

## Behavior Change 101

Nick Lange, ICF, Dr. Beth Karlin and Dr. Sea Rottman, See Change Institute

Sunday, November 17

8:30 am – 4:30

Offered at \$145 (includes lunch and 2 breaks)

This introductory workshop is delivered by a small and personable team of behavior change experts that bring a well-balanced blend of contagious energy, accessible empathy, and authentic and positive pragmatism. The full-day session is designed to equip participants with a professional level of behavioral literacy: WHY behavior change matters, WHEN it is needed, HOW it is done, and WHAT tools and resources are available to make a real difference.

Intentionally designed with a systems approach—behavior change is much more than just another tool in the toolbox—this workshop teaches how it is integral to the most important aspects of our work: how to engage with partners, leadership and each other; how to choose what to invest in, or focus on; and how to discover, design, and deliver interventions that are capable of "punching far above their weight" compared to conventional approaches, and can surpass typical cost-effectiveness performance benchmarks.

Behavior change isn't easy or intuitive. As a result, we know it can seem impossibly daunting, fickle, and complex. We will share a structure and approach that can be counted on for results. We believe that every attendee can develop the skills to leverage behavioral design and interventions as a core component to meeting essential personal and organizational processes and achievements. Especially when the needs are pressing, problematic, and plentiful.

By the end of the workshop, participants will have the basic skills and motivation to begin to develop and/or improve their own behavior energy and climate change initiative.

**Note:** This *is not* another rehash and shallow review of well-established behavioral economic insights—there are armfuls of popular best-selling books that can provide greater detail and substance than any one-day workshop. This *is* a session that will give you access to theory and practice in a safe learning environment designed to engage, challenge, and expand your capabilities and perspective. It will be work, and it will be fun. It will change the way you look at the problems in the world and what you can do about them.

**Workshop format:** Lecture, discussion, hands-on activities, and case studies

**Who should attend:** Novice to Intermediate learners (1-2 years of experience)

**About the instructors:**

### Nick Lange, Program Design and Implementation, ICF

Formerly a Senior Consultant at VEIC, Nick worked to advance the credibility and adoption of Emerging Savings Opportunities for significant reductions in the economic, environmental, and social costs of energy usage. His first career as an engineer for high-efficiency power systems and building science is the foundation of his last decade as a technical lead supporting energy program design, implementation and R&D. He's a co-founder of Vermontivate (an award-winning community energy game) and Sustainability Benefits Corp (for supporting and measuring employee household sustainability) When he's not being a dad, husband, indie game designer, or helping to put Vermont maple syrup in space, he's a subject matter expert on smart thermostats and behavior.



### Dr. Beth Karlin, Research Psychology, See Change Institute

Dr. Beth Karlin founded See Change in 2015 to take the world's leading academic research "to the streets" and help good people do good better. Before receiving her Ph.D. in Social Ecology, Beth spent nearly a decade working in K-12 education, holding positions as a teacher, counselor, and school administrator. She has published her work in venues ranging from Psychological Bulletin to Peace Studies (as well as some others that don't start with the letter "p") and is a sought after speaker and trainer on Storytelling, Smart Homes, and the Social

Science of Sustainability. Beth has a complete inability to remember people's names at conference but somehow still knows the lyrics to most 90s hip hop songs.



**Dr. Sea Rottman, International Behavior Change Case Studies, See Change Institute**

Dr. Sea Rotmann was the Principal Scientist at New Zealand's Energy Efficiency and Conservation Authority (EECA) before starting her own consultancy called SEA – Sustainable Energy Advice Ltd, in 2011. She is the Operating Agent on Task 24 of the International Energy Agency's Demand-Side Management (IEADSM) Programme on 'Behavior Change in DSM'. In this Task, she worked on field pilots across the world in sectors as varied as hospital sustainability in North America; solar PV in New Zealand; green leases in Sweden; and library loan kits in Ireland. The newest Phase of the Task will focus on hard-to-reach energy users in the residential and commercial sectors. Dr. Sea is actually a coral reef ecologist by

background and has a deep and abiding obsession with all things tentacled – particularly, 'the Kraken' – which covers 90% of everything she owns.