HabiTrack™

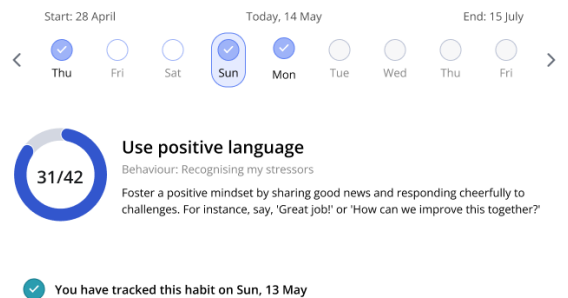*Turn learning into habit. Turn habit into performance.*

The Challenge

Organisations invest heavily in leadership development, sales training and technical skills, but learning often fades fast.

Leaders return to old patterns. Teams forget what they've learnt. And HR struggle to evidence lasting impact.

The real change isn't just delivering learning; **it's forming habits that drive productivity, create a workforce fit for the future, and enhance business performance.**

Track your habit

Start: 28 April   Today, 14 May   End: 15 July

Thu   Fri   Sat   Sun   Mon   Tue   Wed   Thu   Fri

31/42   **Use positive language**
Behaviour: Recognising my stressors
Foster a positive mindset by sharing good news and responding cheerfully to challenges. For instance, say, 'Great job!' or 'How can we improve this together?'

✓ You have tracked this habit on Sun, 13 May

The Solution – HabiTrack™

HabiTrack™ is a business habit-tracking platform designed to embed behaviour change at scale — for everyone from executives to front-line employees.

It supports the development of cognitive habits that drive real-world performance and culture change.
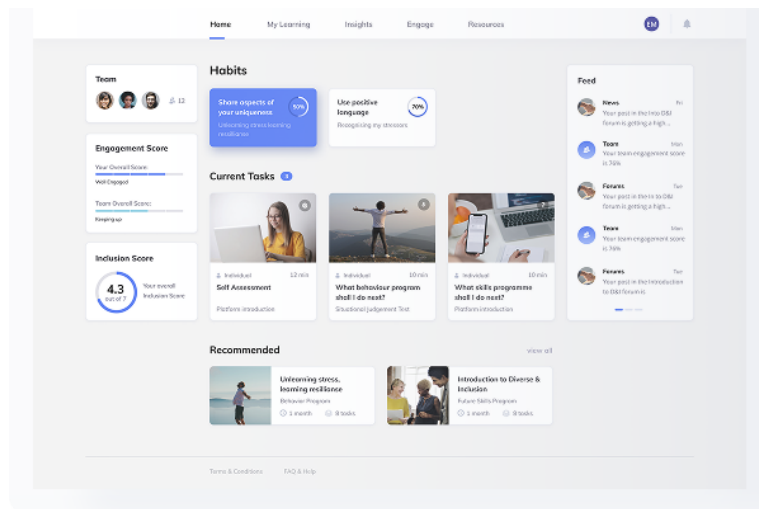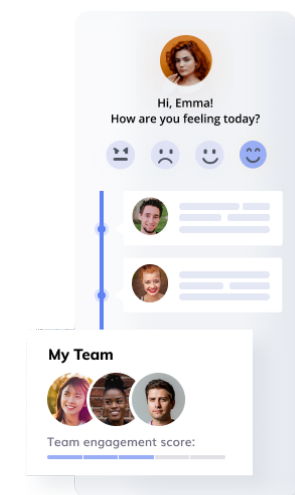
It can be used:

As a **standalone digital platform** to embed behaviours across the business

Or as a **powerful post-programme tool** to extend the impact of any learning journey, from sales training to executive coaching

Rooted in behavioural science and built for the modern workplace, HabiTrack™ turns learning into action and action into lasting change.

Key Features

Habit Tracker
Build and maintain high-impact habits through daily check-ins

Collaboration Tools
Embedded in Microsoft Teams, Slack, Zoom

Evaluation Module
Measure individual learning impact and organisational performance

Gamification & Nudges
Boost consistency with intelligent prompts and reward mechanisms

Technology Integration
HabiTrack™ is designed to integrate effortlessly into the flow of work — enhancing experience, not disrupting it

Learning & HR Platforms
Connects to HRIS, LMS, and performance systems

API-first, Secure Architecture
Scalable and flexible to fit enterprise or SME tech stacks

Peer Engagement & Feedback
Endorse, comment, and reflect on habits with colleagues

Leaderboards
Drive friendly competition and visible accountability

Finance & Metrics Systems
Links behavioural data to business KPIs like EBITDA, quality, and productivity

Habit Impact Visualisation
See the effect of behaviour change on personal and team performance

Whether used as a standalone app or deeply integrated, **HabiTrack™** meets teams where they already work.

Behavioural Science behind HabiTrack™

HabiTrack™ is grounded in three powerful theories of behaviour change:

Habit Formation Model

Habits form through repetition, reward and minimal cognitive effort (System 1 thinking). HabiTrack™ builds these loops into daily flow — making the right behaviour the easy one.

Social Norms Theory

People behave according to what they think others do. HabiTrack™ corrects misperceptions by showing real norms — through peer sharing, leaderboards, and visible progress.

Psychological Safety & Trust

Behaviour change requires safety. The platform supports risk-taking, experimentation, and open dialogue through peer-to-peer reinforcement — without surveillance.

Together, these theories enable consistent, measurable behaviour change across organisations.

Evaluation Module

The Evaluation Module can be used standalone or within the HabiTrack™ platform. It measures impact at five levels — across any type of learning programme:

01	**02**	**03**	**04**	**05**
Engagement	**Knowledge Acquisition**	**Application of Knowledge**	**Behaviour Change**	**Organisational Performance**
How learners interact with content and peers	Pre/post assessments or testing	Evidence of on-the-job use	Embedded habits, tracked over time	Outcomes like NPS, EBITDA, retention, etc.

Use it to compare programme effectiveness, report ROI, or design data-driven improvement.
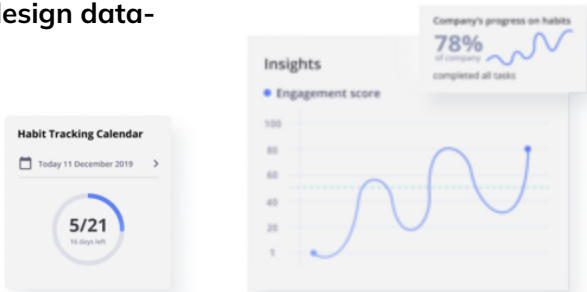
Use Cases

Scalable from 20 leaders to 200,000 employees, across any sector.

- Executive & leadership development

- Sales capability and performance improvement

- Culture measurement and habit-based change

- Technical upskilling and onboarding

- Change management and transformation programmes

Proven Results

60%+ increase in applied learning post-programme

Measurable improvements in behaviours, engagement and productivity

Deployed in NHS, FS, tech, and government organisations

Increase in business outcomes and performance metrics over time

Endorse your teammates

Have you seen your team members complete their habit during last week?

EP **Eleanor Pena**
Use positive language   Endorse

KT **Katerina Tennant**
Use positive language   Endorse

Let's Build a Culture of Action

HabiTrack™ helps people do what matters, every day — with measurable business impact.

Book a demo

Request a tailored proposal

See a sample dashboard or evaluation report

FabricShift

www.fabricshift.com   info@fabricshift.com