



Tim Heiler

# WORK IN NEW WAYS

Supercharge your  
Collaboration Culture in  
Agile & Creative Teams



# ~~IMPLEMENTING~~ LIVING STRATEGY

While Strategic directives are naturally abstract and collective, Culture emerges from the sum of human behaviors in a company. Both need each other, yet there are few tools to effectively align people level behaviors to company level aspirations.



# ~~DICTATING~~ CO-CREATING CULTURE

To make culture tangible, we must think of how individuals interact in a network of peers and stakeholders. What is the most constructive way to benefit both the individuals capacity and the collective mission?

Based on behavioral science and a common language, teams co-create and implement their most impactful behaviors.



# WHAT IS HABIT DESIGN?

Habit Design is a simple process based on a trigger and response model.

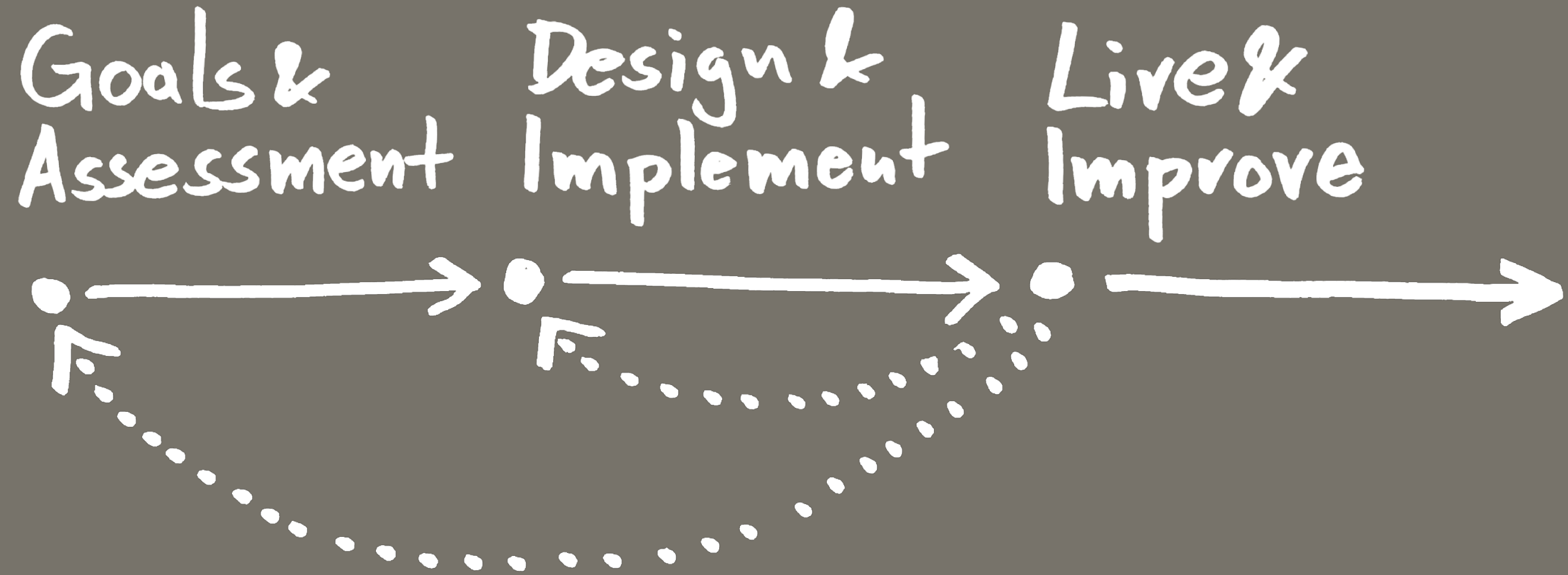
By anticipating pre-defined events, we choose better reactions in advance. Various techniques make it easy to start into the new behaviour.

We activate the brains reward center, suggesting the new behavior as the favourable choice. This response can now be tested and consciously updated over time.

"When I \_\_\_\_\_,  
I respond by \_\_\_\_\_."



# TEAM HABIT DESIGN PROCESS



# WHEN TO IMPLEMENT HABIT DESIGN

## 1 FORMING TEAMS

Use Habit Design to start everyone off on the right foot, setting the tone of new teams and units to perform in ideal alignment.

## 2 IMPROVING PERFORMANCE

Introduce Habit Design to existing groups to improve team spirit, collaboration and productive output.

## 3 UPDATING STRATEGY

Accompany change and pivots with Habit Design to establish psychological safety and provide people a sense of “what to do exactly”.





# CREATING COLLABORATION OFFERS

## **A** INSPIRATION WORKSHOP

In Presence  
1.5 hrs

Interactive group  
workshop for team or  
company events.  
An easy way to dip your  
toes in first.

## **B** EDUCATING LEADERS

Hybrid / Online  
3 x 3hrs + Follow Ups

Enabling and educating  
your leaders to facilitate  
and implement Habit  
Design with their teams.

## **C** WORKING WITH TEAMS

Hybrid / Online  
2 x 3hrs + Follow Ups

Supporting your teams  
directly in all phases of  
the implementation,  
from initial design to  
continuous improvement.





# CONTACT

## TIM HEILER

- ↓ 20+ years of digital product innovation at scale.
- ↓ Clients include Telekom, Ebay, Merck and many others.
- ↓ Seasoned Founder, Leader, Coach & Speaker
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