

# From Values to Behaviours

USE CASE #2 | ADOPTING NEW BEHAVIOURS

**Buyer:** HR Team

**Who:** Managers & Employees



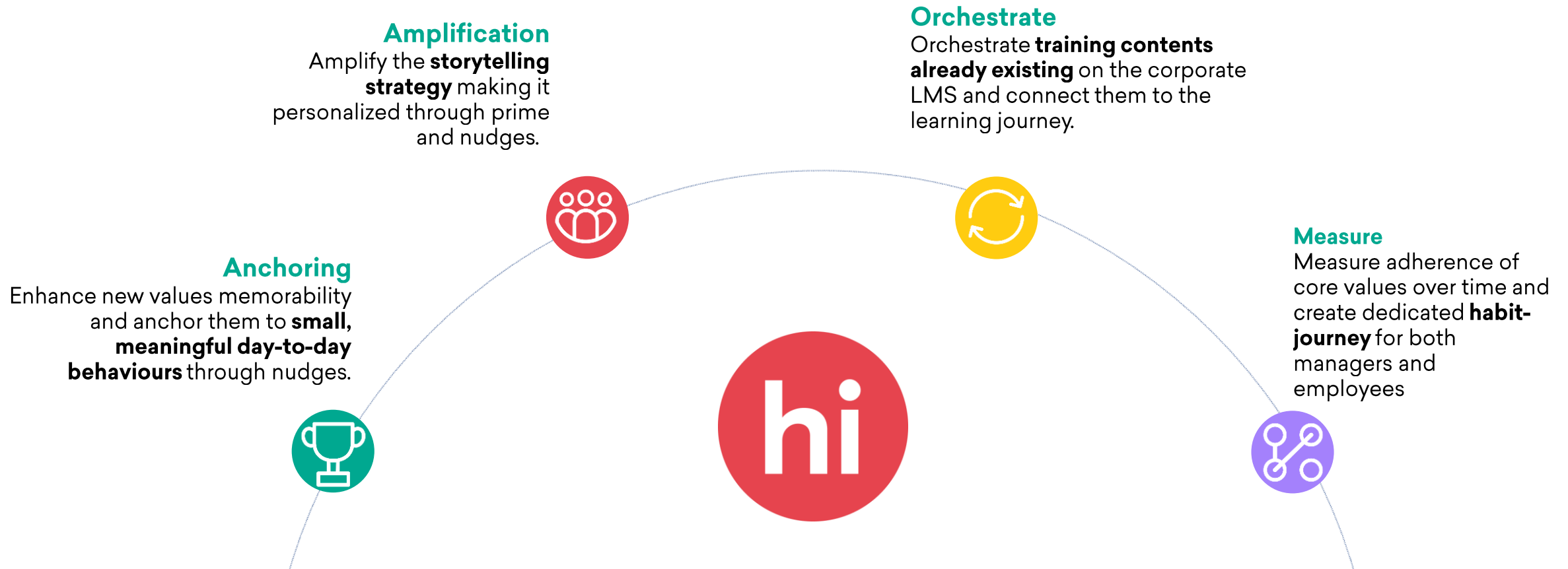
# From Values to Behaviours

USE CASE #1 | ADOPTING NEW BEHAVIOURS

**Buyer:** HR Team | **Who:** Managers & Employees





## Why:

Promote the adoption of newly defined core values and convert them into **tangible behaviours**, making culture “visible” and measurable.



# From Values to Behaviours

USE CASE #1 | ADOPTING NEW BEHAVIOURS

 <b>Tips</b>	 <b>Nudge</b>	 <b>Dashboard</b>	 <b>K-Hub</b>
Rise Awareness	Change Behaviours	Orchestrate Contents	Deep dive
<p>Tips campaign with direct CTA to new values website sections</p> <p>Editorial plan based on each one of the five values defined.</p>	<p>Behavioural nudges based on pre-defined behaviours according to the role (<i>managers vs employees</i>)</p>	<p>Ever-present tile to directly link the new values website</p>	//
<p>Tips campaign to tease and follow up training contents and dedicated events</p>		<p>Tile to link training courses (contextual to specific steps of the journey)</p>	
		<p>Ever-present Tile to book One2One with value ninjas</p>	



# Learning content, creating habits

Effective **learning experiences** trigger new habits.

**Habits** are the small decisions we make  
and actions we perform **every day**.

When we learn to transform our habits,  
**we can transform our life and our company.**

# Amplified user journey



TIP

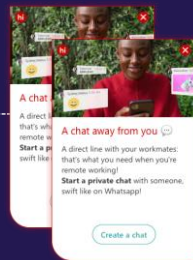


LANCIO DEL WEBINAR



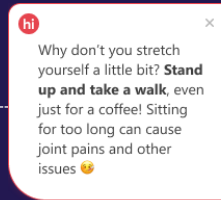
Webinar

TIPS



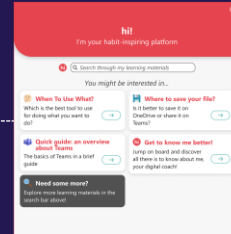
CONTENUTI DI APPROFONDIMENTO

NUDGES



CAMBIAMENTO COMPORTAMENTALE

DASHBOARD

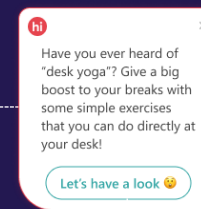


PRENOTA UN ONE2ONE



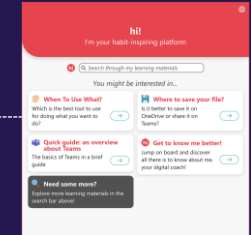
Sessione di One2One

NUDGES



MATERIALI DI APPROFONDIMENTO

DASHBOARD



PRENOTA UN WEBINAR



Webinar



For more about Digital Attitude and hi feel free to contact us.

**digitalattitude.com**

**PATENT**

EU Patent Filing (advised by  
Schumacher & Wilsau PAG,  
Munich) - Application N.  
19151679.8-1126

**AWARDS**

Europe HR Innovation Awards 2018  
Premio Adriano Olivetti (Aif Award) 2019/2020  
TOP of the PID Award 2019  
Microsoft Digital Transformation Champ Awards 2020  
Cloud Collaboration & Smart Working Gold Award