

# habiit

AWARENESS • CARE • ATTITUDE • CULTURE


## Intro Brochure



You invest in training.  
But people don't **apply** what you try to teach them.

That's why you need habiit.

WE BUILD AND IMPLEMENT  
LONG-RUNNING LEARNING CAMPAIGNS  
FOR **SUSTAINABLE BEHAVIOUR CHANGE**

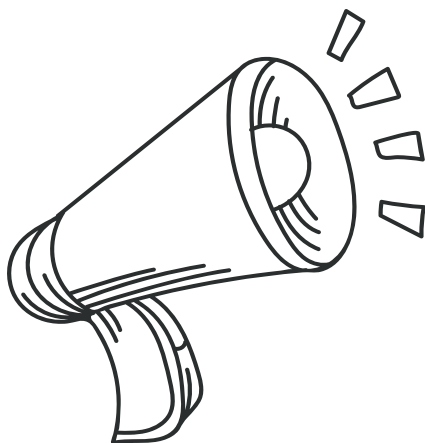


“We invest heavily in training, but people don’t apply what we teach them. If they do, it doesn’t last long!”

The archaic concept of the “COURSE” does ok with imparting knowledge and skills, but it is not successful in achieving **sustainable behaviour change** on the **things that matter most** to organizations.

## TOPICS WE TARGET INCLUDE:

- ✓ **Customer Service**
- ✓ **Safety**
- ✓ **Workplace Wellbeing**
- ✓ **Diversity and Inclusion**
- ✓ **Ethics and Risk**
- ✓ **Leadership Behaviours**
- ✓ **Workplace Excellence**
- ✓ **Company Values**



If sustainable behaviour change is your expected outcome, **sustained messaging is the answer.**



# OUR SOLUTION

- 1** We create a collection of **short and engaging learning nuggets** that target Understanding, Awareness, Care and Culture.
- 2** The content nuggets are in a **variety of formats**, including infographics, animations, explainer videos, presenter videos and podcasts.
- 3** We **“drip-feed”** the content nuggets to the target audience over a **sustained period of time**.
- 4** The target audience can **access the content** on desktop computer, mobile apps or even other in-house media channels.
- 5** We **track the impact on desired behaviours** over time and **provide evidence of behaviour change**.



## UNDERSTANDING

It's been proven that people are more likely to display desired behaviours if they understand context and their role in the bigger picture.



## AWARENESS

To change behaviours, the purpose of desired behaviours should be reinforced constantly and should be front of mind all the time.



## CARE

Specific care nuggets seek to engage the target audience with the purpose that they serve. When people care, they show up with excellence.

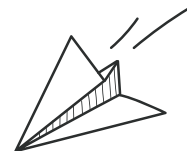


## CULTURE

When all of these learning experiences come together and continue, we create embedded habits and a culture that is self-sustaining.



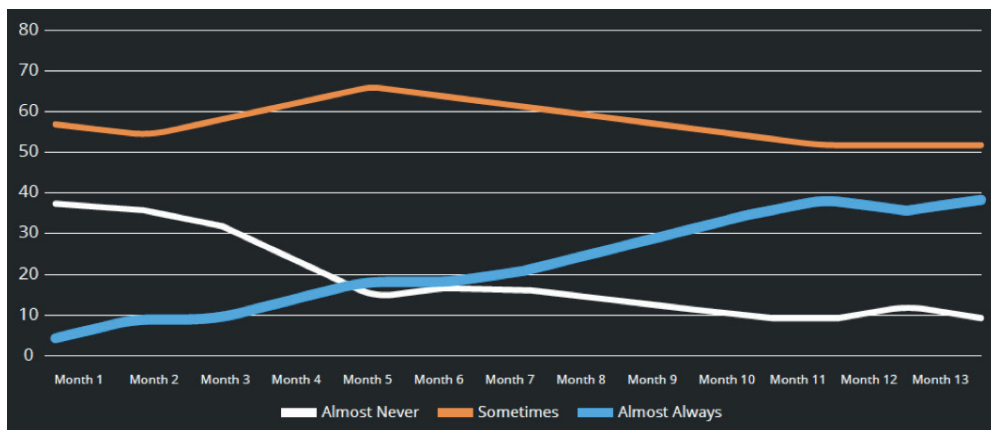
Each of our campaign topics include a large collection of **professionally designed content**, harvested from industry professionals. We also encourage and incentivise our clients to contribute content from their own context, which **we develop professionally and include in the campaigns**.



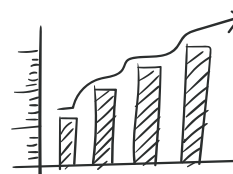
Your audience will **love** that these nuggets are **short, beautiful, engaging** and extremely **useful** in their day-to-day lives!



## Does it work?



We use simple and quick surveys to show how behaviours change over time. This graph shows a sample, in a customer centricity campaign, of how the desired behaviours are impacted.





WE ARE **PASSIONATE** ABOUT  
MAKING A **SUSTAINABLE DIFFERENCE**  
IN THE AREAS THAT AFFECT YOUR BUSINESS MOST!

### WHAT TO DO NEXT:

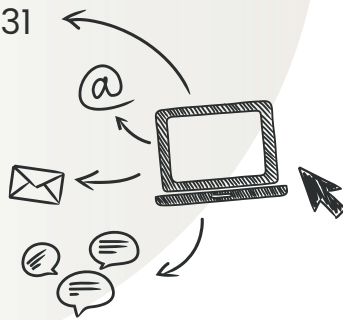
Simply send us a mail **to request a demonstration**, or give us a call...

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