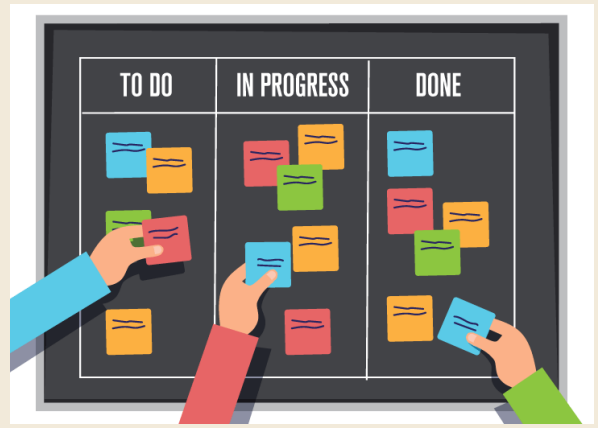


Build better habits

Presented by: Kristen Gyorgak
23 February 2024



It's all about habits

Most research agrees, over 50% of our daily actions are based on our existing habits. Some research puts that number as high as 90%.

Our habits are actions, behaviours or practices we repeat so regularly they can be hard to change. These repeated behaviours have a massive impact on our lives.

"Your outcomes are a lagging measure of our habits...You get what you repeat." JAMES CLEAR, pg. 8.

Most of us know this.

So why then can it be so hard to change our own habits, even when we know we should *and* we want to?

It's because of our brains.

Habits & our brains

Our brains play a significant role in how we form, execute and reinforce our habits – and how we view others people's habits.

Where do habits come from?

It all comes down to our brains picking up on things that either reward us or punish us. This pattern (connecting action and satisfaction) is filed away in the **basal ganglia**.

The basal ganglia helps us convert repeated actions into automatic routines that don't need a lot of conscious effort. This is the home of emotions and memories – but not conscious decisions.

Embrace neuroplasticity

We know you can teach any dog new tricks and any human new learning. And that's because of the brain's neuroplasticity, or its ability to change throughout our lives.

Our brains can recognise and form new connections over time.

Researcher Dr. Jeffrey Schwartz and psychologist Dr. Rick Hanson have highlighted two types of neuroplasticity:

- **Experience-directed:** passive process of reinforcing habits by doing them unconsciously over and over again.
- **Self-directed:** active process of consciously reflecting on how habits make us feel.

It's the self-directed neuroplasticity that will help you change your habits.



But it won't happen overnight.

So stick with it

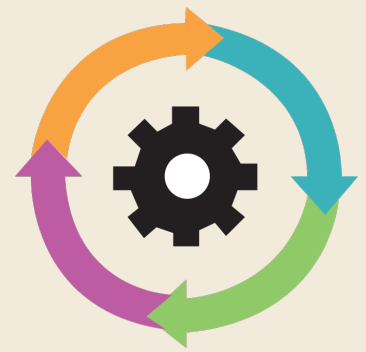
Research varies, but Dr. Debra Rose Wilson summarised it can take anywhere from 21 – 254 days for a person to form a new habit.

Repetition is our friend here.

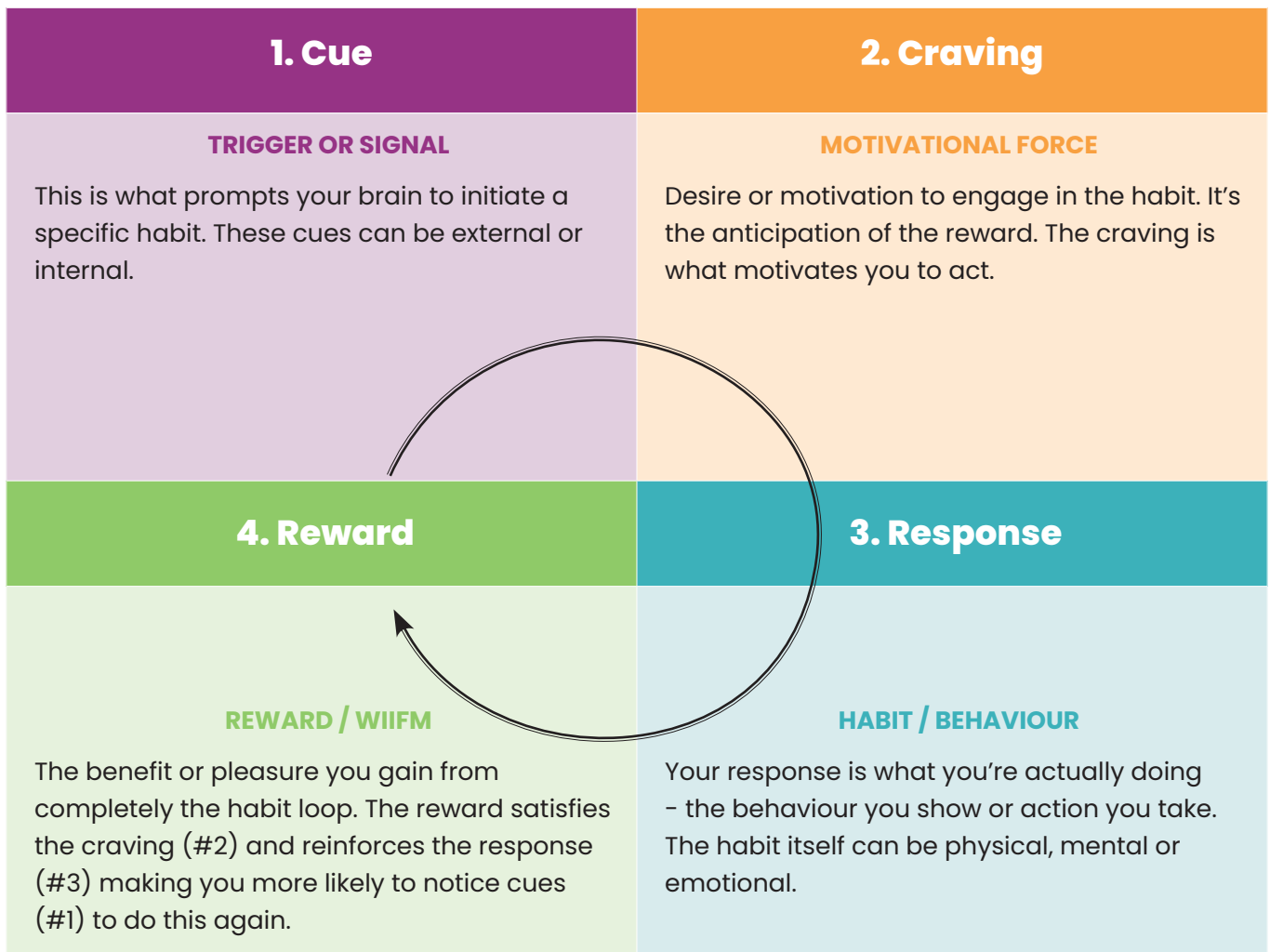
"Success is the product of daily habits, not once-in-a-lifetime transformations."

JAMES CLEAR, pg. 134.

The Habit Loop



The Habit Loop was first introduced by Charles Duhigg in his best-selling book *“The Power of Habit: Why We Do What We Do in Life and Business.”* His book highlights the four-step loop that creates all of our habits: **Cue - Craving - Response - Reward.**



Over time, as this loop repeats, the habit becomes more ingrained and automatic, making it increasingly difficult to change.

As always, awareness is the first step for change/growth. Being aware of the four-step loop can help us understand how to build better habits and break our bad ones.

Build better habits	Break bad habits
CUES	
<p style="text-align: center;">Make it OBVIOUS</p> <ul style="list-style-type: none"> • Write everything out • Implementation intentions • Habit stacking • Design your environment 	<p style="text-align: center;">Make it INVISIBLE</p> <p>Reduce exposure. Remove the cues of your bad habits from your environment.</p>
CRAVING	
<p style="text-align: center;">Make it ATTRACTIVE</p> <ul style="list-style-type: none"> • Temptation bundling • Find the culture where your desired behaviour is the norm • Create a motivation ritual 	<p style="text-align: center;">Make it UNATTRACTIVE</p> <p>Reframe your mindset. Highlight the benefits of avoiding your bad habits.</p>
RESPONSE	
<p style="text-align: center;">Make it EASY</p> <ul style="list-style-type: none"> • Reduce friction • Prime the environment • Master the decisive moment(s) • Use the two-minute rule • Automate your habits 	<p style="text-align: center;">Make it DIFFICULT</p> <p>Increase friction. Make it harder to do the wrong thing.</p>
REWARD	
<p style="text-align: center;">Make it SATISFYING</p> <ul style="list-style-type: none"> • Use reinforcement and celebration • Highlight the benefits of avoiding bad habits • Never miss twice • Have an accountability partner 	<p style="text-align: center;">Make it UNSATISFYING</p> <p>Get an accountability partner who watches your behaviour. Create a habit contract. Associate immediate and unpleasant consequences with your bad habits.</p>

“You should be far more concerned with your current trajectory than with your current results.”

JAMES CLEAR, pg. 58.



Step 1: IDENTIFY: Do your stocktake

Step 2: IDENTITY: Who are you?

Identity-based or Outcome-based habits?

For long-term behaviour change, researchers recommend starting with your foundations: your identity and values.

Who do you want to be known as? What do you want to be known for? What do you value?

An identity change can be a powerful self-improvement driver. But it can also become something you attach yourself to and affects your ability to change.

We adopt the identity and then slide into accepting the norms with that identity as fact.

New identities require new evidence. If you keep casting the same votes you've always cast, you're going to get the same results you've always had. If nothing changes, nothing is going to change.

Every action is a vote for the person you want to become.

It's a simple two step process:

- 1) Decide the type of person you want to be.*
- 2) Prove it to yourself with small wins.*

IDENTITY-BASED HABITS	<p>In the present tense, identify your desired identity:</p> <p style="text-align: center;">personal - social - career - team - groups</p>
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Layers of behaviour change

Changes in: **OUTCOMES - PROCESSES - IDENTITY**

Good reminder of Simon Sinek's Golden Circle: *start with why, before addressing the how and the what.*

But your identity and the why is not enough. That's where your *hows* come to the fore: your systems and processes. Clear puts it well:



“You do not rise to the level of your goals. You fall to the level of your systems.”

MAKE IT
OBVIOUS

Implementation intention

I will [**ACTION**]
at [**TIME**] in [**LOCATION**].

I will _____ at _____
in _____.

Habit stacking

After I [**CURRENT HABIT**],
I'll [**NEW HABIT**]

After I _____,
I'll _____.

Visual cues

What do you need to make more visible?	
What do you need to make invisible?	

To note

You're 2-3x more likely to follow through with a habit if you specifically outline how you'll implement it. You're **even more** likely to follow through if you've committed to doing it verbally to others as well.



MAKE IT
ATTRACTIVE

Bundle your temptation:

Action you like to do + new habit you need to do.

What I like: _____

Habit I'll add onto this: _____

Find your people

Who appreciates the identity and behaviours you're embodying?

Gamify the habit

Set challenges, track progress, and reward yourself for milestones achieved.

MAKE IT
EASY

Prime your environment – Set your cues

What can you do now to make the right action easier in the future?

What can you do to make the wrong action harder in the future?

Apply the 2-minute rule

Think of it as a gateway-habit: Master the art of showing up.

Automate whatever you can

Is there anything you can do or one-time purchase that will make this more automated?

MAKE IT
SATISFYING



Carrot yourself

What reward will you build in as part of completing your new habit (or not completing your bad habit?)

Use a habit tracker. Get a streak!

How often will your habit be done and how will you track this?

Positive affirmations

Give yourself positive reinforcement about the person / team / group you are becoming.

Create a habit contract

Main objective: _____

Consequence for not following through: _____

Check-ins: _____

Accountability Partner: _____

Your signature:

AP's signature:

Final notes:

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Thanks for coming!

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