



The Power of Habit



HABITS OF INDIVIDUALS

HABITS OF SUCCESSFUL ORGANIZATIONS

HABITS OF SOCIETIES



Habits of Individuals



THE HABIT LOOP

- “All our life, so far as it has definite form, is but a mass of habits.” - William James
- “40% of the actions people perform each day aren't actual decisions, but habits.” - Duke university
- The framework to change a habit: 1) Identify the Routine 2) Experiment with Rewards 3) Isolate the Cue 4) Have a Plan.
- Once you have diagnosed the habit loop of a behavior, you can look for ways to supplement old vices with new routines.
- Unless you deliberately fight a habit, unless you find a new routine, the pattern will unfold automatically.
- Almost all habit cues fit into one of 5 categories: location, time, emotional state, other people, immediately preceding action.

THE CRAVING BRAIN

- Not until you desire something will you form a habit that will kick off a series of changes that will ultimately radiate out to every part of your life.
- Habits emerge because the brain is constantly looking for ways to save effort.
- Cravings are what drive habits. Figuring out how to spark a craving makes creating a new habit easier.
- A physical addiction to nicotine lasts only as long as the chemical is in the smoker's bloodstream: about 100 hours after the last cigarette. The rest is habit.
- One craves a cigarette after a meal a month later, not because he physically needs it, but because he remembers so fondly rush provided after the meal.
- AA forces you to create a new routine for what you do each night instead of drinking.
- The brain can be reprogrammed. You just have to be deliberate about it.



Habits of Successful Organizations



KEYSTONE HABITS

- If you instill the right habits, your team will react automatically and habitually which will result in victory.
- “Champions don't do extraordinary things. They do ordinary things, but do them without thinking, too fast for the other team to react.” - Tony Dungy
- Keystone habits offer small wins. They help other habits to flourish by creating new structures and they establish cultures where change becomes contagious.
- Small wins fuel transformative changes by leveraging tiny advantages into patterns that convince people that bigger achievements are within reach.
- Keystone habits transform us by creating cultures that make clear the values that, in the heat of a difficult decision or moment of uncertainty, we might otherwise forget.
- Almost any behavior can be transformed if the cue and reward stay the same. Simply change the routine.

TARGET WHAT YOU WANT

- When companies focus on changing habits, their entire organizations can transform.
- “Belief is the biggest part of success in professional football.” Tony Dungy
- The best agencies understand the importance of routines. The worst agencies are headed by people who never think about habits and then wonder why no one follows their orders.
- Envision: After setting a world record with his goggles broken, a reporter asked Michael Phelps what it had felt like to swim blind. Phelps responded, "It felt like I imagined it would."

Habits of Successful Organizations



DISCIPLINE

- Businesses that rely on entry-level workers all face a common problem: no matter how much their employees want to do a great job, many fail because they lack self-discipline.
- Willpower isn't just a skill. It's a muscle, like the muscles in your arms or legs, and gets tired as it works harder so there is less power left over for other things.
- Sometimes it looks like people with great self-control aren't working hard, but that's because they've made it automatic. Their will power occurs without them having to think about it.
- “I genuinely believe that if you tell people that they have what it takes to succeed, they'll prove you right.” Howard Schultz
Giving employees a feeling that they are in control and that they have genuine decision making authority can radically increase how much energy and focus they bring to their jobs.
- To overcome procrastination pay close attention to how your resolve fades. When your willpower fails, accommodate that impulse rather than ignore it.
- “Just as a piece of land has to be prepared beforehand if it is to nourish the seed, so the mind of the pupil has to be prepared in its habits if it is to enjoy and dislike the right things.” - Aristotle

CONSUMER HABITS

- Consumers act like creatures of habit, automatically repeating past behavior with little regard to current goals.
- Every scratch off ticket is designed to make you feel like you almost won. This manipulates the human mind.
- It used to be that companies only knew what their customers wanted them to know, that world is far behind us.

Habits of Societies



NEUROLOGY OF FREE WILL

- When you form a new habit your brain overrides neurological patterns with new ones.
- Willpower is the single most important keystone habit for individual success.
- Habits, even once rooted in our minds, are not destiny. We can choose our habits, once we know how.
- The real power of habit: the insight that your habits are what you choose them to be.
- Change might not be fast and it isn't always easy. But with time and effort, almost any habit can be reshaped.
- A community is a giant collection of habits among thousands of people that, depending on how they're influenced, could result in violence or peace.
- Movements don't emerge because everyone suddenly decides to face the same direction. They are born through social patterns that begin with habits.

THE HABIT OF SUCCESS

- “The behaviors that occur unthinkingly are the evidence of our truest selves.” - Aristotle
- Although each habit means relatively little on its own, overtime the way we organize our thoughts and work routine, have an enormous impact on our health, productivity, financial security, and happiness.
- Winning is a natural extension of all your day's small wins.
- There's nothing you can't do if you get the habits right.
- Changing any habit requires determination. “(Desire+Routine=Habit) = Results” - Joey Constantino
- After getting great results in one area of your life, ask yourself what else can I do?