

**Management Development Programme  
on**

**From Insights to Impact: Behavioural Insights  
and Human-Centred Design in Practice**

 **December 3 - 5, 2026**



## Background

In today's rapidly evolving health and policy landscape, organizations are under constant pressure to improve performance, strengthen service delivery, accelerate innovation and deliver measurable outcomes. Yet many transformation initiatives fall short- not because of inadequate strategies, technologies or resources but because they fail to account for the people responsible for implementing , adopting and sustaining change.

Whether introducing a digital health platform, redesigning organizational processes, strengthening quality system, improving workforce engagement or implementing large Scale health programs, lasting success depends on understanding how people think, make decisions, collaborate, and respond to change.

This Management Development program is designed to help leaders/ managers bridge the gap between strategy and implementation by integrating Behavioural Insights and Human Centred Design approaches that place people at the centre of transformation.

Behavioural Insight provide scientific understanding of how people make decisions and why they behave the way they do. Human-Centred Design complements these insights by offering a structured, participatory approach to designing solutions that are grounded in the needs, experiences, and realities of the people who implement, manage, and are affected by organizational change.

Rather than designing solutions based on assumptions, participants will learn to engage stakeholders, identify behavioural and organizational barriers, co-create practical solutions, and refine them through rapid prototyping, testing, and continuous learning. The result is solutions that are not only innovative, but also feasible, relevant, and more likely to be adopted and sustained.

Drawing on advances in behavioural science, psychology, behavioural economics, organizational behaviour, and design thinking, this three-day programme combines academic rigour with practical application. Through interactive discussions, case studies, simulations, design workshops, and hands-on exercises, participants will gain practical frameworks and tools to design policies, programmes, services, and organizational interventions that create measurable and lasting impact.

## Objectives

The programme aims to enable participants to:



Develop an evidence-based understanding of human judgement, decision-making, and behaviour.



Recognize behavioural barriers that influence organizational/ program performance.



Apply Human-Centred Design methodologies to co-discover stakeholder needs, co-define behavioural challenges, co-create innovative solutions, and co-design pathways for implementation.



Design, prototype, and evaluate innovative solutions through iterative learning.



Integrate behavioural science with design approaches for organizational transformation.

## Contents

### INSIGHTS



#### Understanding Behaviour

Explore why people think, decide, and act the way they do – and what drives or prevents change.

### DESIGN



#### Designing with People

Learn to translate behavioural insights into human-centred services, systems, and solutions that people use.

### IMPACT



#### Leading Sustainable Change

Build the skills to design, test, implement, and scale solutions for measurable and lasting impact.

## Pedagogy

The programme offers a multifaceted learning experience through lectures, group discussions, case studies, and hands-on experiential learning. Participants are immersed in a dynamic learning environment designed to foster theoretical understanding, actionable real-world insights, and service-ready skills.

## Who Should Attend?

- Leaders working across the health ecosystem:
- Hospitals and Health Systems
- Government Health Departments
- Public Health Programmes
- Development Organizations
- NGOs
- Digital Health Organizations
- Health Insurance Organizations
- Pharmaceutical and MedTech Companies
- Healthcare Consulting Firms
- Academic and Research Institutions

## Resource Person



**Dr. Mamta Chauhan**  
Professor  
Head Centre for Behavioural Sciences  
IIHMR University, Jaipur

The programme will be offered by a team of national and international subject experts.

## Nominations/Registration

Please send your nominations/registrations to the following address:

**Management Development Programme Office**

IIHMR University

1, Prabhu Dayal Marg, Sanganer Airport

Jaipur - 302029, INDIA | Tel: +91-141-3924700

Mobile: +91 9116006536 | E-mail: [training@iihmr.edu.in](mailto:training@iihmr.edu.in)

## Duration and Venue

The programme will start on Thursday, December 03, 2026, and will conclude on Saturday, December 05, 2026. The programme will be held at IIHMR University, 1, Prabhu Dayal Marg, Sanganer Airport, Jaipur - 302029. The University campus provides a conducive learning environment for participants, who are welcome to use the library and recreational facilities available on campus.

## Programme fee

The programme fee for Indian participants is Rs. 30,000 plus GST (18% as applicable), and for international participants it is USD 315 plus GST (18% as applicable). The programme fee covers tuition, background reading material, lodging, and boarding.

## Certificate

A certificate of participation on completion of the programme will be issued by IIHMR University, Jaipur.

## Discounts on Fee

- Early Bird Discount:** Nominations received with payment before four weeks of the commencement of the programme will be entitled to a 10% early bird discount.
- Group Discount:** Any organization sponsoring four or more participants to the programme will be entitled to a 20% discount on the total fee payable, provided that at least four participants attend the programme.
- Maximum Discount:** Organizations can avail themselves of both discounts, subject to a maximum discount of 20%.





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