

Effective Habits

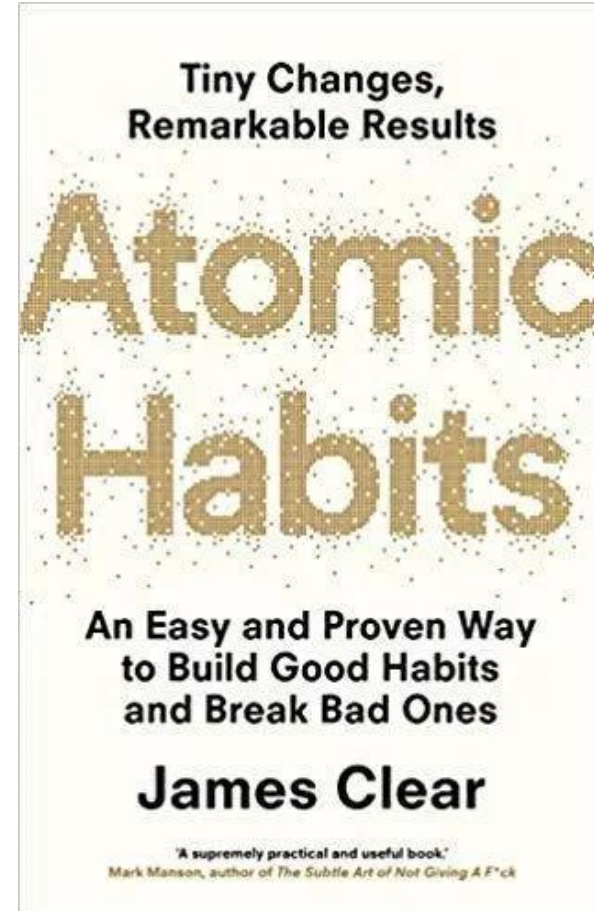
From the book Atomic Habits, by James Clear

Presentation, by Jennifer Krug



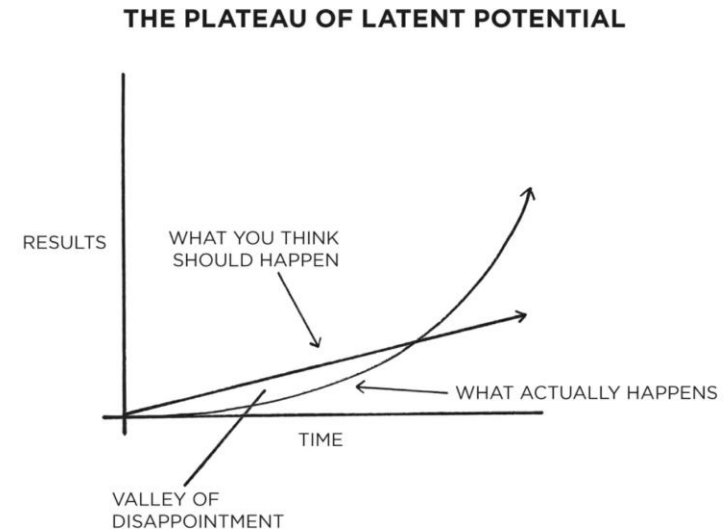
Why Habits Matter

- Habits are the compound interest of self improvement.
- If you want better results, focus on your systems.
- It's the daily small habits that shape who we become.



The Plateau of Latent Potential

- Your outcomes are a lagging measure of your habits.
- If you find yourself struggling to build a good habit or break a bad one, it is not because you have lost your ability to improve. It is often because you have not yet crossed what James calls, “Plateau of Latent Potential.”
- You should be far more concerned with your current trajectory than with your current results.
- When you finally break through the Plateau of Latent Potential, people will call it an overnight success.



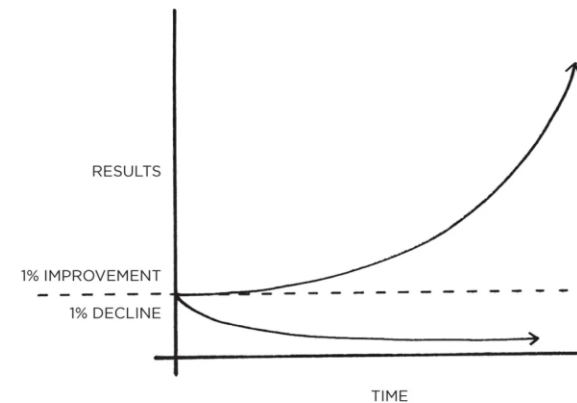
1% Better Every Day

- Ultimately, it is your commitment to the process that will determine your progress.
- Getting 1 percent better every day counts for a lot in the long-run.
- Small changes often appear to make no difference until you cross a critical threshold. The most powerful outcomes of any compounding process are delayed. You need to be patient.

1% BETTER EVERY DAY

1% worse every day for one year. $0.99^{365} = 00.03$

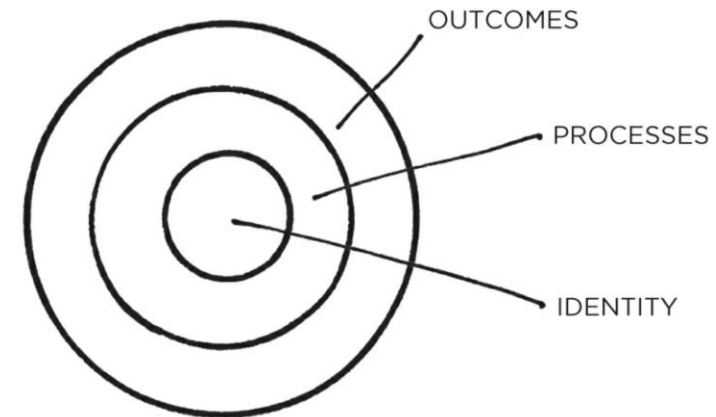
1% better every day for one year. $1.01^{365} = 37.78$



Three Layers of Behavior Change

- Outcomes are about what you get.
- Processes are about what you do.
- Identity is about what you believe.

THREE LAYERS OF BEHAVIOR CHANGE



Decide Who You Want to Be

- It is a simple two-step process:
 - Decide the type of person you want to be.
 - Prove it to yourself with small wins.
- The most effective way to change your habits is to focus not on what you want to achieve, but on who you wish to become.
- Your identity emerges out of your habits. Every action is a vote for the type of person you wish to become.



How to Build Better Habits in 4 Simple Steps

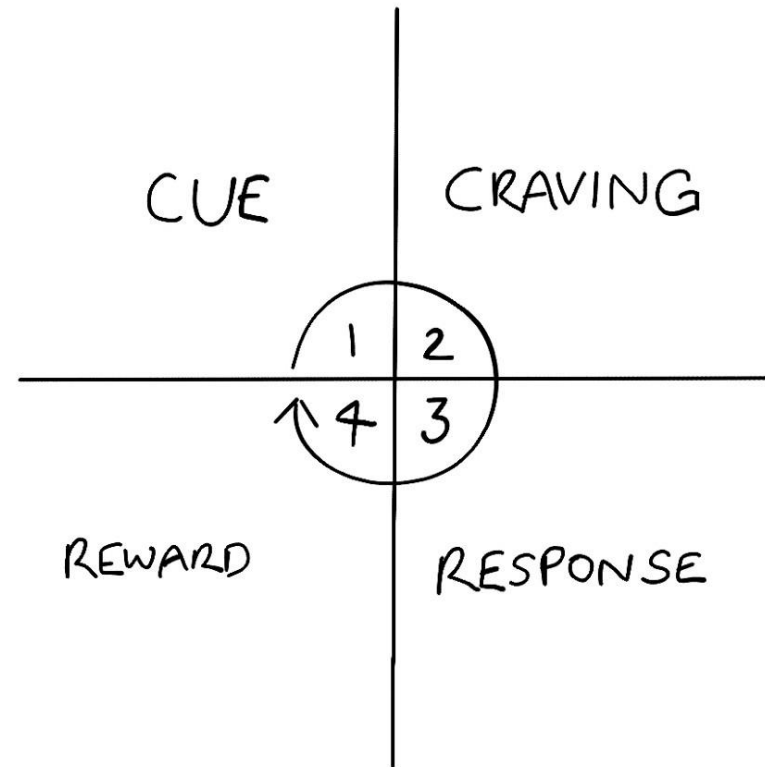
Whenever you want to change your behavior, ask yourself:

1. How can I make it obvious?
2. How can I make it attractive?
3. How can I make it easy?
4. How can I make it satisfying?



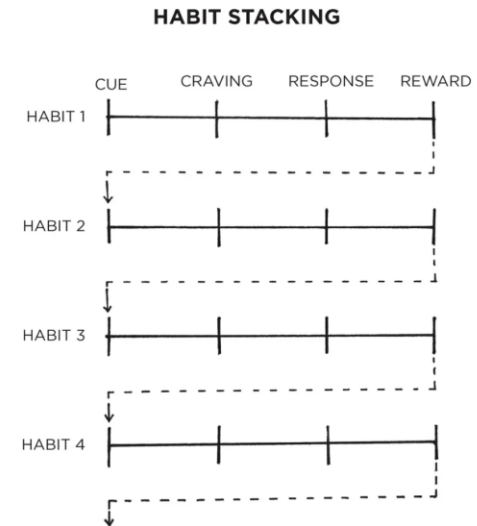
The Four Laws of Behavior Change

- Any habit can be broken down into a feedback loop that involves four steps: **cue**, **craving**, **response**, and **reward**.
- The Four Laws of Behavior Change are a simple set of rules we can use to build better habits. They are (1) **make it obvious**, (2) **make it attractive**, (3) **make it easy**, and (4) **make it satisfying**.



The Habit Stacking Shortcut

- The 1st Law of Behavior Change is make it obvious.
- One of the best ways to build a new habit is to identify a current habit you already do each day and then stack your new behavior on top. This is called habit stacking.
- The habit stacking formula is: After [CURRENT HABIT], I will [NEW HABIT].



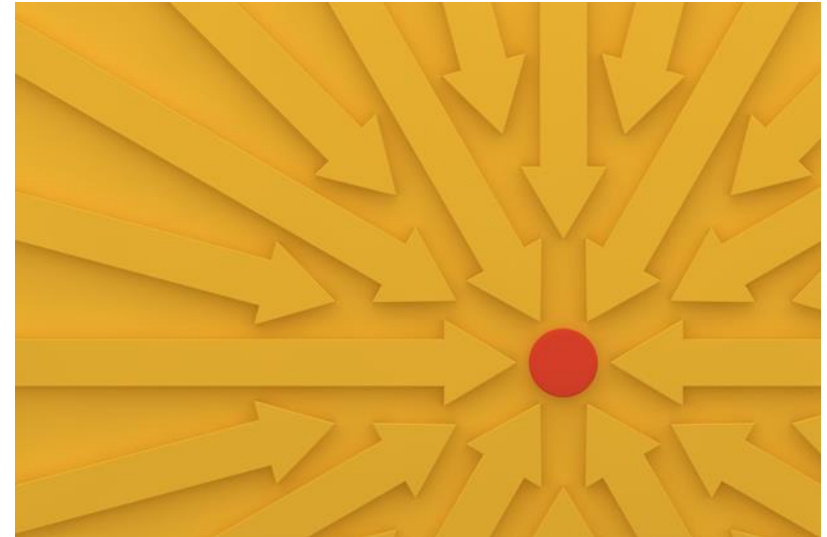
Implementation Intention

- Creating an implementation intention is a strategy you can use to pair a new habit with a specific time and location.
- The implementation intention formula is: I will [BEHAVIOR] at [TIME] in [LOCATION].
- The habit stacking formula is: After [CURRENT HABIT], I will [NEW HABIT]



Choose a Habit

- What is a habit you'd like to change?
- Review the steps.
- Try it out!
- If you fail, keep trying.



Thank You

