

Behavioral Economics

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★★★★★
Avg. Rating 4.7



2-Day workshop

Management

GCC/MENA



Trusted by

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Problem

Ineffective managers struggle with biases, poor decision-making, and disengaged teams, leading to inefficient strategies and workplace stagnation. Traditional approaches fail to motivate employees, drive change, and foster collaboration, leading to resistance and missed growth opportunities. Without behavioral insights, leadership effectiveness, team performance, and customer engagement suffer, impacting organizational success.

Root Cause

Some common root causes of insufficient managerial involvement in employee development include:

- ✗ **Cognitive Biases in Decision-Making:** Managers rely on mental shortcuts (e.g., confirmation bias, anchoring), leading to poor decisions.
- ✗ **Traditional Management Approaches:** Traditional incentives overlook behavioral drivers of motivation and engagement.
- ✗ **Resistance to Change & Status Quo Bias:** Loss aversion and status quo bias make it difficult to adopt new strategies.
- ✗ **Lack of Behavioral Understanding in Leadership:** Managers underestimate the role of emotions, social norms, and environment in decision-making.

INTERESTED IN BRINGING THIS WORKSHOP TO YOUR ORGANIZATION AND WANT A COPY OF WORKSHOP COST?

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Solution: Behavioral Economics

The Behavioral Economics for Managers course equips leaders with the tools to **overcome cognitive biases, design better incentives, and drive engagement using behavioral insights**. By understanding how people think and act, managers can make more rational, data-driven choices, reduce resistance to change, and foster a high-performance culture. The course provides practical strategies to improve decision-making, leadership effectiveness, and team motivation, ultimately leading to stronger employee retention, collaboration, and business success.



Improve Decision-making Across the Organization



Drives Employee Engagement & Retention



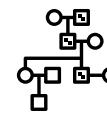
Increase Productivity & Efficiency



Strengthen Collaboration Across Teams



Enhance Organizational Change Efforts



Build A Resilient & Adaptive Organization

Desired State: Managers apply behavioral insights to make data-driven, bias-free decisions, leading to smarter strategies and improved team performance. They proactively engage and motivate employees using effective incentives, fostering a culture of collaboration and continuous development. Change initiatives are met with less resistance, as managers understand how to influence behavior and drive adoption. Ultimately, the organization benefits from higher productivity, stronger leadership, and improved employee retention, positioning it for long-term success.

Target Population



Managers looking to build adaptive, high-performing teams.
Leaders seeking tools to influence team behavior effectively.
HR professionals driving engagement and performance.
Executives navigating culture changes and team dynamics.

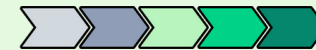
Program Format



In-person (GCC): 2-day workshop

Virtual (GCC): Program is delivered to participants that may be in different locations

Use Cases



- **New Managers:** Equipping newly promoted supervisors with essential skills for team development.
- **High Turnover:** Addressing high employee turnover by enhancing managerial engagement and support.
- **Performance Improvement:** Boosting overall team performance and productivity.
- **Leadership Development:** Preparing future leaders by fostering a culture of continuous development.
- **Organizational Change:** Supporting managers during periods of significant change to maintain team stability and morale.