

# Leading with Behavioral Science: Creating Breakthrough Customer Experiences

Programs in collaboration with



6 weeks



## Learning Outcomes

- Determine current condition and future opportunities of organization to achieve goals.
- Search for the right growth opportunities.
- Identify and empower your high-potential talent and teams.
- Capture best practices and implement them to scale your organization.
- Apply program's framework and models to articulate purposes.



## Modules

- Customer science as a business discipline
- Designing for the way your customers think
- Managing customer value
- Choice architecture and biases
- Building impactful experiences
- Managing customer loyalty



## About Emeritus

Emeritus collaborates with more than 80 top-ranked business schools, including Harvard, MIT, Wharton, INSEAD, London Business School, Columbia, Cambridge Judge, Berkeley and more, to design & deliver high-quality Executive Education Programs (Online, LIVE Virtual, In-Class, Blended). Till date, Emeritus has educated more than 250,000 individuals across 80 countries with a completion rate of 90%.

## About Eduvos

Eduvos is one of South Africa's largest independent private higher education institutions with 12 campuses across the country. Eduvos educators believe in building skills for the future and enabling students to take up careers in a volatile, uncertain, chaotic, and ambiguous world. Their education is designed to create a deep understanding of an area, supporting skills development through practical application, and challenging thinking to allow for adaptation to new possibilities.