp.com](http://bebootcamp.com)

# Behavioral Economics Bootcamp Program Overview

Information on how people make decisions is being published, debated and refined right now by academics around the world. Yet, a typical product manager or designer may make decisions about a program or feature without using these research-based insights. When this happens, design and product teams often reinvent the behavior wheel and lose time, results, and efficiencies.

*BE Bootcamp is a nine-week, part-time educational program taught in-person and online, that helps you integrate behavioral science into how you develop products and shape customer decisions.*

Behavioral economics can inform and transform the work of product managers, designers, researchers, and marketers. By integrating behavioral science principles into the product and service development process you can apply proven research methods and solutions that will change behavior for the better, increase customer satisfaction — and your bottom line.



## KEY BENEFITS

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

- ✓ How to use behavioral science in your product and feature development
- ✓ The “3B framework” for behavior change: develop solutions that account 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

Each week, learn new behavioral economics principles, then apply them to solve a business problem you're facing.

## BOOTCAMP FOR WORKING PROFESSIONALS

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

## ACADEMIC PRINCIPLES

Content taught in BE Bootcamp is grounded in robust academic research, including the latest and greatest insights from the field.

## LEARN FROM THE EXPERTS

The instructors have run immersive training workshops at a variety of leading companies including Intuit, Facebook, Google, Procter & Gamble and Paypal. They were on the co-founding team of Google's internal behavioral economics group.



# TESTIMONIALS

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Major concerns that we have struggled with for weeks were resolved in two days. Excited to implement all of these new principles.

– FRANCISCO | Startup CEO

“

I walked away with concrete and actionable ways to apply the insights to my work.

– ANDRES | Bancolombia, HR Intelligence and Innovation Manager

“

They break down theories into actionable items that helped me build an awesome customer experience.

– BRANDON | Lending Club

# Program Format & Sample Schedule

The opening and closing weekends of the Bootcamp will be in person in San Francisco. Weeks 2 through 8 will be online sessions.

Bootcamp weekends will be 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 Weekend in San Francisco <b>January 18–20</b>	How to Use Behavioral Insights to Assess and Improve Current Product and Feature Success
Week 2: Online <b>January 29</b>	Problem Solving: Using BE to drive Engagement & Retention
Week 3: Online <b>February 5</b>	Applying the Behavioral Framework
Week 4: Online <b>February 12</b>	Critical Eye: How to Evaluate Designs Using Behavioral Science (Guest Lecturer)
Week 5: Online <b>February 19</b>	Value Creation: Why We Work on Actual Pricing Last
Week 6: Online <b>February 26</b>	BE Insights for Marketing & Launch
Week 7: Online <b>March 5</b>	A Testing Culture: How to Use Experiments to Drive Customer and Business Value
Week 8: Online <b>March 12</b>	Interpreting Your Customer Data: Determine What's Real
Final Weekend in San Francisco <b>March 15-17</b>	Putting It All Together: Becoming a Behavioral Scientist



## Who Should Attend?

BE Bootcamp is the ideal opportunity for product leaders who are in a position to influence their organization's strategy and roadmap. This could look like:

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

We will give priority to product managers and those who have displayed a previous desire to learn how to apply practical insights from behavioral economics and psychology to real-life businesses. We are currently only accepting applications from companies or teams that want to use behavioral science for good.



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

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How would we increase adoption of internet access around the world?

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How would we increase retention for a low-cost insurance product?

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How would we design a new product or feature that helps people reduce their expenses, without overwhelming them?

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How would 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**



**\$13,500 per person, two or more from the 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/apply](https://bebootcamp.com/apply)***

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