

# habiiit


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 habiiit.

**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!”

# IS THIS YOU?

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.

Our micro-learning campaigns impact at the level of **Attitudes, Awareness and Care**. These outcomes form behavioural **habits**, which become sustainable **culture**.


## 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 content nuggets that impact Attitudes, raise Awareness, and get people to Care.
  - 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.**



ATTITUDES



AWARENESS

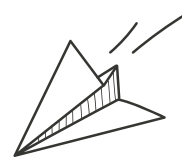


CARE





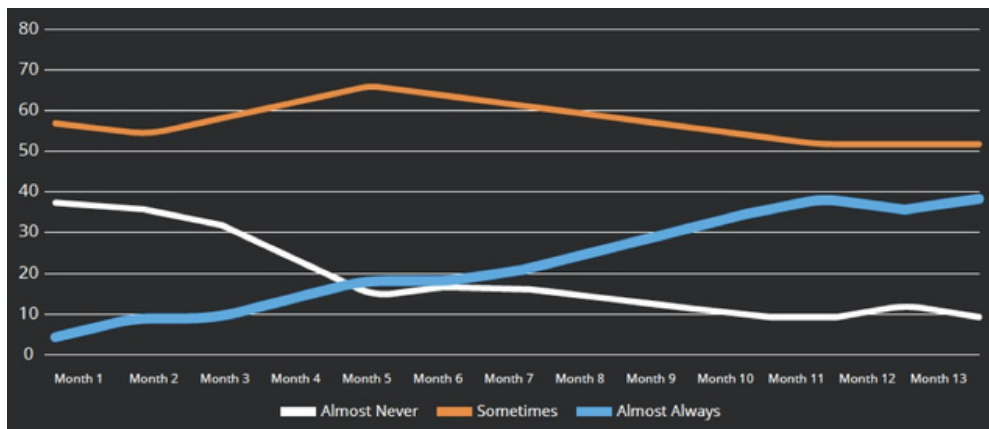
Each of our campaign topics include a large collection of professionally designed content, harvested from industry professionals. We also encourage and incentivise our clients to contribute content from their own context, which we develop professionally and include in the campaigns.



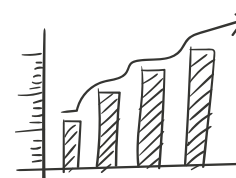
Your audience will love that these nuggets are short, beautiful, engaging and extremely useful in their day-to-day lives!



## 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:

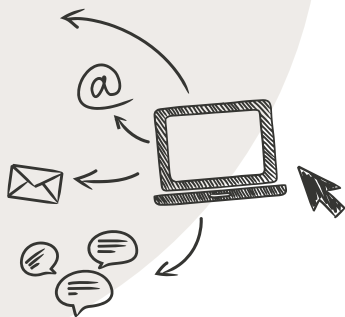
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