Training course on Behavioral Economics for Development: Understanding Decision-Making in Poverty

Professional Development Training Course Outline

Category	Economics Institute	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Training Course on Behavioral Economics for Development: Understanding Decision-Making in Poverty

Introduction

Behavioral economics offers valuable insights into how individuals make decisions, particularly in contexts of poverty and limited resources. Training Course on **Behavioral Economics for Development: Understanding Decision-Making in Poverty** is designed for policymakers, development practitioners, and researchers who seek to understand the psychological and social factors influencing economic behavior. Participants will explore how behavioral insights can inform the design of policies and programs aimed at alleviating poverty and promoting sustainable development. Through case studies and interactive discussions, attendees will gain practical tools for applying behavioral economics principles to real-world challenges.

As traditional economic models often fail to capture the complexities of human behavior, understanding the nuances of decision-making is critical for effective development interventions. This course emphasizes the importance of addressing behavioral barriers to improve outcomes in health, education, and financial stability. By the end of the course, participants will be equipped with the knowledge and skills to design and implement behaviorally informed policies that enhance the well-being of vulnerable populations.

Course Objectives

1. Understand the principles of behavioral economics and its relevance to development.
2. Analyze how cognitive biases affect decision-making in poverty.
3. Evaluate the impact of social norms and incentives on behavior.
4. Develop strategies for designing behaviorally informed interventions.

5. Explore the role of nudges in influencing decisions.
6. Assess the effectiveness of behavioral interventions in various domains.
7. Utilize data-driven approaches to measure behavioral impacts.
8. Foster collaboration among stakeholders for implementing behavioral policies.
9. Create action plans that apply behavioral insights to development challenges.
10. Discuss future trends in behavioral economics and development.
11. Address ethical considerations in behavioral interventions.
12. Cultivate an understanding of the role of context in decision-making.
13. Explore case studies of successful behavioral economics applications.

Target Audience

1. Development practitioners
2. Policy analysts
3. Economists
4. NGO workers
5. Local government officials
6. Graduate students in behavioral economics
7. Researchers in social sciences
8. Community leaders

Course Duration: 10 Days

Course Modules

Module 1: Introduction to Behavioral Economics

- Overview of key concepts in behavioral economics.
- Historical context and evolution of the field.
- Importance of understanding behavior in economic decision-making.
- Case studies illustrating behavioral economics in action.
- Key terminology related to behavioral insights.

Module 2: Cognitive Biases and Decision-Making

- Analyzing common cognitive biases affecting choices.
- Understanding the role of heuristics in decision-making.
- Evaluating the impact of framing and anchoring effects.
- Case studies on biases in financial decision-making.
- Strategies for mitigating the effects of biases.

Module 3: Social Norms and Incentives

- Understanding the influence of social norms on behavior.
- Analyzing the role of incentives in decision-making.
- Evaluating how peer effects shape choices.
- Case studies on social norms in health and education.
- Strategies for leveraging social norms to encourage positive behavior.

Module 4: Designing Behaviorally Informed Interventions

- Principles of designing effective behavioral interventions.
- Techniques for applying nudges in policy design.
- Understanding the importance of context in intervention effectiveness.
- Case studies on successful behaviorally informed programs.
- Strategies for testing and iterating interventions.

Module 5: Nudges and Their Applications

- Understanding the concept of nudges in behavioral economics.
- Analyzing examples of nudges in various sectors.
- Evaluating the effectiveness of nudges in promoting desired behaviors.
- Case studies on nudge-based interventions in development.
- Strategies for implementing nudges in policy contexts.

Module 6: Measuring Behavioral Impacts

- Utilizing data to assess the effectiveness of behavioral interventions.
- Tools and methodologies for behavioral research.
- Understanding key performance indicators for measuring impacts.
- Case studies on data-driven evaluations of interventions.
- Strategies for integrating data into policy recommendations.

Module 7: Stakeholder Collaboration for Behavioral Policies

- Identifying key stakeholders in behavioral economics initiatives.
- Building partnerships for effective intervention design.
- Techniques for fostering multi-stakeholder collaboration.
- Engaging communities in the development of behavioral programs.
- Case studies on collaborative behavioral interventions.

Module 8: Challenges in Implementing Behavioral Insights

- Identifying common challenges in applying behavioral economics.
- Analyzing political, economic, and social barriers.
- Strategies for overcoming implementation obstacles.
- Case studies on implementation failures and lessons learned.
- Techniques for adaptive management in behavioral programs.

Module 9: Ethical Considerations in Behavioral Interventions

- Understanding the ethical implications of behavioral economics.
- Addressing issues of manipulation and autonomy.
- Strategies for promoting ethical practices in intervention design.
- Case studies on ethical dilemmas in behavioral programs.
- Developing a framework for ethical decision-making.

Module 10: Future Trends in Behavioral Economics

- Exploring emerging trends in behavioral research.
- The impact of technology on decision-making and behavior.

- Innovations in applying behavioral insights to development.
- Preparing for future challenges in behavioral economics.
- Case studies on forward-thinking behavioral interventions.

Module 11: Communication of Behavioral Insights

- Techniques for effectively communicating behavioral findings.
- Understanding the importance of audience engagement.
- Strategies for presenting complex information clearly.
- Case studies on effective communication of behavioral research.
- Developing skills for public speaking and advocacy.

Module 12: Course Review and Capstone Project

- Reviewing key concepts and methodologies covered.
- Discussing common challenges in behavioral economics applications.
- Preparing for capstone project: developing a behaviorally informed intervention plan.
- Presenting findings and receiving feedback from peers.
- Formulating personal action plans for future work in behavioral economics.

Training Methodology

- **Interactive Workshops:** Facilitated discussions, group exercises, and problem-solving activities.
- **Case Studies:** Real-world examples to illustrate successful community-based surveillance practices.
- **Role-Playing and Simulations:** Practice engaging communities in surveillance activities.
- **Expert Presentations:** Insights from experienced public health professionals and community leaders.
- **Group Projects:** Collaborative development of community surveillance plans.
- **Action Planning:** Development of personalized action plans for implementing community-based surveillance.
- **Digital Tools and Resources:** Utilization of online platforms for collaboration and learning.
- **Peer-to-Peer Learning:** Sharing experiences and insights on community engagement.
- **Post-Training Support:** Access to online forums, mentorship, and continued learning resources.

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

- Participants must be conversant in English.
- Upon completion of training, participants will receive an Authorized Training Certificate.
- The course duration is flexible and can be modified to fit any number of days.

- Course fee includes facilitation, training materials, 2 coffee breaks, buffet lunch, and a Certificate upon successful completion.
- One-year post-training support, consultation, and coaching provided after the course.
- Payment should be made at least a week before the training commencement to Fineskill Training Center account, as indicated in the invoice, to enable better preparation.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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