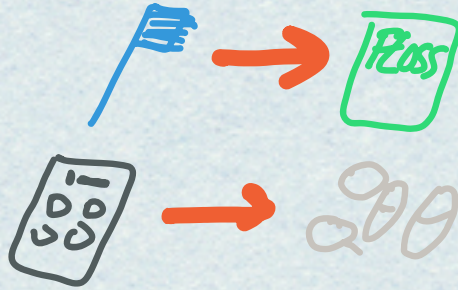
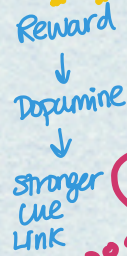


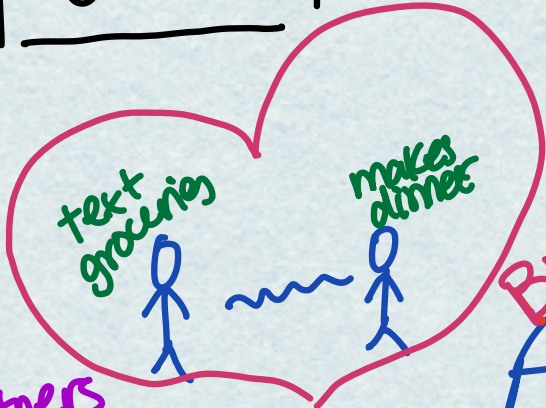
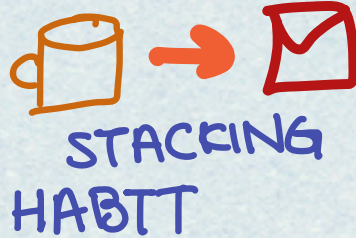
**BREAK**  
habits into  
cue-linked  
chunks



**SWAPS**  
BUT must preserve  
reward value



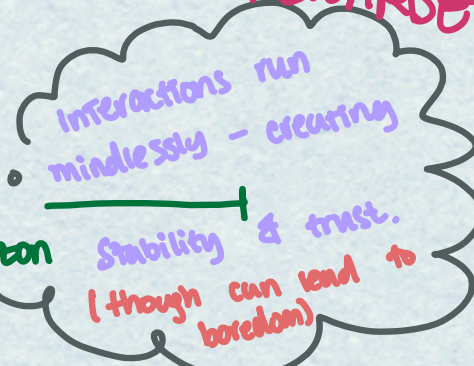
previously  
rewarded  
cues distract  
attention



**BRAIN HIGHLIGHTS**  
80MHz

**REWARDED CUES**

Partners  
become  
stable  
behavioral  
cues



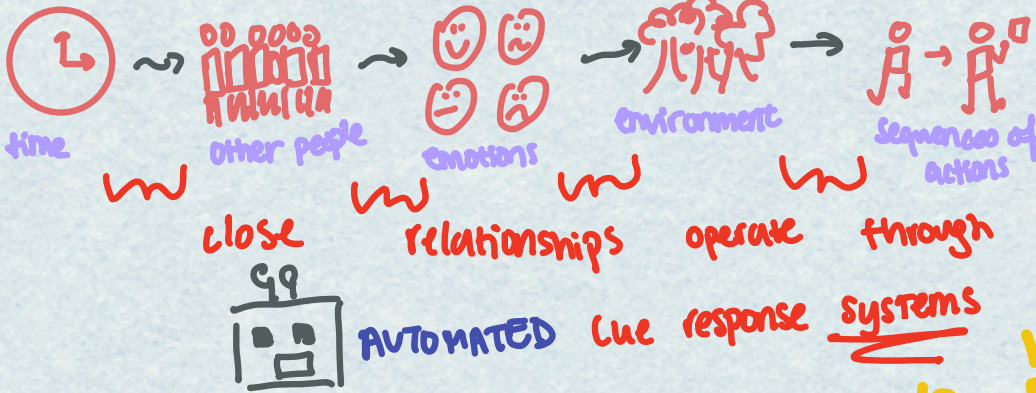
- Mon: 10am
- Tues: 10am
- Wed: 10am
- Thurs: 10am
- Fri: 10am

automatic  
habits

Small context changes

**FORCE**  
CONSCIOUS  
Decisions

Context:



**STABLE**  
CONTEXT

"stable cues  
are the  
bed rock of  
habit"

**CONSISTENCY**

**JET FUEL** for  
automatic  
behavior

