Gender and Behavioral Science Training Course

Professional Development Training Course Outline

Category	Gender Studies	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Gender and Behavioral Science is an interdisciplinary field that integrates gender equality, behavioral insights, social norms, and decision-making science to address systemic inequalities and promote inclusive development. Gender and Behavioral Science Training Course explores how implicit bias, cognitive heuristics, cultural norms, and institutional structures shape gendered behaviors and outcomes in society. By leveraging behavioral economics, psychology, and data-driven approaches, participants will gain practical tools to design interventions that foster equity, inclusion, and sustainable social change.

In today's rapidly evolving world, organizations and policymakers are increasingly using nudge theory, human-centered design, and evidence-based policy frameworks to influence positive behavioral change. This training equips participants with cutting-edge knowledge on gender-responsive programming, behavioral diagnostics, and impact evaluation, enabling them to design and implement transformative solutions in sectors such as governance, business, health, and education.

Programme Curriculum

Gender and Behavioral Science Training Course

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Course Duration

5 days

Course Objectives

1. Understand gender dynamics and behavioral science frameworks
2. Analyze social norms and implicit bias in decision-making
3. Apply behavioral economics principles to gender equality
4. Design gender-sensitive behavioral interventions (nudges)
5. Strengthen data-driven gender analysis and insights
6. Promote inclusive leadership and equitable workplace behaviors
7. Evaluate gender-responsive policies using behavioral tools
8. Address unconscious bias and stereotype-driven actions
9. Enhance community engagement through behavior change strategies
10. Integrate human-centered design in gender programming
11. Develop evidence-based advocacy and communication strategies
12. Measure impact using behavioral indicators and metrics
13. Foster sustainable gender-transformative change

Target Audience

1. Policy makers and government officials
2. NGO and development practitioners
3. Gender specialists and social scientists
4. HR and organizational development professionals
5. Researchers and data analysts
6. Educators and academic professionals
7. Corporate leaders and managers
8. Youth leaders and community advocates

Course Modules

Module 1: Foundations of Gender and Behavioral Science

- Key concepts in gender theory and behavioral science
- Understanding social norms and cultural influences
- Introduction to behavioral economics
- Gender roles and decision-making patterns
- *Case Study:* Gender norms influencing education access in rural communities

Module 2: Behavioral Insights and Gender Bias

- Types of cognitive biases (implicit, confirmation, availability)
- Gender stereotypes and behavioral outcomes
- Bias in hiring and leadership
- Behavioral barriers to equality
- *Case Study:* Gender bias in recruitment processes

Module 3: Social Norms and Behavior Change

- Understanding descriptive vs injunctive norms
- Norms shaping gender roles
- Tools for norm transformation
- Community-driven behavior change
- *Case Study:* Reducing child marriage through norm change campaigns

Module 4: Nudge Theory and Gender Interventions

- Principles of nudge theory
- Designing low-cost behavioral interventions
- Choice architecture for inclusion
- Ethical considerations in nudging
- *Case Study:* Increasing female participation in STEM through nudges

Module 5: Gender Data and Behavioral Analytics

- Collecting gender-disaggregated data
- Behavioral data analysis techniques
- Identifying patterns and trends
- Data visualization for decision-making
- *Case Study:* Using data to address workplace gender gaps

Module 6: Human-Centered Design for Gender Solutions

- Principles of design thinking
- Empathy mapping and user insights
- Co-creation with communities
- Prototyping gender solutions
- *Case Study:* Designing inclusive financial services for women

Module 7: Policy Design and Behavioral Approaches

- Integrating behavioral science in policy
- Gender-responsive budgeting
- Policy experimentation and pilots
- Monitoring and evaluation frameworks
- *Case Study:* Behavioral interventions in public health campaigns

Module 8: Communication and Advocacy for Behavior Change

- Strategic communication for gender equality
- Storytelling and messaging techniques
- Digital campaigns and social media influence
- Advocacy using behavioral insights
- *Case Study:* Successful gender equality awareness campaigns

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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