

# Changeology 2021

## master class and project incubator

Melbourne: 16 April Sydney: 21 April ZOOM: 12-13 April

Join **Les Robinson** to rapidly devise behaviour change projects that are irresistibly buzzworthy, fun, game-like, and social.

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

Leave with an effective project, with persuasive communications, ready for its first public outing.

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 132 page **Changeology manual**. Numbers are strictly limited.

**Cost: \$660** (discounts available - see below)

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

**Discounts:** 20% off for community orgs and self-funded participants.

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](#).



**50% discount for climate emergency projects**

If you and a buddy are working on a real-life climate action project, both get 50% discount.



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