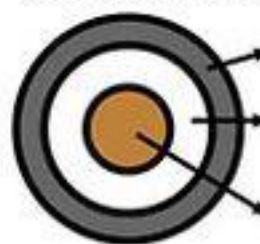


"Success is the product of daily habits - not once-in-a-lifetime transformations."



Outcomes
Processes
Identity

↑ Identity based habits instead of Outcome based habits

1% BETTER every day
37,18%
BETTER EVERY YEAR

FORGET ABOUT GOALS
FOCUS ON SYSTEMS

"Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system to change."

HABITS ARE THE PATH TO
CHANGE YOUR IDENTITY

THE HABIT LOOP - THE FOUR LAWS OF BEHAVIOR CHANGE

CUE → **CRAVING** → **RESPONSE** → **REWARD**

MAKE IT OBVIOUS

MAKE A LIST OF YOUR DAILY HABITS



"One of the greatest challenges in changing habits is maintaining awareness of what we are actually doing."

HABIT STACKING

Identify a habit that already exists and stack the new habit on top

"After _____, I will _____."

ENVIRONMENT DESIGN

Habits can be created more easily in new environments
If you want to learn to play the guitar, leave it in the middle of the room, not in the closet.



"One space, one use."

MAKE IT ATTRACTIVE

TEMPTATION BUNDLING
Create attractive behaviors while doing something you really enjoy. Run + Netflix



"Habits are attractive when we associate them with positive feelings."

WE IMITATE

- 1) THE CLOSE
- 2) THE MANY
- 3) THE POWERFUL

Join a culture where the desired behavior is the normal behavior and you already have something in common with the group

"The shared identity begins to reinforce your personal identity."

MOTIVATION RITUAL

Create rituals to start the day and to prepare you for a specific situation.



"Whenever you want to get in the mood, you press PLAY."

MAKE IT EASY

REPETITION NOT PERFECTION

With repetition you perform a behavior unconsciously, effortlessly.

"Habits are formed by frequency, not time."

REDUCE FRICTION

Prime the environment for future use so there is no friction.

"A new habit should not feel like a challenge."

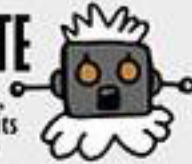
THE 2-MINUTE RULE

"When you start a habit, it should take less than 2 minutes to do."

AUTOMATE

Whenever you can, automate good habits and automatically eliminate bad habits.

Ask someone to reset your social media password on Monday and deliver the new password on Friday.



MAKE IT SATISFYING

IMMEDIATE SATISFACTION

Add a little bit of immediate pleasure to habits that pay off in the long run.

"What is rewarded is repeated. What is punished is avoided."

PERSONAL LOYALTY PROGRAM

Make the avoidance visible. Whenever you pass on a purchase, put the same amount of money in the account.



HABIT TRACKER

Measure your progress. Whenever possible, automatically.

WARNING

GOODHART'S LAW:
"When a measure becomes a target, it ceases to be a good measure."

HOW TO BREAK A BAD HABIT

REDUCE EXPOSURE

TO THE CUE THAT CAUSES A BAD HABIT

MAKE IT INVISIBLE

REFRAME MINDSET

HIGHLIGHT THE BENEFITS OF AVOIDING YOUR BAD HABIT

MAKE IT UNATTRACTIVE

INCREASE FRICTION

INCREASE THE NUMBER OF STEPS BETWEEN YOU AND YOUR BAD HABITS

MAKE IT DIFFICULT

CREATE A CONTRACT

MAKE THE COSTS OF YOUR BAD HABITS PUBLIC AND PAINFUL

MAKE IT UNSATISFYING

THIS IS A CONTINUOUS PROCESS. THERE IS NO FINISH LINE. SMALL HABITS DON'T ADD UP, THEY COMPOUND. MAKE HABITS ENJOYABLE. FALL IN LOVE WITH BOREDOM.