

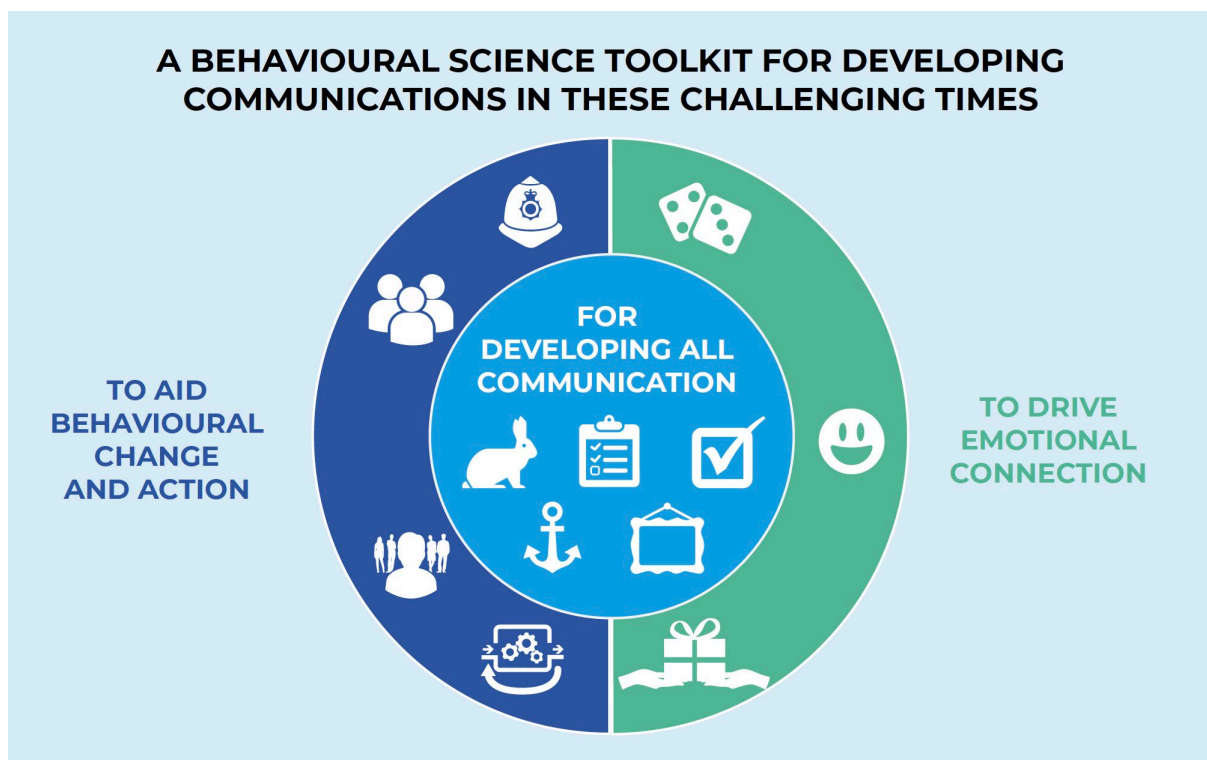
# How to connect and communicate in these challenging times

## A behavioural science toolkit

The Covid-19 pandemic presents us with one of the largest forced behavioural change challenges of our time. Behavioural science can help us diagnose and understand the behaviours we are witnessing and allow us to gain a better perspective on the current situation.

In this webinar Crawford Hollingworth, founder of The Behavioural Architects will present a toolkit we have developed **to aid companies and organisations to develop context sensitive communications.**

Using the lens of the current crisis, we have **identified the behavioural science concepts most relevant to communicating during this time and the foreseeable future.**



For each behavioural science concept in the toolkit we **define** it and then **show why leveraging this concept will enhance communications in today's challenging times.** In the webinar we will also use executional examples of communications to bring the model alive .