

# Change that behaviour

Our behaviour change workshops enable your team to identify your desired customer behaviours and how to get there.

## What do we mean?

Over the last five years we have developed and refined a commercially targeted behaviour change model rooted in science and focussed on business impact.

We apply it to everything we do and are sharing the 'how-to' with clients so that they can apply it themselves.



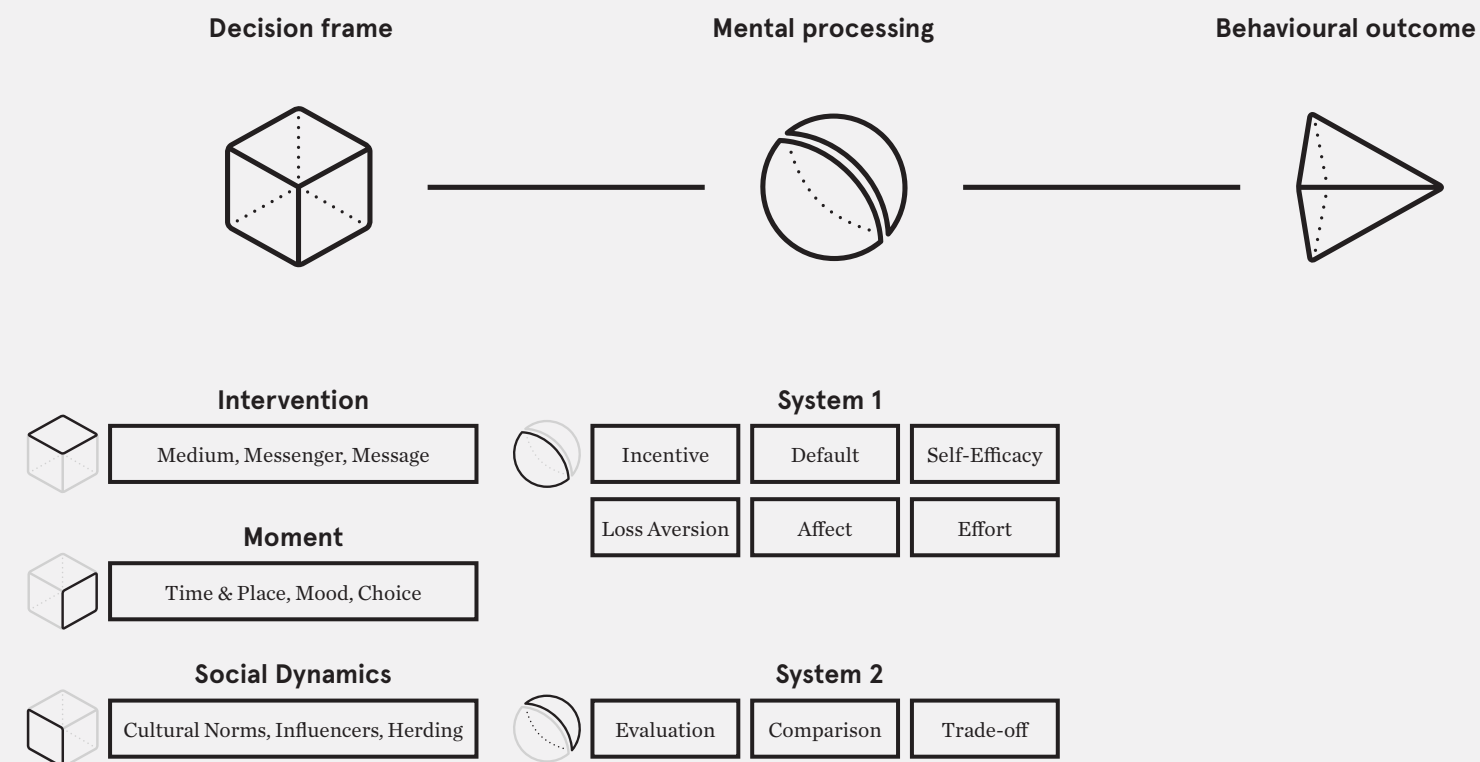
## Our workshops

We carry out two-hour free workshops to help our clients embed this model within their planning, as well as brainstorm their own interventions for success.

Using our model in reverse, we:

- 1 / align on the desired behavioural outcome
- 2 / brainstorm behavioural biases at play
- 3 / design effective and targeted 'decision frame' interventions

## Our Behaviour Change model



## Impact

This way of working is more action focussed and commercially relevant.

We apply this lens to the market research we do to make certain that every project is designed with the end goal in mind – achieving the desired customer behavioural outcome.

This leads to success for your business and brand.



## What specific behaviours do you want to change?

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