

#1 Canada's leading Executive Education provider in Open Enrolment Programs
THE FINANCIAL TIMES 2018

Understand and influence consumer behavior for improved sales growth and margin.

"I loved the approachable format, and the fact that they chose to feature examples that all users can really relate to. The attendees were all of high calibre and became very engaging as the session moved along. If you are looking to create a nudge to your customers or stakeholders or anyone, the course would teach you the right ingredients."

Manu Sud

Manager, Analytics & Finance
Ministry of Energy

Leading edge research. Measurable gain.

Research by Gallup has shown that companies that apply the principles of behavioral economics outperform their peers by 85% in sales growth and more than 25% in gross margin.

Whether you're trying to get customers to switch from a competitor, ensure compliance to standards, or accelerate decision making, every industry - both public and private - needs to facilitate behaviour change.

This program introduces you to behavioural economics insights from Rotman's Behavioural Economic in Action (BEAR) research institute. BEAR conducts leading edge research in the field, helping organizations better understand how real people act so they can design better products, services and programs.

Hands-on training. Immediate applications.

In a short period of time you will develop a framework for behavior change in your

organization by auditing touchpoints, identifying potential barriers, and using evidence-based approaches.

Today's consumers are social and digital. Yesterday's rules no longer apply, and identifying product or customer experience opportunities requires a deep understanding of human behavior.

We're here to help.

This innovative program focuses on driving behavior change using the tools of proven research and methodology. Our faculty, who work with top companies every day on real world business problems, will be there with you every step of the way.

Who Should Attend?

This program is designed for senior managers who need to influence behaviour and drive decision making in their organization, including those responsible for product development, human resources, marketing, business development, sales, financial management and managing risk.

Location:

Rotman School of Management,
Toronto, Ontario, Canada

Program Fee:

\$3,450 CAD +HST

The fee does not include travel or accommodation.

Questions?

Contact our learning advisor at 416.978.8815 or advisor@rotman.utoronto.ca

Address:

Executive Programs
Rotman School of Management
149 College Street
Toronto, Ontario M5T 1P5