



BEHAVIOURAL SCIENCE AT INNOVIA TECHNOLOGY

Understanding why people
do what they do....
not just what they say they do

WHAT WE DO

Innovia Technology is a Cambridge-based consultancy specialising in early-stage, breakthrough innovation.

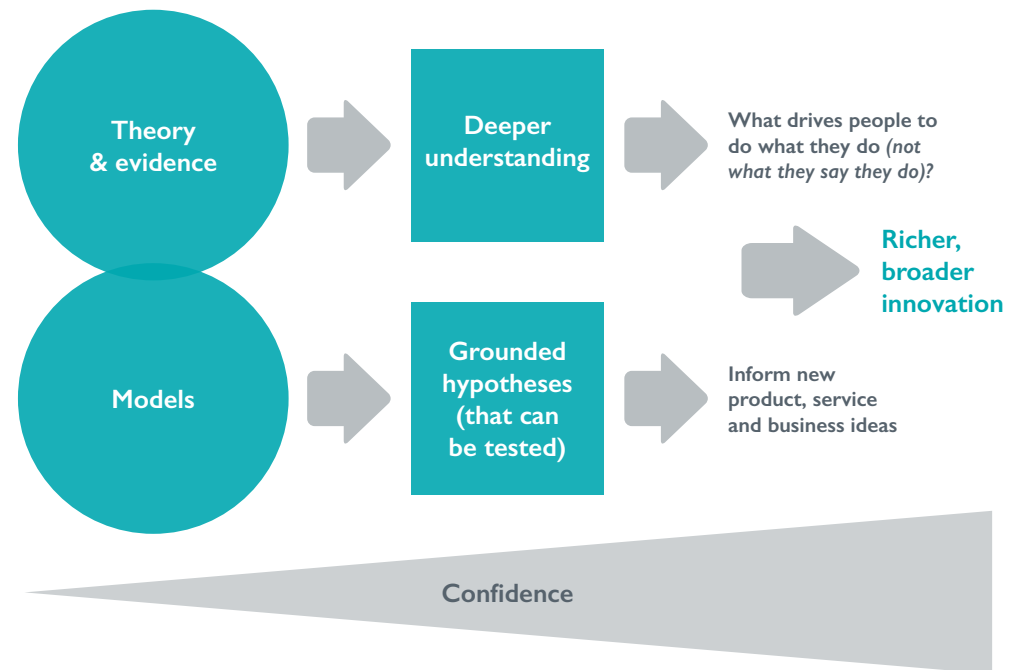
Our behavioural scientists work within multi-disciplinary teams to create products and services that have a real impact.



BEHAVIOURAL SCIENCE AT INNOVIA

At Innovia, the role of behavioural science is critical because it enables us to gain a deeper understanding of what drives people to do what they do...

...and to lay the foundations for richer, broader innovations that our clients can have confidence in.



RECENT BEHAVIOURAL SCIENCE WORK



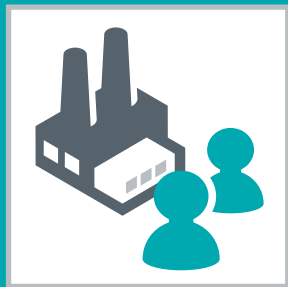
Getting consumers to comply with medical instructions



Changing habits related to shaving



Developing radical skincare products and services



Managing habits and behaviour in a factory environment



Improving innovation procedures in an R&D team



Transforming the experience of boarding a plane

INNOVIA'S CLIENTS



Clients benefit from our experience of innovation across a wide range of industries.

INNOVIA'S TEAM

Innovia's consultants come from a wide range of disciplines including physics, chemistry, biological sciences, psychological sciences, veterinary sciences, engineering and design.

Innovia's behavioural scientists also span many disciplines including social psychology, health psychology, behavioural economics, cognitive neuroscience and child development.



WHO WE ARE LOOKING FOR

The primary role of a Behavioural Scientist at Innovia is to provide insights into how users of products and services respond to innovation, and to give guidance on how to change their behaviours or react to communication messages. This requires an understanding of psychological and cultural factors that drive behaviour, and an awareness and interest in models and theories of behaviour change.

We look for employees who do not fit traditional stereotypes; their interests and skills stretch far beyond their disciplines. Over 70% of our consultants graduated from one of the top universities in the world. We have alumni from universities such as Cambridge, Oxford, Imperial and the University of California, Berkeley, and nurture these connections carefully. Strong practical, people, and commercial skills complement our academic rigour.



MAKE IT HAPPEN



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