

intelligence
talent
motivation

≠ stick to plans
meet deadlines



Learning mechanism

Repeat → Reward



Policy makers → Responsibility → Options



↓
Environments

☹ Most behavior changes don't stick ☹

REWARDS

↓
Don't have to be intrinsic
Extrinsic
Immediate
Dopamine



SUCCESS



Building habits

Good?

Bad?

HABITS

2-3 MONTHS TO FORM A HABIT



HABIT ≠ SELF-CONTROL

43% everyday behavior



REPEATED BEHAVIOR

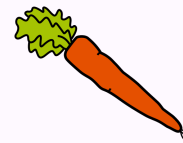
in the same context, thinking about sth else

CONTEXT MATTERS!



US → different states → different habits

EXPERIMENT



Habits are context dependent

Training ≠ preference change

Small design changes trigger conscious choice



→ disruption → fewer habits

Living with other people

SELF-SELECTION INFLUENCE

Behavior change at policy level

↓
Cigarettes

↓
Enforced behavior change



distracted
tired
overwhelmed

→ good habits

→ bad habits

NEW city → NEW

Situations
cues
context

FREEDOM

≡ opportunities ≡

≡ new decisions ≡



interconnected patterns with a partner

