

Sample BI Career Pathway

This is a simplified example of a BI career ladder that may help orient new entrants to the BI field.
It does not capture all BI careers or pathways. There may also be a wide range of roles, job titles, skill levels, and training at each level.

Increasing Knowledge, Skills, & Experience

Senior Behavioural Scientist

- *Role:* Lead design of complex BI solutions/trials and manage complex BI projects
- *Job titles:* Senior Behavioural Scientist, Behavioural Science Consultant, Academic Researcher, etc.
- *Skills:* **Expert** Behavioural & Decision Science knowledge + research & data skills
- *Training:* Behavioural science PhD or several years of direct relevant experience

Junior Behavioural Scientist

- *Role:* Design complex BI solutions/trials with support
- *Job titles:* Junior Behavioural Scientist, Researcher, Analyst, etc.
- *Skills:* **Advanced** Behavioural & Decision Science knowledge + research & data skills
- *Training:* Behavioural science Masters degree or a few years of direct relevant experience

Practitioner: BI is Core

- *Role:* Design simple BI solutions/trials with support
- *Job titles:* BI Practitioner, Methods Specialist, Researcher, Analyst, etc.
- *Skills:* **Intermediate** Behavioural & Decision Science knowledge + research & data skills
- *Training:* **Advanced Professional Certificate in Behavioural Insights** or a year of experience

Practitioner: BI is Supplementary

- *Role:* Apply a BI lens to work portfolio
- *Job titles:* BI Practitioner, Researcher, Analyst, Knowledge Translation Strategist, marketing & consumer insights roles, customer experience roles, or any role involving people and decision-making!
- *Skills:* **Intermediate** Behavioural & Decision Science knowledge + research & data skills
- *Training:* **Advanced Professional Certificate in Behavioural Insights** or a year of experience

BI Enthusiast

- *Role:* Participate in co-design of solutions/trials with support and/or champion BI projects
- *Job titles:* Policy Analyst, Research Analyst, Knowledge Translation Strategist, marketing & consumer insights roles, customer experience roles, or any role involving people and decision-making!
- *Skills:* **Novice familiarity** with BI concepts (e.g., EAST, nudge for good, system 1 vs. system 2)
- *Training:* **Fundamentals of BI course**, BI boot camp / policy school, BI webinars, edX course, etc.

BI Team Lead

- *Role:* Manage BI teams
- *Job titles:* Team Lead, Head, Director, etc.
- *Skills:* **Intermediate** Behavioural & Decision Science knowledge + research & data skills + **expert** leadership skills
- *Training:* Business or policy degree + **Advanced Professional Certificate in Behavioural Insights** or other direct relevant training or experience

May require additional training

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