

Behavioral Economics & Decision Psychology

Best For

This program is ideal for:

Early to mid-career professionals

Individual contributors

Consultants and subject-matter experts

Professionals seeking career growth, visibility, or role transitions

Delivery Style

The learning experience is highly practical, insight-driven, and focused on building authentic professional visibility and credibility in digital and workplace environments.

Outcome Level

Participants develop a strong professional digital presence, improved career visibility, and the ability to position themselves confidently for growth, opportunities, and recognition.

Program Positioning

This program is designed for professionals who want to improve the quality of their decisions and better understand how human behavior influences workplace outcomes. In modern organizations, decisions are often shaped by bias, emotion, pressure, and incomplete information rather than pure logic.

The program integrates behavioral economics and decision psychology into practical workplace scenarios. It helps professionals recognize common decision traps, understand how people actually think and behave, and apply ethical influence to improve outcomes without manipulation.

- ✓ Ideal for professionals with 0–8 years of experience
- ✓ Ideal for those transitioning into decision-making, leadership, or influence-driven roles

LEARNING STRUCTURE (8 HOURS)

Block 1 — Foundations of Behavioral Economics in the Workplace

This session builds a foundational understanding of behavioral economics and how it applies to everyday workplace decisions.

It covers:

- How people actually make decisions at work
- The difference between rational and behavioral decision-making
- Why logic alone often fails in real-world situations
- The role of context, pressure, and emotion in decisions

✔ **Outcome:** Clear understanding of behavioral economics fundamentals and workplace relevance.

Block 2 – Cognitive Biases & Workplace Decision Errors

This session focuses on identifying common cognitive biases that affect professional judgment .

It covers:

- Common workplace biases such as confirmation bias and anchoring
- How bias influences hiring, performance reviews, and evaluations
- Recognizing bias in personal and team decisions
- Reducing bias through awareness and structure

✔ **Outcome:** Improved ability to recognize and reduce bias in workplace decisions.

Block 3 – Decision Traps & Mental Shortcuts

This session strengthens awareness of mental shortcuts that simplify decisions but create errors.

It covers:

- Why mental shortcuts exist
- When shortcuts help and when they harm decisions
- Identifying decision traps under time pressure
- Avoiding overconfidence and snap judgments

✔ **Outcome:** Better control over impulsive and error-prone decision-making.

Block 4 – Influence, Framing & Choice Architecture

This session explores how decisions are influenced by framing and choice design.

It covers:

- How framing affects perception and decisions
- Designing choices to guide better outcomes
- Ethical influence versus manipulation
- Using behavioral insights responsibly at work

✔ **Outcome:** Ability to influence decisions ethically and effectively.

Block 5 – Group Decision-Making & Social Influence

This session focuses on how decisions change in group settings.

It covers:

- Groupthink and conformity pressures
- Social influence in meetings and teams
- Managing dominant voices and silent agreement
- Improving group decision quality

✔ **Outcome:** Stronger decision-making in team and group environments.

Block 6 – Behavioral Insights for Leaders & Professionals

This session applies decision psychology to leadership and professional influence.

It covers:

- How leaders' decisions shape behavior
- Designing environments that support better choices
- Managing motivation and engagement
- Applying behavioral insights to daily leadership actions

✔ **Outcome:** Practical application of behavioral insights to leadership and influence.

Block 7 – Decision-Making Under Pressure & Uncertainty

This session focuses on making decisions in uncertain and high-pressure situations.

It covers:

- How stress impacts judgment
- Managing risk and uncertainty
- Avoiding panic-driven decisions
- Maintaining clarity under pressure

✔ **Outcome:** Improved judgment and stability in high-pressure situations.

Block 8 – Improving Personal Decision Quality

This final session focuses on long-term improvement of personal decision-making.

It covers:

- Identifying personal decision patterns
- Building structured decision habits
- Learning from past decisions
- Creating a personal decision improvement plan

✔ **Outcome:** Clear personal framework for better, more consistent decision-making.

✔ **What You Will Walk Away With**

Participants complete the program with:

Stronger ability to analyze complex workplace problems

Improved decision-making clarity

Better understanding of cause-and-effect relationships

Reduced reactive problem-solving

A structured approach to handling complexity

A Knowledge Que Course Completion Certificate (8 PDUs)

✔ **Certification (Delivery-Neutral & Legally Safe)**

On successful completion of the program, learners receive:

Knowledge Que – Course Completion Certificate

Recognition of 8 Professional Development Units (PDUs)

A digital certificate suitable for:

LinkedIn

Resume & Portfolio

Professional Profiles

Issued by Knowledge Que – Powered by Experts

✔ **Why Knowledge Que**

Expert-led, practical professional skills training

Real-world workplace scenarios

Skill-focused learning with immediate application

Programs designed specifically for modern professionals

Copyright

© Knowledge Que. All rights reserved. No part of this material may be reproduced, distributed, or transmitted without prior written permission.