Behavioral Insights for Public Sector Innovation Training Course

Professional Development Training Course Outline

Category	Public Sector Innovation	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Behavioral insights have become a powerful tool for public sector innovation, enabling governments and public institutions to design policies, services, and programs that are more effective, citizen-centered, and cost-efficient. By applying insights from behavioral economics, psychology, and data analytics, public sector organizations can better understand how people actually think, decide, and behave in real-world contexts. Behavioral Insights for Public Sector Innovation Training Course introduces evidence-based behavioral insights approaches that improve policy outcomes, service delivery, regulatory compliance, and public trust while supporting innovation agendas and results-based governance.

The training emphasizes practical application of behavioral insights to public sector challenges such as policy adoption, service uptake, tax compliance, health behaviors, environmental sustainability, and digital government. Participants will learn how to diagnose behavioral barriers, design low-cost behavioral interventions, test solutions using experiments, and scale successful innovations responsibly. The course strengthens institutional capacity to embed behavioral thinking into policymaking, program design, and public service transformation initiatives.

Programme Curriculum

Behavioral Insights for Public Sector Innovation Training Course

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Course Objectives

1. Understand the foundations of behavioral insights and behavioral economics in the public sector.
2. Apply behavioral science principles to public policy and service design.
3. Identify behavioral barriers affecting citizen engagement and compliance.
4. Use evidence-based nudges to influence positive public outcomes.
5. Integrate behavioral insights into public sector innovation strategies.
6. Design citizen-centered policies using behavioral diagnostics.
7. Apply experimental methods such as randomized controlled trials in government.
8. Improve policy effectiveness through data-driven behavioral interventions.
9. Strengthen regulatory design using behavioral compliance tools.
10. Enhance digital government services through behavioral design.
11. Measure and evaluate behavioral intervention impact.
12. Manage ethical considerations in behavioral public policy.
13. Develop institutional frameworks for scaling behavioral insights initiatives.

Organizational Benefits

- Improved effectiveness of public policies and programs
- Enhanced citizen engagement and service uptake
- Reduced implementation costs through low-cost behavioral interventions
- Stronger evidence-based decision-making culture
- Increased regulatory compliance and public trust
- Improved design of digital public services
- Enhanced innovation capacity within public institutions
- Better use of data and experimentation in policy design
- Stronger inter-agency collaboration on innovation initiatives
- Sustainable integration of behavioral insights into governance processes

Target Audiences

- Public sector policy makers and planners
- Government innovation and reform units
- Public service managers and administrators
- Regulatory and compliance officials

- Monitoring and evaluation professionals
- Digital government and e-government teams
- Development practitioners and advisors
- Research and policy analysis officers

Course Duration: 5 days

Course Modules

Module 1: Foundations of Behavioral Insights

- Introduction to behavioral economics and psychology
- Key behavioral biases affecting public decision-making
- Differences between rational and actual human behavior
- Relevance of behavioral insights to public sector innovation
- Global trends and successful government applications
- Case Study: Establishment of a national behavioral insights unit

Module 2: Behavioral Diagnostics for Public Policy

- Identifying behavioral problems in policy implementation
- Mapping citizen decision journeys
- Diagnosing friction points and behavioral barriers
- Using qualitative and quantitative behavioral data
- Prioritizing intervention opportunities
- Case Study: Diagnosing low uptake of public services

Module 3: Designing Behavioral Interventions

- Principles of nudge design in public services
- Choice architecture and framing techniques
- Simplification and salience in policy communication
- Designing incentives and social norms interventions
- Prototyping behavioral solutions
- Case Study: Improving tax compliance through behavioral nudges

Module 4: Behavioral Insights in Regulation and Compliance

- Behavioral approaches to regulatory design
- Improving compliance through behavioral tools
- Risk-based and behaviorally informed enforcement
- Reducing administrative burdens for citizens
- Enhancing transparency and trust in regulation

- Case Study: Behavioral redesign of regulatory letters

Module 5: Experimentation and Testing in Government

- Introduction to policy experimentation methods
- Designing randomized controlled trials
- Piloting and testing behavioral interventions
- Data collection and impact measurement
- Learning from failure and iteration
- Case Study: Testing alternative policy messages through RCTs

Module 6: Behavioral Insights in Digital Government

- Applying behavioral design to digital public services
- Improving user experience and accessibility
- Behavioral analytics for online platforms
- Increasing adoption of e-government services
- Reducing drop-off in digital processes
- Case Study: Behavioral redesign of an online government portal

Module 7: Ethics and Governance of Behavioral Insights

- Ethical principles in behavioral public policy
- Transparency and accountability in nudging
- Managing risks of manipulation and bias
- Legal and institutional safeguards
- Building public trust in behavioral interventions
- Case Study: Ethical review of a behavioral public campaign

Module 8: Scaling Behavioral Insights for Innovation

- Institutionalizing behavioral insights in government
- Building multidisciplinary teams and partnerships
- Integrating behavioral insights into policy cycles
- Capacity building and staff training models
- Scaling successful interventions sustainably
- Case Study: Scaling behavioral innovations across ministries

Training Methodology

- Instructor-led presentations and expert briefings

- Interactive group discussions and problem-solving sessions
- Practical exercises and behavioral design workshops
- Case study analysis and peer learning
- Simulation of behavioral diagnostics and interventions
- Action planning for workplace application

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.
f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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