



NUDGEPLUS ACADEMY

Training Programmes · 2026 Edition

# We train people to make **better** decisions.

Behavioural science—based training for individuals, companies, and policymakers. Evidence-based. Practical. Immediately applicable. No prior knowledge required.

**12**

Training modules

**3**

Audience tracks

**PhD**

Level trainers  
Author of Buku Kompas  
ARSITEKTUR PERILAKU

**6+**

Years pioneering BeSci  
in Indonesia

**500+**

Participants trained

## TRUSTED BY

Telkom Indonesia · Plan International · Water.org · British Embassy Jakarta · University of Lincoln · CISDI · Universitas Indonesia · Universitas Brawijaya · East Java Government



Owen Jenkins  
Former British Ambassador for Indonesia  
& Timor Leste

*“As a UK Alumni-founded startup, nudgeplus brought behavioral science to Indonesia — something that can help both business and government to make more impact”*



Emil Dardak  
Wakil Gubernur Jawa Timur

*“30% peningkatan perilaku mencuci tangan adalah dampak nyata dan jelas dari pendekatan nudge yang murah ini, sesuatu yang sangat penting di masa pandemi covid-19”*



Hamdi Saputra  
Head of Business Development, Telkom

*“60 tahun lebih frontier research tentang perilaku dikupas habis dengan bahasa yang mudah difahami dan implementatif, - nudgeplus memang leading”*



Syifa Andina  
Senior Program Manager  
PLAN International

*“Program banyak yang gagal karena asumsi yang salah tentang perilaku, Nudgeplus membantu PLAN International menguak misteri itu dan memperbaikinya dengan pendekatan baru yang efektif”*

Simple · Scientific · Impactful

# The problem we solve

Most decisions are made fast — optimised for speed, not accuracy. Most policies are designed for a rational citizen who does not exist. The result: predictable, costly mistakes at every level of work and life — and programmes that fail despite good design and adequate budget.

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- 1 Our brains take shortcuts — and pay for it**  
We process thousands of decisions daily under time and cognitive pressure. To cope, our brains rely on mental shortcuts that trade accuracy for speed. This makes us systematically vulnerable to predictable errors.
- 2 The result: bias. And bias has consequences**  
From hiring the wrong candidate to launching the wrong campaign to designing policies that backfire — cognitive bias costs organisations and individuals far more than they realise.
- 3 Our training: identify, reduce, and design around bias**  
Using the latest research in behavioural economics, cognitive psychology, and decision science, NudgePlus Academy trains individuals, teams, and policymakers to apply evidence-based tools to make consistently better decisions.

THREE TRACKS · TWELVE MODULES

# Choose your training track

Each track is designed for a specific audience and context. All modules are 1-day, require no prior knowledge, and are available in-person or online via Zoom.

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## A

### SELF DEVELOPMENT

#### Better decisions for your personal life

Master decision-making to improve productivity, finances, communication, and career. Four practical modules. No prior knowledge.

**For: Students · Employees · Managers · Entrepreneurs**

## B

### COMPANY'S GROWTH

#### Better decisions for your organisation

Apply behavioural science to marketing, hiring, meetings, and team decision-making. Four modules. Covers all industries.

**For: Marketers · HR Teams · Managers · Companies · BUMN**

## C

### EFFECTIVE PUBLIC POLICY

#### Better decisions for your citizens

Design policies and campaigns that actually change behaviour. Four modules. For all public institutions.

**For: Government · Public Institutions. NGO · BUMN**

## A

## Self Development

Improve decision-making for personal life · No prior knowledge required · For: Students · Employees · Managers · Entrepreneurs

A1  
1-Day

### Why Smart People Make Bad Decisions — and How to Stop

*Master the science behind your own thinking — before it costs you*

Every day you make hundreds of decisions — most of them without realising it. Some are trivial. Others shape your career, your relationships, and your finances. And most of them are being influenced by forces you cannot see. This 1-day training reveals those forces. You will gain the vocabulary, the self-awareness, and the practical tools to become a sharper, more intentional decision-maker — starting the moment you leave the room.

#### AFTER THIS TRAINING, YOU WILL BE ABLE TO:

- ✓ **Catch yourself in the middle of a biased decision — and redirect it in real time**  
The core skill: self-interruption before the mistake happens. You will practise switching between fast automatic thinking and slow deliberate thinking using real scenarios from everyday life and work.
- ✓ **Name biases most likely affecting your decisions right now — using your personal bias profile**  
Not a list to memorise — a personalised diagnostic completed during the session. You leave knowing specifically which biases you are most vulnerable to and in which contexts they appear.
- ✓ **Apply a 3-step pre-decision check to your most important upcoming choices**  
A concrete, repeatable tool — not a concept. You practise it live on a real decision you are currently facing, so you leave with an actual result, not just a framework.
- ✓ **Recognise when your environment — not your reasoning — is making the decision for you**  
Discover how default options, framing, and social proof are silently steering your choices every day. You will redesign one choice environment in your own life or work to make better outcomes the default.

**Signature deliverable:** Your personal bias profile + the 3-step pre-decision check card — both ready to use the following morning

A2  
1-Day

### You're Busy. But Are You Actually Getting Anything Done?

*Use behavioural science to reclaim your focus, protect your energy, and do your best work*

Being busy and being productive are not the same thing. Most people spend their day reacting — to notifications, to meetings, to other people's priorities — and end up exhausted without having moved their most important work forward even an inch. This 1-day training shows you exactly why your brain struggles to focus in modern environments — and gives you a practical system to work less frantically and produce more meaningfully.

#### AFTER THIS TRAINING, YOU WILL BE ABLE TO:

- ✓ **Identify cognitive traps fragmenting your focus every day — and map exactly where your own attention is leaking**  
Understand why constant task-switching, notification culture, and meeting overload are neurologically destructive to thinking quality — not just annoying. You map your own attention leak points during the session.
- ✓ **Design a personal deep work routine that fits your actual schedule, role, and energy patterns**  
Not a generic productivity template — a routine built around your specific context. You leave with a concrete weekly schedule, not a theory about having one.
- ✓ **Apply behavioural techniques to make focused work the default — not the exception**  
Implementation intentions, environment design, temptation bundling, and commitment devices. Tools that make it structurally easier to do deep work without relying on willpower alone.
- ✓ **Protect your most important work from the two biggest productivity killers in Indonesian work culture**

Meeting overload and WhatsApp. You leave with a clear, respectful protocol for managing both — without damaging relationships or appearing unavailable.

**Signature deliverable:** Your personal deep work schedule — drafted and committed to during the session, ready to run the following week

## A3

1-Day

### Make People Remember What You Show Them

*Apply the science of visual perception to communicate more clearly, persuade more effectively, and present with confidence*

Most presentations share the same problem: they are designed to show everything the presenter knows, not to create a clear impression in the audience's mind. This 1-day training applies behavioural science and perceptual psychology to visual communication. You will learn how the brain processes images, layout, and data — and use that knowledge to make your message impossible to forget. Bring an existing presentation. Leave with something genuinely better.

#### AFTER THIS TRAINING, YOU WILL BE ABLE TO:

- ✓ **Apply perceptual principles to any slide, poster, or data visualisation in under 2 minutes**  
Pre-attentive attributes, contrast, proximity, alignment, and cognitive load theory — a practical checklist that makes any visual dramatically clearer immediately.
- ✓ **Direct your audience's attention exactly where you want it — controlling what they see first, remember longest, and are nudged toward**  
Learn how the brain scans visual information and use that sequence intentionally in every slide you design.
- ✓ **Present data and complex information in a way that generates understanding — not confusion**  
The right chart type for the right argument. How to strip a dashboard to its essential signal. Why most charts fail and how to fix them.
- ✓ **Redesign a real presentation of your own using the cognitive load framework — completed during the session**  
You bring an existing deck or visual. You leave with a version that communicates the same content in half the visual noise. The transformation is immediate and visible.

**Signature deliverable:** Your own redesigned presentation — worked on and improved during the live workshop, ready to use immediately

## A4

1-Day

### Why You're Bad with Money — and How Behavioural Science Fixes It

*Understand the psychology behind your spending, saving, and investing — and use nudge tools to build habits that actually stick*

Most financial advice assumes you are rational. It tells you to budget carefully, save consistently, and invest wisely — as if knowing what to do were the same as doing it. But behavioural science proves that even financially literate, well-intentioned people systematically overspend, under-save, and make predictable investment mistakes. This training does not give you another budget template. It gives you nudge tools to redesign your financial environment so that better choices happen automatically. By the end of the day, you will have already changed something concrete about how your money moves.

#### AFTER THIS TRAINING, YOU WILL BE ABLE TO:

- ✓ **Identify psychological biases most likely costing you money right now — using your personal financial bias diagnostic**  
Present bias, mental accounting, loss aversion, the endowment effect, optimism bias, and anchoring — each explained with Indonesian financial examples. Your diagnostic is completed during the session.
- ✓ **Redesign your financial environment so saving happens automatically — including setting up at least one real automated nudge during the session**  
Automatic transfers, commitment savings accounts, and salary partitioning — set up live for Indonesian banks and e-wallets including GoPay, OVO, BRI, and BCA.
- ✓ **Stop irrational spending patterns by changing the choice context — not your personality**

You will not be told to be more disciplined. You will redesign the moments where spending decisions happen so the default behaviour is the better one.

✓ **Apply a pre-commitment checklist to major financial decisions to slow down automatic thinking**

A structured checklist for significant purchases, investments, or financial commitments — designed to surface hidden biases before they cost you.

**Signature deliverable:** Your personal financial bias profile + your first automated savings nudge, set up live during the session for your actual bank or e-wallet

# B

## Company's Growth

Boost group decision-making to support company growth · No prior knowledge required · All industries including BUMN, NGO, professional services

### B1

1-Day

#### Your Team Is Making Predictable Mistakes — Here's How to Stop Them

*The behavioural science foundation every organisation needs before making important decisions*

Your team is smart, experienced, and well-intentioned. And yet decisions still go wrong — projects overrun, strategies fail to land, meetings end without resolution. The problem is rarely capability. It is the invisible cognitive biases shaping every decision your team makes, every day, without anyone noticing. This training gives your team a shared language for human decision-making — and a practical toolkit for making better collective choices. Works equally for private sector, BUMN, government-linked companies, and NGOs.

##### AFTER THIS TRAINING, YOU WILL BE ABLE TO:

- ✓ **Name and recognise biases most likely distorting your team's decisions — using real Indonesian business and policy case studies**  
Anchoring in budget negotiations, confirmation bias in strategy reviews, sunk cost in project continuation, overconfidence in forecasting, and groupthink in leadership meetings — each diagnosed against your team's actual decision patterns.
- ✓ **Map the specific decision points in your organisation where bias is most costly — across hiring, strategy, operations, and communications**  
Participants audit their own organisation's key decision moments and score each for bias risk and estimated cost. The output is a prioritised map of where structural change will have the highest impact.
- ✓ **Apply a team de-biasing protocol — pre-mortem, devil's advocate, and independent pre-voting — to your next major decision**  
Practised live on a real decision the group is currently facing. Not a theoretical exercise — a protocol that produces noticeably better quality thinking the first time it is used.
- ✓ **Build a shared vocabulary across your team so bias can be named and challenged in real time**  
When everyone can say 'I think we're anchoring here' or 'this feels like sunk cost thinking,' the culture of decision-making shifts permanently — without a single new process being imposed.

**Signature deliverable:** Team decision audit map + de-biasing protocol card — applied live to a real organisational decision during the session

### B2

1-Day

#### Mindfluence Marketing — Decode Your Customers' Behaviour to Sell More Effectively

*Apply the psychology of consumer decision-making to campaigns, digital products, and customer journeys — and test what actually works*

Your customers are not reading your ads, rationally weighing their options, and making logical choices. They are making split-second decisions driven by emotion, context, and cognitive shortcuts. Most marketing strategies are designed for a rational customer who does not exist. This training decodes how your actual customers decide — and shows you how to design campaigns and digital products that work with human psychology, not against it. Critically, it teaches you how to run experiments so you stop guessing which strategy works and start knowing.

##### AFTER THIS TRAINING, YOU WILL BE ABLE TO:

- ✓ **Identify consumer biases shaping your customers' purchase decisions — and apply them ethically to your next campaign**  
Social proof, scarcity, anchoring, the decoy effect, loss aversion, and the default effect — each with Indonesian examples from Tokopedia, Shopee, Bank Mandiri, and Gojek. Live analysis of real Indonesian campaigns included.
- ✓ **Apply choice architecture to your product pages, app flows, and checkout experience to improve conversion and reduce churn**

You audit a real digital touchpoint during the session and leave with 3 specific, implementable improvements — each grounded in published benchmark data.

✓ **Redesign one campaign message using loss framing, social norms, or salience — and predict the likely uplift against your current baseline**

You bring a current campaign brief. You leave with an alternative behaviourally informed version — produced during the session with an expected performance estimate.

✓ **Design a complete behavioural A/B experiment — hypothesis, control, treatment, metric, sample size, 2-week timeline — so you know which strategy works**

The most distinctive outcome in this package. The output is a document you hand to a developer or campaign manager the following week and run immediately.

✓ **Build an experimentation habit inside your team — so every major decision is tested, not assumed**

A simple experiment backlog format, hypothesis prioritisation framework, and how to present results to leadership in a way that builds confidence in the approach.

**Signature deliverable:** Your digital touchpoint audit (3 improvements) + one behaviourally redesigned campaign message + a complete A/B experiment brief — all completed during the session

**B3**

1-Day

## Meeting Hack — Run Meetings That Actually Change Things

*Use behavioural science to make your meetings shorter, sharper, and worth every minute*

The average Indonesian professional spends 23 hours a week in meetings. Most produce no meaningful decision, create false consensus, and leave the loudest person's opinion treated as the group's conclusion. This is not a time management problem — it is a behavioural science problem. The way most meetings are structured guarantees that cognitive biases will dominate and the most important concerns will stay unspoken. This training gives your team a practical, repeatable format that produces better decisions in less time.

### AFTER THIS TRAINING, YOU WILL BE ABLE TO:

✓ **Identify the group biases turning your meetings into expensive theatre — and score your own team's meeting culture honestly**

Psychological Safety, Groupthink (false consensus), the HiPPO effect (highest paid person's opinion dominates), shared information bias (everyone discusses what everyone already knows), and anchoring from the first speaker.

✓ **Facilitate a pre-mortem, silent brainstorm, and structured debate — and know which format fits which decision type**

Three formats practised live. Participants run the same decision problem using all three and compare the quality of output. The contrast is immediately convincing.

✓ **Apply the 3-decision-type framework to redesign every recurring meeting your team runs**

Information sharing, idea generation, and decision-making each require a different meeting structure. Participants categorise their 5 most frequent meetings and discover most are using the wrong format.

✓ **Produce a redesigned behavioural agenda for your most common recurring meeting — ready to run the following week**

A structure that prevents HiPPO dominance, surfaces minority opinions, separates idea generation from evaluation, and ends with a committed decision — not a vague follow-up action.

**Signature deliverable:** Your team's redesigned meeting agenda template + 3-decision-type format guide — tested live and immediately usable

**B4**

1-Day

## HireSmart — Stop Hiring the Person You Like and Start Hiring the Person Who Will Perform

*Rebuild your recruitment process from the ground up — for fairer, faster, more accurate hiring decisions*

Most hiring decisions in Indonesia are made within the first 90 seconds of an interview — before a single substantive question has been asked. The rest of the interview confirms that first impression. Interviewers disagree significantly on the same candidate without realising it. Candidates from certain universities are

favoured before they open their mouths. This is a fully systemic bias problem — operating simultaneously across gut instinct, prestige, inconsistent scoring, and affinity. Because it is systemic, the only solution is structural. This training rebuilds your hiring process from the ground up.

**AFTER THIS TRAINING, YOU WILL BE ABLE TO:**

- ✓ **Identify the biases operating simultaneously in your hiring system — and audit your current process for each one**  
Affinity bias, the halo effect, university prestige bias, gut-feel overconfidence, inconsistent scoring, and beauty bias — each diagnosed against your organisation's actual hiring process during the session.
- ✓ **Conduct a noise audit on your team's past hiring decisions — and quantify how inconsistent your scoring currently is**  
Noise — the variation between different interviewers evaluating the same candidate — is often larger than bias and almost never measured. This exercise alone creates a compelling internal case for structural change.
- ✓ **Design a structured interview protocol for a real currently-open role — and leave with a document ready to use next week**  
Standardised competency-based questions, behavioural anchors, and independent scoring rubrics applied consistently across all candidates and all interviewers. Drafted in full during the session.
- ✓ **Redesign your CV screening criteria to evaluate on evidence that predicts performance — not prestige signals that predict nothing**  
University name, GPA, and internship brand are weak predictors of job performance. Participants learn which signals actually correlate with performance in their industry and redesign their screening criteria accordingly.

**Signature deliverable:** A complete structured interview guide for a real open role + your team's noise audit results — both produced during the session and immediately deployable

## C

## Effective Public Policy

Applied behavioural-based public policy · No prior knowledge required · For: All public institutions — Kementerian · Pemda · BUMN · NGO · OJK · BI · KPK · YLKI · Universities

## C1

1-Day

### Your Policy Is Well-Designed. So Why Aren't Citizens Complying?

*The introduction to behavioural science that every public institution in Indonesia needs right now*

You have passed the regulation. Printed the posters. Held the socialisasi. And citizens are still not doing what the policy requires. Behavioural science offers a precise explanation — and a practical solution. It is used by the World Bank, UNICEF, the OECD, and dozens of national governments. And it is almost entirely unknown in the Indonesian public sector. This training is the introduction that changes how your team understands citizen behaviour — and opens a completely new set of tools for changing it. No prior knowledge required.

#### AFTER THIS TRAINING, YOU WILL BE ABLE TO:

- ✓ **Explain why information campaigns, fines, and regulations so often fail to change citizen behaviour — using a framework your leadership will immediately recognise as true**

The most powerful outcome: moving from 'people do not comply because they do not care' to 'people do not comply because the choice environment works against the desired behaviour.' Applied to a real programme from your own institution.

- ✓ **Apply the EAST framework — Easy, Attractive, Social, Timely — to redesign any policy touchpoint, programme communication, or service delivery process**

The most widely used practical framework in applied behavioural policy. Participants apply it to a real Indonesian policy challenge or a challenge from your own.

- ✓ **Identify cognitive and social biases most relevant to Indonesian public policy — using real NudgePlus case studies**

Present bias in health behaviour, status quo bias in benefit take-up, social norm effects in tax compliance, loss aversion in environmental programmes, and default effects in administrative processes — all illustrated with Indonesian examples your team will recognise immediately.

- ✓ **Write a one-page behavioural problem diagnosis ready to present to your Boss, your Board, or your international donor**

A structured document defining the target behaviour, mapping the barriers, identifying the active biases, and proposing one testable nudge intervention — drafted during the session for a real current programme.

**Signature deliverable:** A one-page behavioural diagnosis of a real current policy challenge — drafted during the session and ready to present to leadership or include in a donor report

## C2

1-Day

### Nudging for Impact — Design Interventions That Actually Change What Citizens Do

*The complete behavioural intervention design process — from problem to pilot-ready brief*

Understanding that cognitive biases exist is not enough. The hard part is translating that understanding into an intervention that changes real behaviour in a real community — within the constraints of a government or NGO budget, timeline, and approval process. This training teaches the complete nudge design cycle. Participants work on a real policy challenge throughout the day — public health, tax compliance, environmental behaviour, education, social welfare, or road safety — and leave with a complete intervention brief ready for internal review or pilot approval.

#### AFTER THIS TRAINING, YOU WILL BE ABLE TO:

- ✓ **Use the COM-B model to diagnose whether your policy problem is a Capability, Opportunity, or Motivation barrier — and design the right type of intervention**

The most common policy design mistake: applying an information campaign to a motivation or opportunity problem. Once participants understand COM-B, they will never design another socialisasi for a problem that is not caused by lack of information.

- ✓ **Generate distinct intervention options using the MINDSPACE and EAST frameworks together — and evaluate each on impact, cost, ethical risk, and political feasibility**

Using both frameworks simultaneously creates a richer design space than standard policy brainstorming — typically surfacing two or three options no one in the room had previously considered.

✓ **Write a complete intervention design brief — target behaviour, mechanism of change, nudge design, delivery channel, implementation partner, success metric, and data plan**

A document that can be submitted to your boss, Direktur, Kepala Dinas, BAPPEDA planning team, BUMN board, OJK/BI programme team, or international donor the week after training.

✓ **Navigate the ethical, cultural, religious, and political dimensions of behavioural interventions in the Indonesian public sector context**

Nudges in Indonesia face specific challenges not addressed in Western literature: religious dimensions of behaviour change, political sensitivities, media risk, and procurement constraints. Participants leave with an ethical risk checklist tailored to their context.

**Signature deliverable:** A complete intervention design brief — including target behaviour, COM-B diagnosis, MINDSPACE/EAST intervention design, delivery channel, success metric, and ethical risk assessment — ready for internal review or donor submission

**C3**  
1-Day

## Does Your Policy Actually Work? How to Find Out with an RCT

*Design rigorous experiments to test whether your interventions are working — before you scale and after you do*

Most public programmes in Indonesia are scaled without ever being properly tested. A programme runs, participants are counted, a report is written — but no one knows whether the programme caused the improvement. Randomised controlled trials are the gold standard for answering that question. They are used by the World Bank, UNICEF, GIZ, and NudgePlus to evaluate what works in Indonesian public programmes — and they are more accessible than most public sector teams realise. This training teaches your team to design one for a real current programme.

### AFTER THIS TRAINING, YOU WILL BE ABLE TO:

✓ **Design a valid RCT for a real current programme — treatment assignment, control group, sample size, and data collection plan**

Participants work through the full RCT design process for a programme they are running — from a Kemenkes vaccination push to a Bank or Insurance financial literacy intervention to a Dinas KLHK waste separation programme or any other public institutions or NGOs. By end of session, the design is complete and ready for ethics review.

✓ **Identify where your institution's current M&E reports are confusing correlation with causation — and know what to do about it**

Participants audit a real M&E report using the causal inference checklist and identify exactly where causal claims are made without causal evidence. This exercise alone transforms how teams read and write evaluation reports.

✓ **Choose between an RCT and lower-cost quasi-experimental alternatives — matched to your budget, timeline, and programmatic constraints**

Difference-in-differences, regression discontinuity, and interrupted time series — a decision framework to match the right method to each programme given real Pemda and Kementerian constraints.

✓ **Present experiment results to senior officials and donors in plain language that drives evidence-based decisions**

Moving from p-values and confidence intervals to a one-page results summary designed for a Kepala Biro, Direktur Jenderal, or international donor programme officer — drafted during the session.

**Signature deliverable:** A complete RCT design brief for a real current programme — ready for internal ethics review, donor proposal, or academic partnership submission

**C4**  
1-Day

## Crafting Public Campaigns That Change Behaviour — Not Just Awareness

*Design government and NGO communications that move citizens from knowing to doing*

Citizens in Indonesia know they should separate their waste, vaccinate their children, pay their taxes on time, and wear helmets. And most of them still do not. The government has told them — with posters, pamphlets, WhatsApp broadcasts, and TV spots. And it has not worked. The problem is not that citizens are not listening. The problem is that information is almost never the real barrier to behaviour change.

This training teaches your team to identify the real barrier, choose the right tool, design a message that closes the knowing-doing gap, and test it before committing the full budget. Based directly on NudgePlus's work with the British Embassy Jakarta, East Java Government, Plan International Indonesia, and the SADAR GOWES road safety campaign.

**AFTER THIS TRAINING, YOU WILL BE ABLE TO:**

✓ **Apply behavioural communication principles — social norms, loss framing, salience, messenger credibility, and implementation intentions — to any public campaign**

Each principle taught through a real Indonesian NudgePlus project: the East Java Government citizen engagement campaign, SADAR GOWES road safety, COVID-19 compliance communications, SIGAP di Jalan Jasa Raharja, and Plan International's parenting behaviour change programme.

✓ **Conduct a structured behavioural audit of a real current campaign — and identify precisely why it is or is not changing the target behaviour**

Using the 10-point behavioural campaign audit checklist applied to a real campaign from your own institution during the session. You receive a written audit report identifying specific improvements.

✓ **Redesign one campaign message using social norm messaging or loss framing — and produce an alternative version ready for testing**

You bring a current campaign brief. You leave with an alternative behaviourally informed version — pair-tested in the room for initial qualitative feedback before the formal pilot.

✓ **Design a lightweight message-testing protocol appropriate for government and NGO budgets — so you know which version works before you scale**

Three accessible testing approaches: WhatsApp survey with 50 target respondents, social media A/B split using existing institutional accounts. You draft a complete testing brief during the session.

**Signature deliverable:** A behaviourally redesigned campaign message + a testing protocol brief — both completed during the session and ready for internal sign-off the following week

## WHAT PARTICIPANTS SAY

# Real results. Real people.

Over 200+ participants trained. Average satisfaction score: 4.8 / 5.

*“Saya belajar banyak dari training yang diberikan oleh nudgeplus. Training ini bisa menjadi jembatan bagi saya untuk melakukan penelitian mengenai nudge”*

[C track recommended: Effective Public Policy]

**[EKKI SYAMSULHAKIM SE. M.APP.EC.]**

[The World Bank]

*“Training ini berkesan banget! Di workshop ini saya banyak belajar hal baru, khususnya instrumen baru yang dapat saya praktikan sebagai analis kebijakan. Terima kasih Nudgeplus!”*

[C track recommended: Effective Public Policy]

**[LUSIA NOVITA SARI B.Sc, MS.]**

[Sekretariat Kabinet RI]

*“Nudgeplus memberikan pendekatan baru terhadap isu development di Indonesia, sangat insightful dan bermanfaat!”*

[C track recommended: Effective Public Policy]

**[dr. IRMA ARDIANA]**

[Direktur Bina Keluarga Balita dan Anak BKKBN]

*“Science dibalik keputusan sangat penting untuk membantu efektifitas project water.org di Indonesia”*

[A & B track recommended: Company's Growth & Effective Public Policy]

**[Kiki Tazkiyah]**

[Insights Lead – Water.org]

*“Jualan itu harus faham customer, design menu, pricing, layout, experience itu semua terkait behavioral science, makasih nudgeplus atas insight-nya!”*

[B track recommended: Company's Growth]

**[ANDREW DALIMARTHA]**

[Owner – Semangkok Mie Kari]

*“Desain game DAWN of CIVILIZATION banyak menggunakan insight behavioral science, thanks Nudgeplus!”*

[Special track: Focus on game development]

**[TALITHA AMALIA]**

[COO Solve Education]

*“Keselamatan itu bukan hanya sekedar isu infrastruktur, sebagian besar justru isu perilaku. Nudgeplus membuka paradigma baru di JASA RAHARJA!”*

[A, B, & C track recommended: Focus on safety behaviour]

**[RIFKA PRATISTA SARI]**

[Head of Road & Traffic Safety – JASA RAHARJA]

**200+**

Participants trained

**4.8/5**

Avg satisfaction score

**PhD**

Level trainers — World Bank trained

**6+**

Years — Indonesia's BeSci pioneer

MORE WAYS TO TRAIN WITH NUDGEPLUS

# Special offers & in-house training

Build a lasting behavioural science capability inside your organisation — not just a one-off training day.

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## MOST POPULAR

### Full Track Bundle — Area B

Book all 4 Company Growth modules (B1–B4) for your team. Transform your organisation's approach to marketing, hiring, meetings, and compliance in four structured sessions.

## BEST FOR TEAMS OF 30+

### Corporate In-House Training

We come to you. Any module delivered at your office, tailored to your industry and team context. Includes pre-session diagnostic and customised case studies from your sector.

**Custom quote — contact us for your team size and modules**

## LAUNCHING Q1 2027

### Certified BeSci Practitioner Track

Complete any 3 modules + 1 applied project assessment and receive the NudgePlus Certified Behavioural Science Practitioner certificate — recognised by IBEF (Indonesia Behavioural Economics Forum).

## AVAILABLE NOW

### Online & Hybrid Delivery

All 12 modules available online via Zoom or hybrid. Same content, same certified trainers, same certificate. Ideal for teams across multiple cities.

**Same pricing as in-person · Book via WhatsApp or email**

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NUDGEPLUS ACADEMY · Offline · Online

# Ready to train your team?

Seats are limited per cohort. Reach out today to check availability, request a custom quote, or book your first session.

**Reserve your cohort — sessions fill fast**

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BOOK ONLINE  
**nudgeplus.net/academy**



**Nudgeplus — Indonesia's pioneer in behavioural science since 2019**

World Bank-trained team · PhD-level trainers · Evidence-based methods

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