

# Behavioural Bootcamp

How to make your business better through applied behavioural techniques

Perfect for small biz,  
start-ups & individuals

Learn to decode customer behaviour and use science to identify and address any behavioural challenge in your business.

If you've ever wondered why people don't do what they say, how to increase conversion without spending more money or how to influence customers, suppliers, stakeholders and staff more effectively, then this is perfect for you.

## Day One

- What behavioural economics (BE) is and why it's important
- How to understand your customer (Empathy Map)
- Using the Behaviour Change Framework to anticipate and overcome resistance

## Day Two

- Deep dive on key BE principles
- Designing behavioural solutions
- How to embed BE in your business

**Register your interest**  
[info@peoplepatterns.com.au](mailto:info@peoplepatterns.com.au)

## Course details

- 2 days, 9am–4pm
- Melbourne CBD location
- Capped at 12 participants
- \$3.5k + GST/\$3k + GST early bird
- Includes all materials, catering and 3 x 45 minute 1:1 phone coaching sessions



## About your facilitator



Bri Williams (CPA, B.Bus, B.Applied Psych) is Australia's foremost authority on applied behavioural economics, establishing her business People Patterns in 2011. A member of the Institute of Learning Professionals, Bri has run training for many of Australia's most recognised brands and organisations.