

start

this is
a MONTHS
long race...

repetition repetition repetition repetition repetition repetition

habit: learned response built
on repetition, context, + rewards
43% of behavior is context driven



finish...?

being exhausted/tired +
reverting just to bad habits.
You also revert to good habits!

how do I make the default
habit good? :-

train it!

When the joystick game
was just carrots, they
chose carrots
→ because they were trained
to do so

When M&Ms came into picture...
(a distraction!) more people switched to M&Ms

self-control
≠ resisting
temptation

self-control is...

- ✓ setting a routine
- ✓ choosing situations with less friction
- ✓ making good decisions easier to repeat!

what happened?

- ✓ When setup changed, so did the habit
- ✓ When setup changed, there was a moment of thought

*** Once a good habit works, keep things to protect it! ***

**your social
life plays a
big role!**

in your
habit



**when you hit a new "chapter"
in your life...**



new job



environment



new
circle

**cues can
disappear!**

→ the habit can too!

be intentional!

- ✓ give yourself rewards immediately!

! habit = cue → routine → reward !

