

BEHAVIOUR CHANGE BOOTCAMPS

BehaviourWorks
AUSTRALIA

GROUP-BASED TRAINING WITHIN ORGANISATIONS

For more than a decade, BehaviourWorks Australia (BWA) has been helping organisations build a culture that supports behaviour change approaches to problem-solving and the translation of research insights into policy and practice.

Today, BWA provides a wide range of executive education, professional development, bespoke and accredited training (more on the BWA website) and in 2019 the training team - who are practicing researchers - introduced Behaviour Change Bootcamps. This type of group-based training is designed to give organisations the opportunity to learn and apply behaviour change skills in real-time to policy problems relevant to their work areas.

Depending on the needs of the organisation, Bootcamps can be delivered through a mix of in-person and/or online approaches (accommodating Covid-19 restrictions). They aim to catalyse a behaviour change mindset within teams and provide an applied and supportive method for planning and designing real-world behaviour change projects.

SUPPORTING THE APPLICATION OF BEHAVIOUR CHANGE APPROACHES

Bootcamps provide a practical grounding in behavioural science thinking and associated capabilities. They offer a structured and evidence-based approach for undertaking behaviour change projects and aim to upskill a core group of influential staff within organisations to become 'behaviour change champions' who can support and encourage others to look at problems through a behavioural lens.

While each Bootcamp is tailored to the organisation's needs in terms of content, methods of delivery and timelines, they typically run between eight and 12 weeks and involve up to 20 participants.

Bootcamps are case-study rich, involving workshops, webinars, guest speakers and small group activities, with participants being guided throughout by BWA's renowned training team.



BEHAVIOUR CHANGE

BOOTCAMPS

HOW DO THEY WORK?

Prior to each Bootcamp, participants are asked to provide information about a 'live' problem confronting their organisation that could benefit from a behavioural focus.

The organisers (from the participating organisation and BWA) then review the information and agree on a set of four to six problem statements that participants will work on, in teams, throughout the Bootcamp.

Through a combination of weekly tasks, webinars and workshops, the teams will develop a live roadmap or work-plan of completed and future activities to support the implementation of behaviour change projects relevant to their work areas.

WHO'S INVOLVED?

Bootcamps are delivered by BWA trainers who are also active researchers, giving them a unique perspective on how to design and deliver behaviour change programs.

FAQs

How is the Bootcamp delivered?

We typically deliver three to four all-day workshops, interspersed with live 90-minute webinars that focus on specific skills or topics, which representatives from the organisation can choose based on their specific needs. Delivery involves weekly online and/or in-person approaches.

How many staff can participate in a Bootcamp?

A maximum of 20.

What is the time commitment?

In addition to attending workshops and webinars, participants (working in teams) will be expected to devote two to three hours per week to completing the pre- and post-session activities.

Will assessment be part of the Bootcamp?

There is no formal assessment, but there is completion criteria, such as attendance, tasks finished on time, engaging with support materials, presenting work-plans to the group and providing peer-review and feedback, when requested.

EXAMPLE TRAINING OUTLINE (12-WEEK PROGRAM)

Introduction to the Bootcamp

Meet the trainers/participants; understand expectations.

Exploring the problem and prioritising behaviours

How a systems approach can be used to unpack problems, identify and prioritise behaviours.

Organisational culture and group decision-making

How group dynamics influence decision-making and performance in social and organisational settings.

Using evidence to unpack a problem

Fundamental principles on identifying and using reliable evidence to understand the problem in more depth and discover 'what's worked' elsewhere to solve it.

Understanding behaviour and designing interventions

The drivers and barriers that impact behaviour and how to match these influences to interventions.

Research methods for diagnosing behaviours

An exploration of the research methods used to identify individual behavioural drivers and barriers and the pros and cons of each method.

Survey design and implementation

Key lessons and critical traps to avoid when administering surveys (specific to government or industry settings).

Implementing interventions and evaluating impact

Outcome measures and research designs for trialling and evaluating behaviour change interventions.

Implementation case studies

Tips and tricks for applying behavioural science principles in real-world settings.

Visualising and communicating your results

Creative ways of presenting what you have learned to those who matter.

Bootcamp project presentations

Teams present their project plans to their peers for feedback and commit to next steps.

Final thoughts and evaluation

How to move forward with your new skills and knowledge.

FEEDBACK FROM BOOTCAMP PARTICIPANTS

Each Bootcamp is formally evaluated, with participants consistently reporting a significant increase in the knowledge, confidence and intended application of the behaviour change skills taught.

These positive responses are consistent, irrespective of whether the Bootcamp is delivered in-person or online, due to COVID-19 restrictions.

"Being able to work through all the theory in a practical project that had tasks relevant to the weekly topic was a great way to structure the course and invaluable ... I have been able to implement learnings from it in parallel to current projects."

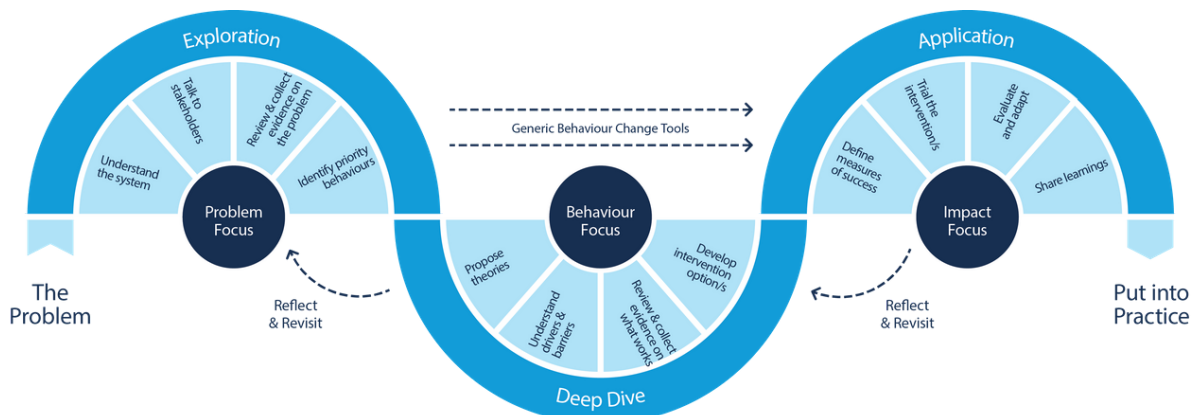
"Before the Bootcamp I did not realise how certain parts of my job could be improved with behaviour change. The Bootcamp made me see that it can be applied to smaller aspects, not just the big problems."

"Bootcamp exceeded my expectations. I appreciated the effort that had been put into exploring a number of different methods of delivering content, how available and responsive the trainers were for help and the little tasks where the trainers got to spot the flaw in our behaviour change approaches."

"I really loved this course, found it super interesting and really enjoyed the trainers' enthusiasm and humour in sharing their knowledge and stories. I actually really looked forward to going to the workshops to catch up with everyone, because it was a great bunch of people."

THE BWA METHOD

BehaviourWorks' Bootcamps introduce participants to a structured and proven method for identifying which behaviour change approach is most likely to work. The BWA Method consists of three primary phases: Exploration, Deep Dive and Application. Within each segment are tools and approaches that can be used separately, or in combination, to find solutions.



To discuss your training needs, please contact us on T: + 61 3 9905 9656 or E: behaviourworksaustralia@monash.edu

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