

Behaviour Architecture™- course outline

Largest cause of death is Cardiovascular disease. Every day close to 300 people die in India due to road accidents, most of them in the age group of 10-24. Majority of the M&As fail to add any positive value to the shareholders. 9 out of 10 new products launches fail(this failure rate seems not to have changed in decades). The root cause of these huge mistakes can easily be attributed to our inability to effectively manage human behaviour, whether it is public behaviour, organizational behaviour or consumer behaviour

The traditional approach to behavior modification believes that high level of awareness will lead to new action. This we now know, through various researches on human behavior, is an approach that does not work.

There is almost always a big gap between People Being Aware of Something vs. People Doing Things in Line with that Awareness. The problem is not one of ability. The issue thus far has been the absence of a science that can guide the bridging of this gap between AWARENESS and ACTION.

Cognitive Neurology and Behavioral Economics are the new fundamental science that is providing behavioral scientists with a whole new perspective on understanding and influencing human behaviour.

90% of what we know about the human brain have been discovered in the last 10 years. Thanks to the emergence of Cognitive Neuroscience we now have a fundamental theory to explain all aspects of human behaviour. The sessions will focus on the latest understanding of the human memory system, emotions, sensory system and decision making process.

Behavioural Economics explains in detail hitherto unexplored aspect of human behaviour- the automatic processing as compared to the rational processing of multi sensory stimuli. Human brain takes many a cognitive short cuts called heuristics. The sessions will discuss some of the most common heuristics that we all use in our day-to-day lives.

At FinalMile Consulting, learning from multiple disciplines like Cognitive Neuroscience, Behavioural Economics, Anthropology, Eastern Philosophy etc. have

been taken to develop the science and practice of Behaviour Architecture™. This course will draw upon learning from various projects FinalMile Consulting has done across clients, sectors and geography.

This course is not meant for those who want to reinforce many of the things that you learned so far about human behavior. It is meant for those who are eager to question and unlearn many things that you have been taught on human behavior. You will surely realize that the traditional research techniques of one-to-one interviews and focus groups have to be replaced with new research techniques to better decipher human behaviour. The traditional USP theory, AIDA model will have to be thrown out of the window. The course will establish as to why the retail outlet is the best place to build a brand and will surely touch upon the latest trend in marketing- shopper marketing. As compared to the traditional approach of communicating to the conscious mind, this course will focus on communication strategy for the non-conscious mind.

While this course will no doubt help you in your professional life, it will also help you explain things that you come across on a daily basis, like why love marriages fail more often than arranged marriages or why mothers tell daughters not to accept expensive gifts from boys or why ragging is never banned in army training schools. This course will also help you understand the science behind some of the simple but some powerful acts of Indian politicians, organized religion, god men, beggars and terrorist organizations.