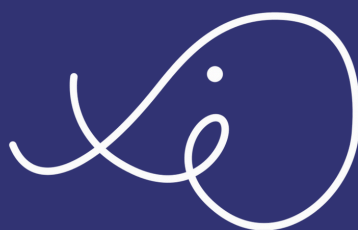


BREADCRUMBS *behavioural* WORKSHOPS

Build-your-own workshop series to master
the world of behavioural communication



Presented by BreadCrumbs Linguistics

BREADCRUMBS behavioural WORKSHOPS

Hello and welcome to our behavioural workshop series.

Choose from our range of training modules designed to address specific business needs – presented by our fun team of behavioural specialists.



Up to 20 team members



Snappy 45 min sessions



In-person or online

Step 1

Start your journey with **Module 1** which forms your behavioural base



MODULE 1: THE BUSINESS OF BEHAVIOUR

An intro to the world of behaviour where we unpack how we make decisions – and why – to nudge clients in the right direction.

- Introduction to Behavioural Science
- Exploring our cognitive biases
- The (critical) role of communication

Step 2

Pick and stack **your favourite modules** from our workshop menu
(choose just 1 or bundle all 10 over several weeks)



MODULE 2: TOOLS TO NUDGE ACTION

Looking for [better] ways to nudge your customers in the right direction? We've got you covered with one of the most popular and successful behavioural frameworks.

- Framework to drive change
- Building behavioural campaigns
- How to test for success

MODULE 3: SHORT. SNAPPY. SIMPLE.

When it comes to language, less is more. We explore how to cut through the noise and craft messages that are easy to read, easy to understand and impossible to ignore.

- How to simplify your writing
- Techniques to grab attention
- Tools for clear and catchy content

MODULE 4: LANGUAGE OF LOYALTY

Loyalty isn't bought, it's built. Find out how to use the right language (and visuals) to create an emotional connection that keeps your customers coming back for more.

- The importance of brand trust
- Techniques to foster loyalty
- Visual cues that connect

MODULE 5: MASTER DIRECT MARKETING

Nail emails and smash SMSes with smart, sharp and scroll-stopping messages. This session dives into how to make your direct marketing work harder and smarter.

- Best practice from your industry
- Craft content that gets clicks
- Top tips to improve your content

MODULE 6: THE MESSENGER MAGIC

It's not just what you say, but who says it. From brand teams and influencers to CEOs and interns, we unpack why the messenger matters just as much as the message.

- Understand the messenger effect
- Picking the right person ... or pet
- Building trust and authenticity

MODULE 7: PSYCHOLOGY OF SALES

Get inside your customer's mind and learn what really drives buying decisions. Here we'll deep dive into the Behavioural Science behind successful sales.

- The science of pricing and offers
- Remove friction and drive action
- Nudge with choice architecture

MODULE 8: THE POWER OF POPULARITY

Nobody wants to miss out or get left behind ... Explore how to harness the power of social proofing and dynamic norms to nudge responsible action.

- Predictable patterns of behaviour
- Language principles that engage
- Using data to your advantage

MODULE 9: CX AND USER JOURNEYS

A smooth customer journey makes for a happy and engaged customer. Map touchpoints, spot pain points and create experiences that flow.

- Journey mapping 101
- Nudges that motivate customers
- Testing and refining for results

MODULE 10: AI AND AUTHENTICITY

AI is changing how we communicate. This session explores how to use it well – staying smart, efficient, ethical and, most importantly, human.

- Where AI fits in communication
- Pros, cons and possibilities
- Tools and tips to get started

Step 3

Add on some **optional extras and incentives** to hyper-personalise these workshops for your team



Branded coffee mugs



Personalised notebooks



Vouchers for activity winners



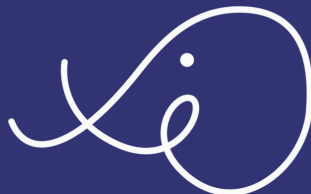
Surprise and delight prizes



Brand-specific case studies



Completion certificates



Email hello@thebreadcrumbs.co.za to get a costing and lock in your booking.