



The Application of Behavioural Science*

A behaviour is "What we say or do". Results are produced by a number of behaviours.

What will the application of Behavioural Science do for your business?

- 1 Allow you to assess the current environment and establish why certain undesired behaviours are occurring.
- 2 Guide you in adjusting your environment to get more of the behaviours you want and less that you don't.
- 3 Make it possible to predict the probability of procedural compliance.
- 4 Allow you to improve procedural compliance.
- 5 Help you to improve the certainty of results.

Where should you start?

Understanding and then applying the techniques and principals of Behavioural Science alongside tools for gathering and analysing data will allow your company to improve.

This can be achieved in two main ways

Method 1

Teach a number of key individuals the principals of Behavioural Science and it's application to leadership, management, improvement and compliance.

Method 2

Draft in a Behavioural Science expert who can work with the business on the specific areas requiring improvement.

Watch a short video...
www.sodak.co.uk/resources

(it actually works best with a bit of both)

SUPPORT

The techniques that we use are proven to work but they take time and a little effort. The people applying these principals will need to be supported in their efforts.

How will you encourage ongoing application of Behavioural Science in your business?



What is already good that you'd like to make even better?

People often want to fix everything all at once but...

...there is no silver bullet.

A quick fix never lasts. This works when you take a measured, targeted approach.

We start in an area of the business that is already 'up' for improving and build from there to create a culture that will succeed in the long term.

Behavioural Science is about sustainable change. It's about building a stronger future for your company.

Interesting stuff eh?

get in touch
bob@SODAK.co.uk

*it's what we do

