

IRRV East Anglian Association

Behaviour Change and Nudge Theory Seminar

13 September 2016

The IRRV East Anglian Association is pleased to offer this behavioural change seminar, specifically tailored for Revenues and Benefits staff and delivered by a leading professional trainer with wide experience of the Revenues and Benefits environment.

- Have you ever spent time changing your processes and procedures and then expected your customers to do what you are telling them only to be disappointed by their reaction?
- Have you ever broken down a process by sticking 100 post-its to a wall and then taken 20 away thinking you have improved things?
- Have you got internal groups together to “plain English” your outgoing letters only for the public to keep phoning up to ask what they are actually meant to do?

Let’s be honest, most of us have!

During this seminar you will learn how to influence and change the behaviour of your customers. You will learn what Nudge theory is and how other organisations are using it to influence their customers’ behaviour. This is an interactive and fun session delivered by Andrew Stevens, a Behaviour Change expert from EK Services – a shared service based in Kent – who has seen impressive results from using these techniques.

At the end of the seminar you will be able to go back to the office ready to roll the techniques out.

The seminar will cover:

- Introduction to Behaviour Change
- MINDSPACE and how others are using it
- Successful case studies from other public sector organisations
- A question and answer session