Behavioral Economics in Financial Inclusion Training Course

Professional Development Training Course Outline

Category	Microfinance & Financial Inclusion	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Behavioral Economics in Financial Inclusion explores how psychological, social, emotional, and cognitive factors shape financial decision-making among underserved and vulnerable populations. As financial ecosystems become increasingly digitized, understanding behavioral drivers is essential for designing inclusive products, strengthening financial capability, and improving the adoption of financial services. Behavioral Economics in Financial Inclusion Training Course equips participants with cutting-edge tools rooted in behavioral science, economic psychology, digital nudges, financial behavior insights, and customer-centric approaches to solve persistent challenges in financial inclusion systems.

With strong focus on real-world applications, the training combines data-driven analysis, behavioral design principles, and global case studies to help participants develop impactful interventions that increase financial participation. Learners gain the ability to design behaviorally informed policies, optimize product adoption, address cognitive biases, strengthen consumer protection, and enhance long-term financial well-being. The course prepares professionals to leverage behavioral insights to support sustainable inclusion across diverse financial landscapes.

Programme Curriculum

Behavioral Economics in Financial Inclusion Training Course

Introduction

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Course Objectives

1. Understand foundational behavioral economics concepts relevant to financial inclusion.
2. Identify key behavioral barriers that limit financial participation.
3. Apply trending behavioral design tools to improve financial decision-making.
4. Use behavioral nudges to increase adoption of financial services.
5. Analyze cognitive biases affecting savings, borrowing, and spending patterns.
6. Strengthen consumer protection through behaviorally informed strategies.
7. Integrate behavioral insights into digital financial services.
8. Design and test behaviorally informed financial inclusion interventions.
9. Apply behavioral data analytics to measure program effectiveness.
10. Tailor financial inclusion policies using behavioral segmentation.
11. Improve product design using human-centered and behavioral approaches.
12. Strengthen financial capability through long-term behavioral change.
13. Develop scalable behavioral solutions for inclusive finance systems.

Organizational Benefits

- Improved financial product adoption through behaviorally informed design
- Enhanced customer engagement and satisfaction
- Stronger consumer protection aligned with behavioral insights
- Reduced financial risks linked to biased decision-making
- Data-driven optimization of inclusion programs
- Increased trust and sustained use of financial services
- Stronger alignment of digital finance with client behavior
- Enhanced policy effectiveness through behavioral interventions
- Improved financial capability of target communities
- Greater impact of financial inclusion strategies

Target Audiences

- Financial inclusion practitioners
- Financial service providers and product designers
- Policymakers and regulatory officials
- Digital finance and fintech teams
- Microfinance and development finance professionals
- Behavioral science researchers and analysts
- Consumer protection and advocacy specialists
- Program designers in NGOs and development agencies

Course Duration: 10 days

Course Modules

Module 1: Introduction to Behavioral Economics

- Understanding behavioral economics and its relevance to inclusion
- Differences between traditional and behavioral decision-making
- Key behavioral science principles
- Behavior-driven financial market models
- Behavioral challenges in low-income contexts
- Case Study: Behavioral insights increasing savings uptake

Module 2: Cognitive Biases in Financial Decision-Making

- Anchoring and framing effects in financial choices
- Loss aversion and risk preferences
- Overconfidence and present bias
- How biases affect borrowing and savings
- Behavioral patterns in underserved populations
- Case Study: Reducing loan default through bias mitigation

Module 3: Behavioral Barriers in Financial Inclusion

- Trust deficits and informal financial behavior
- Mental accounting and income volatility
- Low financial literacy and complexity aversion
- Social norms and community influences
- Hidden costs and perceived barriers
- Case Study: Overcoming psychological barriers to formal banking

Module 4: Behavioral Product Design

- Human-centered design approaches
- Simplifying financial products
- Choice architecture and user experience
- Reducing friction points in product usage
- Designing inclusive onboarding processes
- Case Study: Product redesign increasing account activations

Module 5: Behavioral Interventions and Nudges

- Types of nudges used in financial systems
- Digital nudges in mobile money and apps
- Commitment devices for savings
- Reminders, defaults, and social nudges
- Ethical considerations in nudging
- Case Study: SMS reminders improving repayment behavior

Module 6: Behavioral Insights in Digital Finance

- Behavioral challenges in digital financial services

- User behavior in digital payment ecosystems
- Agent behavior and trust building
- Reducing digital dropout rates
- Behavioral adoption strategies for fintech
- Case Study: Behavioral nudges increasing mobile wallet usage

Module 7: Behavioral Economics in Credit Markets

- Borrower behavior and repayment decisions
- Designing fair and transparent credit processes
- Reducing over-indebtedness behaviorally
- Alternative data and behavioral scoring
- Incentive structures for responsible borrowing
- Case Study: Behavioral scoring reducing credit risk

Module 8: Behavioral Approaches to Savings and Insurance

- Savings behavior and long-term planning
- Behavioral insurance product adoption
- Encouraging micro-savings consistency
- Low-income risk perception patterns
- Designing behavioral insurance triggers
- Case Study: Commitment savings improving household resilience

Module 9: Behavioral Consumer Protection

- Preventing harmful financial practices
- Designing disclosures that users understand
- Protecting vulnerable customers using behavioral insights
- Reducing mis-selling and fraud exposure
- Behaviorally aligned regulatory tools
- Case Study: Improved disclosure increasing user trust

Module 10: Behavioral Public Policy for Inclusion

- Applying behavioral insights to policy design
- Regulatory sandboxes and experimentation
- Building behaviorally informed national strategies
- Government-led behavioral inclusion programs
- Using data for policy adaptation
- Case Study: Government interventions boosting uptake

Module 11: Behavioral Data Analytics

- Collecting behavioral data in financial systems
- Behavioral segmentation and profiling
- Experimentation and A/B testing
- Measuring effectiveness of interventions
- Building behavioral dashboards
- Case Study: Analytics improving targeting of interventions

Module 12: Financial Capability and Behavior Change

- Long-term behavior change models
- Behavioral financial literacy design
- Incentives and reinforcement mechanisms
- Addressing bias-driven financial mistakes
- Tools supporting ongoing behavioral improvement
- Case Study: Community-based behavior change success

Module 13: Behavioral Design for MSMEs

- Understanding MSME financial behavior
- Behavioral constraints in enterprise growth
- Designing products for entrepreneurial resilience
- Managing cash flow behaviorally
- Strengthening records and decision systems
- Case Study: Behavioral coaching supporting MSMEs

Module 14: Behavioral Economics in Informal Economies

- Informal saving and lending behaviors
- Economic psychology in informal markets
- Cultural norms influencing financial behavior
- Transitioning from informal to formal systems
- Opportunities for inclusion interventions
- Case Study: Formalization success through behavioral engagement

Module 15: Designing Scalable Behavioral Interventions

- Steps for designing large-scale interventions
- Testing and refining behavioral models
- Integrating behavioral approaches across institutions
- Multi-stakeholder coordination for scaling
- Sustainability and long-term adoption strategies
- Case Study: National-level behavioral inclusion initiative

Training Methodology

- Instructor-led behavioral science lectures
- Practical exercises using real behavioral scenarios
- Case study analysis and group-based simulations
- Behavioral experimentation and design tools
- Interactive digital tools for behavioral testing
- Continuous assessment and applied project work

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.com 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
07 Sep 2026	18 Sep 2026	Physical	$3,000
14 Sep 2026	25 Sep 2026	Physical	$3,000
21 Sep 2026	02 Oct 2026	Physical	$3,000
28 Sep 2026	09 Oct 2026	Physical	$3,000
05 Oct 2026	16 Oct 2026	Physical	$3,000
12 Oct 2026	23 Oct 2026	Physical	$3,000
19 Oct 2026	30 Oct 2026	Physical	$3,000
26 Oct 2026	06 Nov 2026	Physical	$3,000

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