

# BIG Difference BC 2022

Using Behavioural Insights to Create Lasting Change

## Track 5) Learn More About BI

Learning the  
Fundamentals of Behavioural Insights

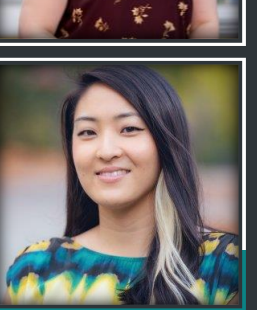
UBC's Advanced Professional Certificate  
in Behavioural Insights

The BIG Difference BC Scholarship  
& Other Funding Opportunities

**UBC SAUDER**  
SCHOOL OF BUSINESS

**DIBS**  
Decision Insights for Business & Society

Continuing Business Studies



# Welcome!



**Lindsay Miles-Pickup**

*Acting Project Director,  
BC Behavioural Insights Group (BC BIG),  
& Certificate Alum*

# UBC's BI Programming

- Purpose-built training designed for working professionals & developed in partnership with a nationwide Steering Committee



Ontario  
Behavioural  
Insights Unit



- Taught by Behavioural Insights experts



**Dr. Kirstin Appelt**  
Research Director, UBC Sauder Decision Insights for Business and Society (DIBS), and Academic Director, Advanced Professional Certificate in Behavioural Insights



**Dr. Dale Griffin**  
Professor, Marketing & Behavioural Science Division



**Dr. David Hardisty**  
Associate Professor, Marketing & Behavioural Science Division



**Dr. Jiaying Zhao**  
Associate Professor, Department of Psychology and the Institute for Resources, Environment & Sustainability



**Dr. Kate White**  
Professor, Marketing & Behavioural Science Division



**Dr. Vince Hopkins**  
Assistant Professor, Johnson Shoyama Graduate School of Public Policy, University of Saskatchewan

# Fundamentals of Behavioural Insights: Why enroll?

- **3-week live online course introducing BI concepts and skills**
  - Diagnose behavioural components of problems
  - Design simple solutions that overcome barriers to desired behaviours
  - Describe the value of rigorous research methods that test solutions
  - Evaluate relevant ethical considerations

Week	Content
Week 1	Introduction to Behavioural Insights
Week 2	Introduction to BI Experimentation
Week 3	Introduction to BI Ethics

# Fundamentals of Behavioural Insights: Details

- **Introductory course with open enrollment for all**
  - Also a **required prerequisite** for applying to the Advanced Professional Certificate:
    - Learn our frameworks for the BI approach
    - Familiarize yourself with program pacing and level of academic rigour
- **Part-time (evenings & weekends, weekly time commitment is approx. 10-12 hours):**
  - Live online seminar on weekday evenings (Wed. or Thurs. 5-7pm), incl. lecture, discussion, and activities
  - Coursework includes readings, podcasts, videos, etc.
  - Assessments include quizzes, discussion board posts, worksheets, etc.
- **Cost is \$995** *(can be applied toward the cost of the certificate program, if enrolled within 3 years)*

## Dates for this Academic Year\*

November 21 – December 11, 2022

April 17 – May 7, 2023

*\* Subject to sufficient enrollment. Program curriculum, including dates & course flow, subject to change.*

# Advanced Professional Certificate in Behavioural Insights: Why apply?

- **Rigorous program to build the knowledge and skills to design and evaluate BI solutions in your workplace**
  - Diagnose behavioural components of problems
  - Design simple solutions that overcome barriers to desired behaviours
  - How to evaluate relevant ethical considerations
  - **Scope BI problems and conduct exploratory research to understand them**
  - **Design and conduct rigorous research methods that test solutions**
  - **Analyze, interpret, and visualize quantitative data to determine the impact of solutions**
  - **Create and communicate evidence-based recommendations**
  - **Apply BI knowledge and skills to your capstone project**

# Advanced Professional Certificate in Behavioural Insights: Details

- **Part-time (evenings & weekends, weekly time commitment is approx. 10-12 hours):**
  - Live online seminar on Wednesday evenings (5-7pm), incl. lecture, discussion, and activities
  - Coursework includes readings, podcasts, videos, etc.
  - Assessments include quizzes, discussion board posts, worksheets, etc.
- **Timeline: 9 months**
  - Courses: 8 courses (3 weeks each)
  - Capstone project: 9 months (runs simultaneously)

## Dates for Next Academic Year\*

August 28, 2023 – June 2, 2024

- **Tuition & fees: \$5,995**
  - Includes \$400 deposit
  - Includes \$995 cost of prerequisite if taken within 3 years

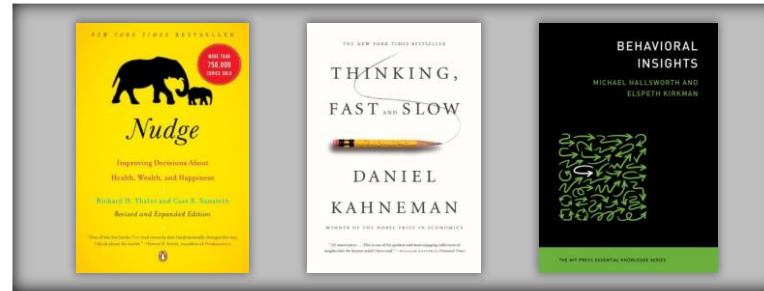
# The Capstone Project

- **BI project with a real client that completes the steps of the RIDE project lifecycle.**
  - Faculty select projects based on program fit, feasibility, and student interest
    - Students are encouraged to bring forward project ideas from their employer
    - Partner organizations also bring forward project ideas
  - Faculty create student teams of 2-4 taking into account student preferences
- **Example capstone projects include working with:**
  - Local city government to reduce illegal dumping or illegal parking
  - Provincial government to encourage attendance at hearings or improve employee performance
  - University to de-bias performance evaluations or encourage sustainable meal choices
  - Crown corp. to increase program uptake or help injured workers return to work



# Program Application Process

- Apply via <https://sauder.ubc.ca/cbs-bi>
- Application portal opens November 15, 2022
- Early bird deadline: May 31 , 2023
  - *Special offer:* Apply early to win a free copy of a top introductory BI book\*, such as:



- Late deadline: June 30, 2023
- Cohort is capped at 30 students
  - To ensure faculty mentors are able to provide individual attention to each capstone project.
  - Wait list will be maintained until a few weeks prior to program start.

*\*Prizing is reserved for the first 30 accepted applicants who apply on or before the May 31 deadline.*

# BIG Difference BC Scholarship

The BIG Difference BC Scholarship is a \$5,000 scholarship for a student in UBC's Advanced Professional Certificate in Behavioural Insights program!

- **Eligibility:** Working professionals who reside in British Columbia and work in the public sector or not-for-profit sector are eligible. Priority will be given to students who identify as IBPOC, 2SLGBTQ+, persons with disability, and/or women.
- **Application:** Submit an application via <https://bit.ly/BIGdiffBCScholarship> by July 15.



*Applicants must first apply for the Advanced Professional Certificate in Behavioural Insights to be considered.  
The BIG Difference BC Scholarship cannot be combined with other scholarships, discounts, or tuition waivers.*

# The BIG Difference BC Scholarship & Other Funding Opportunities

- **BC Pacific Leaders Scholarship for Public Servants:** BC government employees can apply for up to \$5,000 towards program costs. [See criteria and how to apply.](#)
  - Applications due May 31
  - Tips for applying: <https://bigdifferencebc.ca/blog/pacific-leaders>.
  - Or email BIG: [BIG@gov.bc.ca](mailto:BIG@gov.bc.ca)
- **BC Employer Training Grant:** BC employers can apply for up to 60% of eligible training costs for participants. [See criteria and how to apply.](#)
- **UBC Tuition Waiver Program:** UBC employees may be eligible for a tuition waiver to cover partial program costs. [See criteria and how to apply.](#)

# Questions?

Full-length, free informational webinar: 12-1pm on Tues., Nov. 8.

Register or learn more at <https://sauder.ubc.ca/cbs-bi>

More questions? Email [dibs@sauder.ubc.ca](mailto:dibs@sauder.ubc.ca)