

The background features a dark blue and black color scheme with abstract geometric shapes and lines. A prominent white line graph with circular markers is visible on the left side. In the center, there is a large, semi-transparent white L-shaped graphic element. The text is overlaid on a dark rectangular area in the lower right.

# THE BEHAVIOURAL DESIGN LAB

Company Profile 2026

# Who Are We?

The Behavioural Design Lab is a collective of **psychologists and experts in individual and organisational behaviour**; we specialise in helping clients to identify and develop the capabilities they need. Grounded in research and guided by a deep knowledge of workplace learning and change, **we work with you to co-design the leadership, team and cultural behaviours that enable your success.**

- **What is 'Behavioural Design'?**

Change is hard, whether for an individual learning to adapt their approach or for an organisation or team trying to transform the way they operate - **behavioural design is a process of co-creation** that applies the principles of psychology and decision science to engage colleagues and enable them to really embed new skills and behaviours. Through learning programmes, team workshops and 1:1 coaching, our experts share the tools and techniques to both **develop personal capabilities, and establish new habits or ways of working.**

- **Why is it a 'Lab'?**

In the lab, we rely on contextual data, experiment and test, and measure the outcomes - we believe in the same principles when it comes to behaviour at work. Every team and organisational context is different, so **we rely on the best evidence for what works and partner with you to tailor our approach** to the unique circumstances and challenges you face. We help you collect data and assess the capabilities you have or require, and **we work with your people to deliver sustainable change.**

# Our Service Lines



# Carina Derrick Bio

Carina is a business psychologist specializing in leadership, learning and behaviour change - with a track record of enabling leaders to build the behaviours required for sustained, high-stakes success. Her work is grounded in a deep understanding of both individual psychology and the commercial context in which leaders operate, ensuring that behavioural shifts translate into measurable impact for their business. She is known for creating growth experiences that accelerate leadership effectiveness, strengthen team dynamics and support organisations to build inclusive cultures that drive collective success.

Her work spans the full spectrum of leadership challenges—from building high-performing teams and strengthening strategic and commercial thinking, to supporting leaders through complex organisational change. Her interventions range from one-to-one executive coaching to multi-year leadership programmes and enterprise-wide culture initiatives. She partners with individuals and teams to identify the strategic shifts required for performance and value creation, enabling both personal and organisational transformation.

Example clients include Aberdeen Asset Management, Bridgepoint, Brit Insurance, Britvic, The Carlyle Group, Credit Suisse, Cisco, Dropbox, Energy Capital Partners, Generation Investment Management, HSBC, ICG, Not on the High Street, Pollen Street Capital, Talbot / AIG, Thames Water, Toyota, Triton Partners and T Rowe Price.





Thank You

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