



# BE Bootcamp

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BEHAVIORAL ECONOMICS BOOTCAMP  
*for* PRODUCT LEADERS

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October 4 to December 8, 2019 | [behavioraleconomicsbootcamp.com](http://behavioraleconomicsbootcamp.com)

# Behavioral Economics Bootcamp Program Overview

As product and marketing leaders, you strive to understand what makes your customers tick. In this immersive course, we combine economics and psychology to help you understand why people make the decisions they do – and how to influence them for the better.

*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.*

With industry-leading Behavioral Scientists as your instructors, you'll walk away ready to build viable, market-ready products that anticipate customer behavior. Become a behavioral science master with proven toolkits and customer frameworks and bring this discipline to your organization in a scalable and ethical way.



## KEY BENEFITS

Upon completion of BE 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

Each week, learn new behavioral economics principles to apply to your business – from increasing engagement and retention to becoming an expert at A/B testing that drives results.

## ACADEMIC PRINCIPLES

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

## BOOTCAMP FOR WORKING PROFESSIONALS

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

## 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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This course was intense, but 100% worth the effort you put into it. It's a perfect way to learn BE principles through hands-on experience.

“

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

“

I've left the course feeling empowered to bring BE into not only my work life, but also my personal life.

# 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>October 4-6</b>	<b>An Accelerated Deep Dive into Behavioral Economics</b>
Week 2: Online <b>October 8</b>	<b>Problem Solving: Using BE to drive Engagement &amp; Retention</b>
Week 3: Online <b>October 15</b>	<b>Behavioral Marketing: How to Launch Products and Get Traction</b>
Week 4: Online <b>October 22</b>	<b>The Psychology of Pricing</b>
Week 5: Online <b>October 29</b>	<b>Behavioral Product Management: Tools &amp; Frameworks</b>
Week 6: Online <b>November 5</b>	<b>Designing High-Impact Experiments</b>
Week 7: Online <b>November 12</b>	<b>Experimentation Pro Tactics: Avoiding Common Mistakes</b>
Week 8: Online <b>November 19</b>	<b>Critical Eye: How to Evaluate Designs Using Behavioral Science</b>
Final Weekend in San Francisco <b>December 6-8</b>	<b>Putting it All Together: Becoming a Behavioral Scientist and Bringing Behavioral Science Back to Your Org</b>



## 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**



**\$10,000 per person, three 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.



**\$10,000 non-profit**

**Complete an online application at:**

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

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

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



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