



## Expert behaviour change courses

Everything is behavioural. Get ahead with 100% online, science-led, behaviour change training designed and delivered by global leading experts.



“Every KPI and objective you have is behavioural in nature. Reaching your goals in acquisition, retention, market share – whatever it is – all require behaviour change.

If you’re on the hook to drive commercial results, you need to work with human behaviour to create real impact.”

– Dr Johann Ponnampalam  
Chief Behavioural Scientist and Lead Course Instructor

# Welcome to Decision Design's expert behaviour change courses.

Given every commercial outcome requires behaviour change, we help leading brands build their behaviour change capability, to increase their commercial effectiveness.

Decision Design is Australia's leading behavioural science team – using proven behaviour change techniques that are informed by 50+ years of replicated scientific research and 25+ years of unique commercial application.

Our mission is to translate proven science into learnings that you can use to increase your customer, sales, relationship and commercial effectiveness, more than any other course on the planet.

We bring together a team of masters and PhD level qualified experts to dissect how your customers process information, perceive value, are influenced, and make decisions. We're dedicated to giving your team practical learnings they can use to maximise their effectiveness, no matter the context or product.



Dr Johann Ponnampalam  
Chief Behavioural Scientist



Winona Johnson  
Senior Behavioural Scientist



Jessica McCartney  
Managing Director — Learning



Lily Whelan  
Behavioural Scientist

# Behavioural experts delivering genuine science for measurable commercial impact.



**#1 market position**

Shift from a challenger brand to a domestic market leader  
- for an Australian university

**12% increase in YOY market growth**

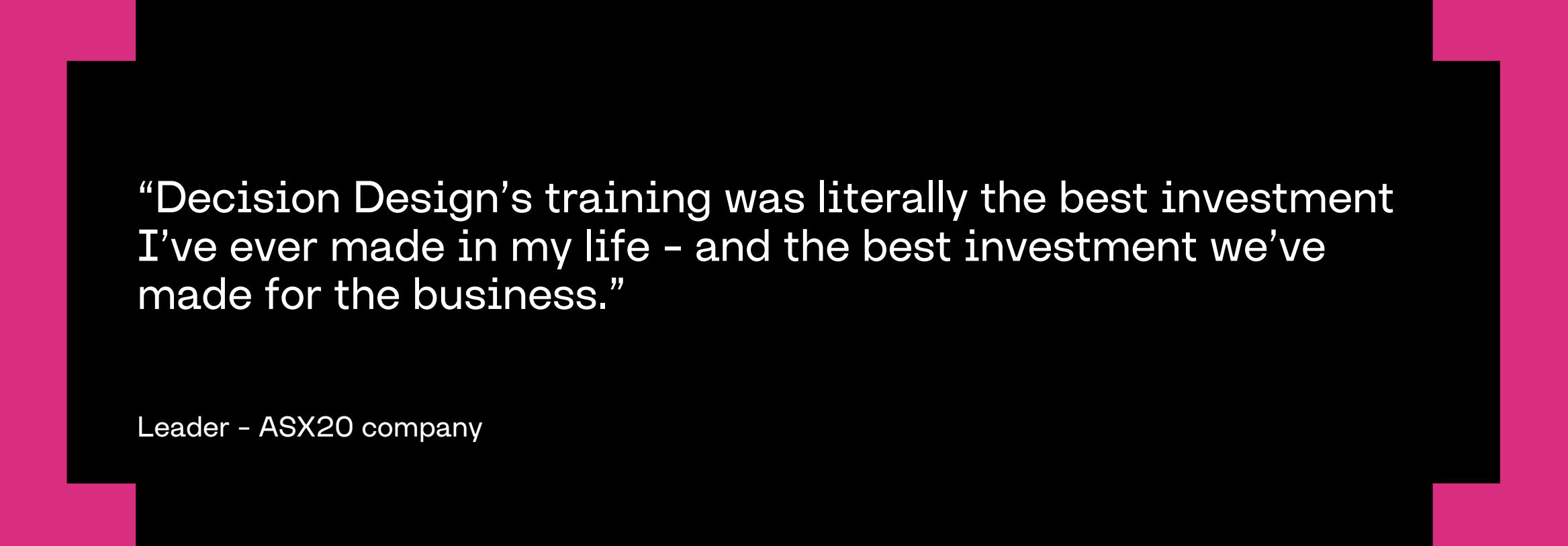
and 8% share growth  
- for a leading global healthcare company

**28% increase in customer acquisition**

and an increase of 14% in lead generation as a result of a behavioural-led campaign  
- for a leading insurer

**\$67m increase in revenue**

and 67% decrease in inbound service calls through the optimisation of a single email touchpoint  
- for a leading global healthcare company



“Decision Design’s training was literally the best investment I’ve ever made in my life – and the best investment we’ve made for the business.”

Leader – ASX20 company

# Accelerate your commercial impact with expert behaviour change courses.

## Mini MBAs

Our Mini MBAs provide an in-depth, scientifically proven approach to mastering your effectiveness. Designed by PhD-level commercial behavioural scientists and industry experts, you gain actionable insights and tools that will revolutionise your approach and drive exceptional business results.

Mini MBA in Commercial Behavioural Science

Mini MBA in The Science of Sales

Mini MBA in The Science of Relationship Management

## Fundamental courses

Our fundamental courses harness proven behavioural science to equip you with the essential tools for decision-making, sales, trust-building, and customer engagement. These courses provide actionable insights and practical techniques to enhance your effectiveness.

Foundations of Customer Behaviour

The Scientific Drivers of Trust

The Real Science of Sales

Behavioural Science-led Decision-making

## Purpose-built, bespoke course creation

Built from the ground up, specific to your context, goals and team dynamic – leverage our expertise to craft a course just for you.

## Mini MBA in Commercial Behavioural Science

Pioneer your next wave of commercial growth in your business with behaviour change expertise – after all, every goal, objective, KPI and commercial imperative requires behaviour change. This course will revolutionise your entire business approach and leave you with:

- ✓ proven science on how humans think, behave and make decisions
- ✓ actionable, science-led frameworks – to drive commercial and customer performance

Master a behavioural-led approach with proven, commercial effectiveness, making you uniquely placed to:

- ✓ diagnose, prioritise and execute behavioural-led programs of work – across your entire organisation
- ✓ enhance organisation engagement and success
- ✓ systematically define the behavioural challenge of your commercial objectives

Designed for those overseeing entire divisions, leading strategies – executives responsible for business planning and decisions that impact commercial outcomes.

Find out more now



12-16hours



Join the waitlist



100% online



\$11,040 + GST / pax

## Mini MBA in The Science of Sales

No matter your industry, this course offers a step-by-step, science-backed approach to consistently succeed in every sales interaction. Built around the principles of behavioural science, this program delivers a winning formula for sales professionals seeking to elevate their effectiveness. A revolutionary approach to sales, this program debunks traditional techniques with Decision Design's proven science-led model which is the secret weapon of ASX 20 and Fortune 500s.

- ✓ Proven sales formula: Get access to the science behind successful sales interactions.
- ✓ Practical focus: Apply behaviourally-driven techniques that drive immediate sales impact.
- ✓ Personalised plan: Develop a tailored, behaviourally-optimised sales plan with expert feedback.
- ✓ Expert instruction: Learn from global leaders in commercial behavioural science who have helped top brands achieve a 111% average increase in sales effectiveness.

Designed for senior sales leaders, directors, and business development executives responsible for driving sales strategy and managing client relationships.

Find out more now



12 week course



Next intake, Feb '25



100% online



\$10,850 + GST / pax

## Mini MBA in The Science of Relationship Management

After +25 years applying commercial behavioural science, it is clear that nurturing strong client relationships that result in satisfaction, retention and growth all rely on a rich understanding of human behaviour. Without a systematic, science-backed framework, success is too often dependent on sheer volume rather than quality interactions, leading to missed opportunities, reduced client retention, and stunted growth. This course tackles science-backed relationship management head on, leaving you with:

- ✓ a commercially proven relationship model based on behavioural science to build, nurture, and sustain impactful client relationships
- ✓ techniques to protect your offer and client relationship from competitors
- ✓ tools and methods to optimise client engagement and foster sustainable growth, all backed by proven behavioural science techniques
- ✓ immediately practical techniques to unlock new levels of commercial growth

Designed for leaders shaping strategies, driving growth, and managing relationships that define commercial success.

Find out more now



12 week course



Next intake, March '25



100% online



\$10,850 + GST / pax





# Foundations of Customer Behaviour

Humans (your customers) might not actually behave the way you think they do – nor how you may want them to.

This course will introduce you to the proven behavioural science of how and why customers behave the way they do, and practically, how you can apply learnings in your day to day to drive effectiveness.

Across expert-crafted sessions, you are guaranteed to gain:

- an understanding of how customers behave, form judgements and make decisions – directly driving behaviour change
- valuable insight into the fundamentals of human behaviour – so you can design with the grain of human ways
- practical, science-led tools that only the experts know – you'll gain a competitive advantage in driving results that no one else can

This course is perfect for anyone who works directly or indirectly with customers and those responsible for the execution of any communication that impacts customers.

[Find out more now](#)



4-6 hours



On-demand



100% online



\$1,295  
+GST / pax

# The Real Science of Sales

Unlike typical sales courses, gain fundamental sales training proven to increase effectiveness based on real science and designed by real scientists.

Walkaway with an intimate understanding of:

- how to shape the client and customer actions you need to drive
- how to enhance the perceived value of your offering
- the mistakes in common sales techniques, and how you can overcome them

Making you uniquely placed to:

- ✓ maximise sales conversions
- ✓ unlock more access to clients
- ✓ elevate client relationships
- ✓ boost product usage

Ultimately making you more effective in everything you do.

This course is for all sales representatives, frontline professionals and those responsible for business development including account managers and client service.

[Find out more now](#)



8-10 hours



On-demand



100% online



\$1,335  
+GST / pax

## The Scientific Drivers of Trust

There's more to Trust than you might think – and Trust is proven to be one of the most important factors that shape relationship outcomes.

Yet most people rely on incorrect assumptions about how Trust works when considering how to build, maintain, and win it back – whether it be between brands to customers, institutions, and 1:1 relationships.

In this course, walk away with an intimate understanding of:

- what humans are carrying upstairs – how it forms their judgements, decisions and behaviour
- what Trust is scientifically proven to be, and myth-busting what Trust is not
- how to build, maintain and win back Trust in times of crises
- practical, science-led techniques that the experts use to drive Trust

Trust is important to every executive, and every business department, perfect for those leading commercial environments.

Find out more now



8-10 hours



On-demand



100% online



\$1,710  
+GST / pax

## Behavioural Science-led Decision-making

The quality of your decisions is ubiquitous across everything you do. Increase your likelihood of an effective and empowering decision that pays off.

Walkaway with evidence-backed learnings about:

- the different types of decision-making
- how humans make decisions
- your decision-making profile
- your bespoke behavioural decision-making checklist
- typical decision-making errors at play
- divergent thinking

This course is for corporate groups wanting to become aligned on the practical techniques and tools for overcoming innate human behavioural factors to uplift decision-making processes.

Find out more now



Corporate  
group training



Bespoke options  
available

## Purpose-built, bespoke online course creation

Leverage the expertise of Decision Design's behavioural science and commercial experience via an expertly crafted course specific to your content and team goals.

Build your internal capability based on the priorities of your business – whether that be project specific or broad learning and development opportunities.

- ✓ 100% personalised content all specific to your industry, challenges, KPIs and goals
- ✓ Bespoke delivery options from 100% online via our behavioural science training platform to hybrid options including an in-person introduction session before transferring to on-demand content
- ✓ Training of 300+ – making it easy to upskill at scale
- ✓ Get new staff up to speed immediately, no need to wait for face-to-face.
- ✓ Multi-language options
- ✓ Tailored assessment based on your behavioural objectives

[Find out more now](#)



## Customise any of our existing courses to suit your unique team.



### Branded portal for boosted peer learning

- ✓ Build team engagement and instil confidence – driving a culture of empowerment
- ✓ Connect with your colleagues through group discussion boards and forums – increasing active engagement
- ✓ Develop a unified communication style language – enhancing your team's effectiveness with a shared language
- ✓ Easy onboarding and upskilling for future staff



### Customisable options to enhance and personalise your course experience

- ✓ Use your own asset examples and content for boosted application
- ✓ Tailored delivery and timing – with flexible options of online, in-person, hybrid intensives, self-paced.
- ✓ Direct time with an expert behavioural scientist – either online or in-person – learn live, from an expert
- ✓ Additional bespoke assessments – to support internal goals, using specific content

# Proven to increase your effectiveness.

 111% increase...

- ✓ in target outcomes after training by our genuine behaviour change experts
- ✓ And an average 7.1% increase in share in the subsequent 12 months
- ✓ Achieve significant increases in commercial effectiveness

 66% increase...

- ✓ in effectiveness after our foundational training
- ✓ Additional training delivered 73% increase in effectiveness
- ✓ More capability means greater commercial effectiveness

 9.4 / 10

- ✓ average attendees rate our training
- ✓ Our training consistently delivers commercial value

## Can you afford not to upskill?

Join globally leading brands and executives leveraging Decision Design's deep expertise and commercial acumen to drive commercial performance.

Explore expert courses



Contact one of our experts

