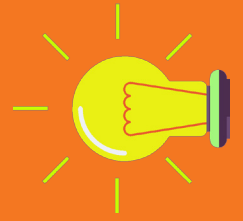
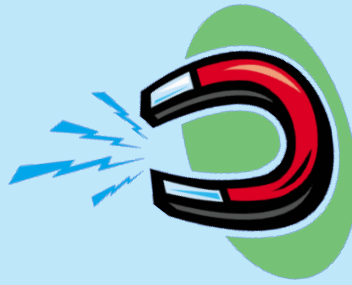


# Changeology Master Class and project incubator with Les Robinson



Melbourne: 10-11 Sept Sydney: 20-21 Sept

We'll use the Changeology methodology to devise behaviour change projects that are buzzworthy, fun, game-like, and social, so people want to "come and play".



We'll mix change psychology, design thinking, and creativity techniques, all wrapped up in a solid program logic.

Participants leave with prototype projects and persuasive communications ready for their first public outing.

It includes Les's enjoyable crash course on the psychology of behaviour change, with a focus on overcoming denial and resistance.

There's a **yummy lunch** and the complete 200 page **Changeology manual**. Numbers are strictly limited.

**Cost:** \$795\*

**Booking:** [www.enablingchange.com.au/Booking\\_form.php](http://www.enablingchange.com.au/Booking_form.php)

**Discounts:** 20% discounts for buddies\*, NGOs and self-funded participants. 50% discount for single-use plastic projects.

\* **Why buddies?** Change projects always work better with a buddy. I want your project to succeed. That's why there are buddy discounts.

**50% discount  
for plastic waste  
reduction projects**

If you and a buddy\* are working on a real-life project to reduce use of single-use plastics, I'm happy to offer a 50% discount to both of you.

If you are a volunteer campaigner against single-use plastics, there are 6 free scholarships available.

Presented by

**Les  
Robinson**



*"Les seems to be able to draw innovation out of nowhere."*

Les is a specialist in change and one of Australia's most engaging facilitators.

He is the author of [Changeology](#).



Full details and booking [www.enablingchange.com.au](http://www.enablingchange.com.au)