

NUDGE YOUR TEAM



What is Nudge ? Nudge is a concept in behavioural sciences that proposes positive reinforcement and indirect suggestions as ways to influence the behaviour and decision-making of people, without having to force or direct them.

Today, the Nudge concept seduces many companies which are convinced by its efficiency in terms of behaviour change, immediate adhesion and cheap cost.

The participants will first be introduced to Nudge theory and learn the main principles using concrete examples as illustrations. Then they are divided into small groups.

They will have to create their own solutions through games and group activities.

Our expert team will suggest different scenarios that put you on real situations; this allows each team member to express and share ideas, and develop efficient solutions as well.

Will you win the Nudgebel Prize?

APPLICABLE PRICES IN ÎLE-DE-FRANCE
VAT NOT INCLUDED



1.5 to 2 hrs



Outdoor
Indoor

ENGLISH

Additional fee will be applied

