

BEHAVIOURAL INSIGHTS

A one-day workshop to
spark innovative thinking

Brought to you by:



Deloitte.

What is behavioural insights?

It allows us to use our understanding of how people behave and make decisions, and apply that to improve how we deliver services.

Why should I care?

Because it's all about improving outcomes for your organization and your clients! It will allow you to create great experiences for your clients, and improve uptake of your services.

What can
you expect in
your one-day with us?



An opportunity to look at an old problem in a new way



A better understanding of your clients and why they do what they do



Accelerated thinking to get you to solutions



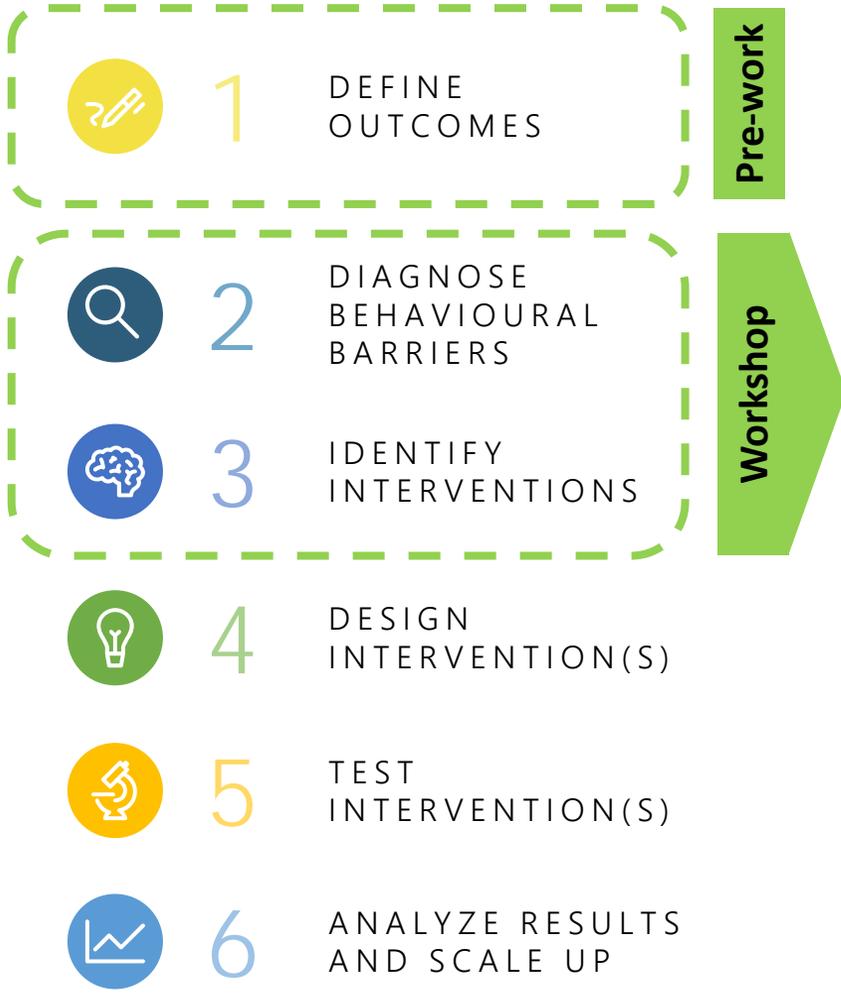
Access to experts who will guide you through the day



A fun and interactive experience

The Method

The typical behavioural insights method has six steps, as outlined below. This workshop will accelerate your thinking through the first three steps, with guidance from expert facilitators and advisors.



Pre-Work: Defining the Outcome

Let us know what you are most interested in and sign-up for that breakout group. A few options to consider:

- Shifting citizens to online channels
- Improving compliance with regulations
- Increasing uptake of a service
- Improving the employee experience

Module 1: Behavioural Insights 101

A level-set on behavioural insights to frame the discussion for the day.

Module 2: Diagnosing Behavioural Barriers

Examining the client experience, we will pinpoint interactions with the client where barriers may exist.

Module 3: Identifying Possible Interventions

Identifying how we might overcome the barriers using common behavioural tactics.

Module 4: Prioritizing Our Ideas and Determining Next Steps

So what? Get ready to begin prototyping an intervention and thinking through your first experiment.

Is this for you:



Are you trying to influence specific behaviours?



Have traditional approaches to influencing behaviour reached their limit?



Are you willing to try something new?

Facilitators:



Jane Howe is a Senior Manager in Deloitte's Strategy and Innovation practice. She is the Behavioural Insights Lead at Deloitte Canada, and has done work in this space at the federal and provincial level.



Sasha Tregobov is a Senior Advisor at the Behavioural Insights Team (BIT) North America. He leads BIT's work with local government under the What Works Cities initiative.