

COURSE OVERVIEW

Course Title	UNDERSTANDING & DELIVERING BEHAVIOURAL CHANGE
Course Aim	Wherever there are people involved in a building or process, then there is potential for intervention, disruption or interference all of which could lead to a compromise in the performance of the system. Teaching people to alter and adapt to new systems and processes is never easy, particularly if it involves changing established behaviours.
Course Description	This course not only provides participants with the knowledge of how to prepare and deliver a behavioural change programme, but more importantly an insight into the psychology of people and the way they behave which is essential in ensuring that any behavioural change programme is correctly structured and targeted in order to achieve a successful outcome. As guidance, this course is particularly suited to participants intended to up-skill in the area of implementing organisational behavioural change programmes associated with reduction of energy consumption.
Course Outcomes	The course will help you to: • Understand why people behave the way they do, why people behave differently. • Grasp the psychology of persuasion, just how are we going to change people's behaviours? • Identify the potential audience for change, who's going to make the biggest impact? Who will be your key allies? • Identify your different options for a behavioural change programme. • Prepare a business case using tangible and intangible elements. • Gain approval to your proposal. • Plan how to make it happen, the key elements of delivering the programme. • Make sure that you're able to measure the success and report effectively on this. • Identify what next steps you should always take to ensure a successful completion to the current programme and setting the foundations for future programmes.
Course Structure and Features	This course is to be delivered as a 1-day face to face workshop. The course structure outlined below is indicative as some sections may be amended to assure the best outcomes for participants. Participants are encouraged to contribute with their own experiences and examples. The course material such as slide pack, case studies and course activities and any other necessary information will be issued by the course tutor at the beginning of the course and throughout. Course Structure: 1. The psychology of people – why we behave the way we do 2. Identifying your audience and potential options 3. Preparing and gaining approval to the business case 4. Making it happen – delivering the programme 5. Measuring and reporting on the impact 6. What next?



	7. Post course action planning
Who Should Attend the Course	As guidance, this course is particularly suited to participants intended to up-skill in the area of implementing organisational behavioural change programmes associated with reduction of energy consumption. Amongst other roles, participants with the following job titles may be appropriate for the course: • Energy / Environment Trainers / Coaches • Energy Engineers / Managers / Assessors • Environmental Engineers / Managers / Assessors • Sustainability/Communication Managers • Building Engineers / Managers / Assessors • Facilities Engineers / Managers / Assessors • Plant or Manufacturing Engineers / Managers • Process Managers / Engineers • Utilities Managers / Engineers • Business Development Managers
Prerequisites	The minimum requirements for admission are: • Business-based energy management experience. Participants should have some familiarity with energy management processes within businesses and have been undertaking energy management activities, ideally for no less than 2 years. • Basic knowledge of energy procurement is assumed (e.g. how energy supply market works, how to read a commercial energy bill) • For those whose first language is not English, and who have not undertaken a course of study where the principal medium of instruction is English, certificate of competency in one of the standard language tests (e.g. IELTS, TOEFL) will normally be required.
Further Information	<u>Preparation for the course:</u> The EMA aims to make parts of the course more relevant to participants by giving them opportunity to discuss their own ideas. <u>Post course assessment:</u> Based on the learnings from the course participants will be required to prepare a plan for delivering a behavioural change for their organisation or client. The plan preparation represents the post course assessment and participants will have 4 weeks to complete it. <u>Certification:</u> Participants who complete and pass the assessment will receive a certificate including 6 hours of Continuing Professional Development (CPD) recognition.
Other Related Training Courses	Net Zero Fundamentals and Strategies Course Reaching Net Zero Course Energy Management in Building Services Course Turning Data into Energy Savings Course Energy Champion Course (a resource to encourage behavioural change amongst non-energy professionals)