BehaviourWorks Australia (BWA) is committed to improving behaviour change literacy in Australia and building the skills and capabilities of government and industry professionals to solve policy and service delivery problems through evidence-based practice.

To achieve this, BWA has developed a range of education and training programs to meet the needs of different audiences and industry sectors. These programs are unique, featuring content based on the practical learnings that BehaviourWorks has gained conducting hundreds of research projects since 2011. The sessions are case study-rich, practical and structured around the BehaviourWorks Method (page 5), a tried and tested framework for helping organisations unpack problems, understand the drivers and barriers of behaviour and trial interventions.

**TRAINING PROGRAMS**

**LESSONS IN BEHAVIOUR CHANGE**

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**COURSE TYPES**

- **INTRODUCTORY COURSES** - page over.
- **GRADUATE/ACCREDITED TRAINING** - page over.
- **PROFESSIONAL DEVELOPMENT** - pages 3-4. Includes courses delivered through partnerships with the Australian and New Zealand School of Government and the Victorian Department of Premier and Cabinet.
- **BEHAVIOUR CHANGE BOOTCAMPS** - page 5.

BESPOKE TRAINING - all of the courses and workshops on the following pages can be indicative training programs are highlighted on the following pages.

**GETTING STARTED**

The process of engaging BehaviourWorks to deliver training involves an initial consultation with our education team so they understand your interests, industry and the context of the training.

Our fees are structured around the time required to tailor the content, the length of the program, number of trainers required, travel costs and the production of supporting materials.

Contact us to learn more.

T: +61 3 9905 9656
E: behaviourworksaustralia@monash.edu
W: behaviourworksaustralia.org/education-and-training/
INTRODUCTORY COURSES

Building an organisational culture that supports behaviour change approaches can be challenging. However, once people understand the basic principles, they soon begin to see the possibilities and rapidly become converts.

To support this kind of learning, BWA offers short, introductory courses on behaviour change and some of the tools and techniques we use to tackle social, environmental and organisational problems.

Like all of our training programs, these courses can be tailored to organisational needs.

Contact us to learn more.

ACCREDED EDUCATION

To meet the needs of graduates wanting to pursue formal studies in behaviour change, BehaviourWorks and the Monash Sustainable Development Institute co-designed the first-ever specialised behavioural science unit within Monash University’s Master of Environment and Sustainability.

The 12-week unit, entitled ‘Understanding human behaviour to influence change’, helps students understand individual behaviours and identify opportunities for change.

The unit, which can also be taken as an elective within other Masters programs, or as a standalone unit, covers the following topics:

- understand and evaluate selected theories of behaviour, including their historical roots, key conceptual notions, frameworks and current debates
- diagnose the drivers and barriers of behaviour
- unpack behavioural problems, develop prioritisation criteria and apply these to real-world scenarios
- critically evaluate and apply a range of behavioural interventions to target priority behaviours
- integrate principles for behavioural field trials and analyse the effectiveness of these trials
- collaboratively design and effectively communicate potential behaviour change programs.

*In 2019, the unit received the second highest evaluation score from students enrolled in Monash University’s Faculty of Science courses.

Visit Monash University’s website to learn more:
www.monash.edu/pubs/handbooks/units/ENS5520.html
TRAINING

INDICATIVE PROFESSIONAL DEVELOPMENT COURSES

The following course topics show the depth and breadth of professional development training opportunities on offer, but are indicative only. Many of these training sessions have been developed in collaboration with government and industry groups and the learnings can be applied in multiple settings, from project management to leadership.

BEHAVIOUR CHANGE IN PUBLIC POLICY: MASTERCLASS (2 DAYS)

This course provides a practical introduction to behaviour change and gives participants the opportunity to learn about, and apply, the tools and approaches that BehaviourWorks uses to develop and trial behaviour change interventions.

USING BEHAVIOURAL SCIENCE TO DESIGN BETTER POLICIES AND SERVICES (1 DAY)

- understand how behavioural science helps us design better policies and services
- understand what a ‘behaviour’ is and how to identify behaviours
- learn about the drivers of behaviour, how to diagnose them and how to use these insights to design interventions
- learn about the BWA Method (page 5) and how it can be used to tackle common and complex problems.

INCLUDING BEHAVIOURAL INSIGHTS INTO PROGRAM AND SERVICE DESIGN (1 DAY)

- understand human behaviour and its drivers
- gain practical experience linking the diagnosis of behavioural drivers and barriers to intervention design
- learn about testing and trialling interventions and the importance of good research design.

UNDERSTANDING THE PROBLEM: EXPLORING AN ISSUE FROM A BEHAVIOURAL INSIGHTS PERSPECTIVE (1 DAY)

- understand human behaviour and its drivers
- learn how to use systems thinking to unpack and explore problems
- learn about the BWA Method and how to identify, define and prioritise the target audience and behaviour/s.

ASKING BETTER QUESTIONS: QUALITATIVE METHODS TO UNDERSTAND BEHAVIOUR (1 DAY)

- understand human behaviour and its drivers
- gain an overview of different qualitative research methods and how they can assist in diagnosing current and target behaviours
- practice using basic qualitative methods
- learn about literature reviews and how they can help us understand behaviours.

RUNNING A BASIC RANDOMISED CONTROL TRIAL (3 HOURS)

Gain a better understanding of Randomised Controlled Trials; aims, principles and general considerations when using RCTs and the basic steps required to set up an RCT and analyse results.

EVALUATION DESIGN FOR BEHAVIOUR CHANGE INTERVENTIONS (4 HOURS)

- understand the aims and principles of conducting evaluations
- gain insights into research design and the evaluation tools used to capture program impact
- design a monitoring and evaluation framework.

THE BEHAVIOUR CHANGE PROJECT LAB

Facilitated workshops with BWA’s training team to design behaviour change projects and apply tools in The Method (page 5) to address specific organisational challenges.
BehaviourWorks' Bootcamps are designed for small and influential groups of staff who want to build their skills in applying behaviour change approaches to their own projects and organisational challenges in real time.

The Bootcamps introduce participants to a range of practical, theoretical and methodological topics related to behaviour change and are delivered by highly-experienced behaviour change researchers and trainers.

Each Bootcamp is tailored to the organisation's needs, with the content delivered via face-to-face workshops, online activities, homework and coaching based on the BWA Method (page 5).

The course structure is highly interactive and practical, with the training team placing strong emphasis on learning through group discussion and activities.

Prior to each Bootcamp, participants are asked to provide information about a 'live' problem confronting the organisation that could benefit from a behavioural focus. This task assists in generating a series of well-defined problem statements that participants will focus on throughout the Bootcamp.

By the end of the Bootcamp, participants will have a well-developed Project and Research Plan that articulates key learnings, assumptions, gaps in knowledge and proposed and completed tasks relevant to the chosen project.

The ultimate aim of these Bootcamps is to up-skill a network of highly motivated participants to the point where they can become 'behaviour change champions' within their organisations.

**INDICATIVE SESSIONS**

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THE METHOD

BehaviourWorks' training programs reference and show how The BWA Method (below) is used to unpack problems, identify and prioritise behaviours and design/evaluate behaviour change interventions.

The Method includes a range of tools and approaches that can be used separately, or in combination, to address specific problems.

PHASE 1: EXPLORATION

- systems thinking to understand the bigger picture
- stakeholder engagement
- rapid evidence and practice reviews to understand the problem in more detail
- behaviour prioritisation.

PHASE 2: DEEP DIVE

- theory development
- understand behavioural drivers and barriers in more detail
- review the evidence to understand what works in particular situations
- design interventions based on audience insights and evidence.

PHASE 3: APPLICATION

- define measures of success and monitor/evaluate
- trial the intervention
- evaluate and adapt
- communicate learnings to internal and external audiences.

OUR TRAINERS

As a university-based research unit, BehaviourWorks is committed to education. We employ researchers with teaching qualifications, meaning that the latest research findings and methods are used to inform the models and theories behind the content.

Several members of the team have received awards in recognition of their work and our trainers are renowned for delivering engaging, practical and interactive sessions. They are also known for being approachable and fun.

CONTINUAL IMPROVEMENT

Our training sessions are frequently evaluated. We use this information to improve the content of each course and sharpen our focus as to what participants find interesting and valuable.

"Presentations and presenters are fun and engaging and content is interesting and well-paced."

"So many interesting and relevant ideas; within the first minute my thoughts were challenged."

"A thought-provoking and relevant session; both for my current work and how I generally think about influencing people."

BehaviourWorks Australia is a behaviour change research enterprise within the Monash Sustainable Development Institute at Monash University. Visit behaviourworksaustralia.org