

# Atomic Habits

Compound Interest Of Self-Improvement

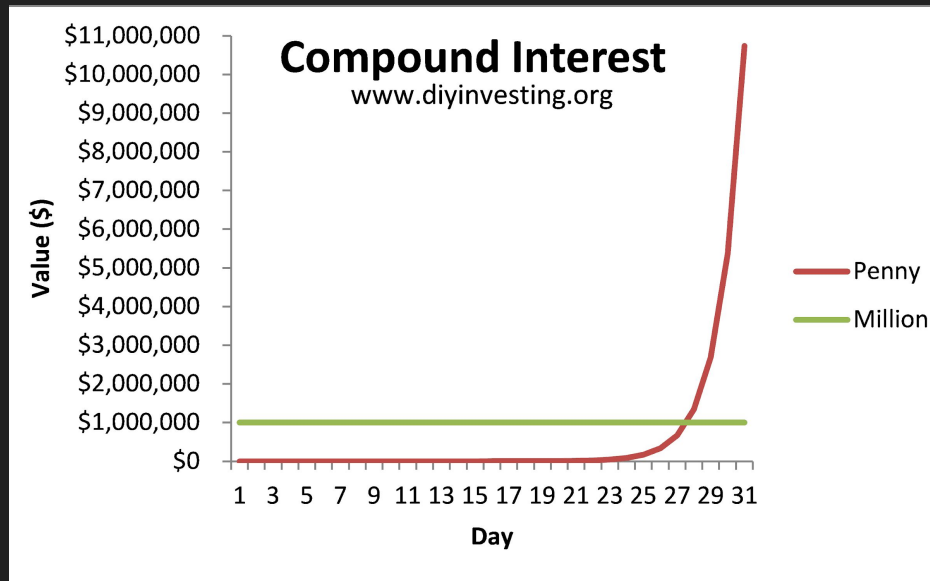


# Introduction



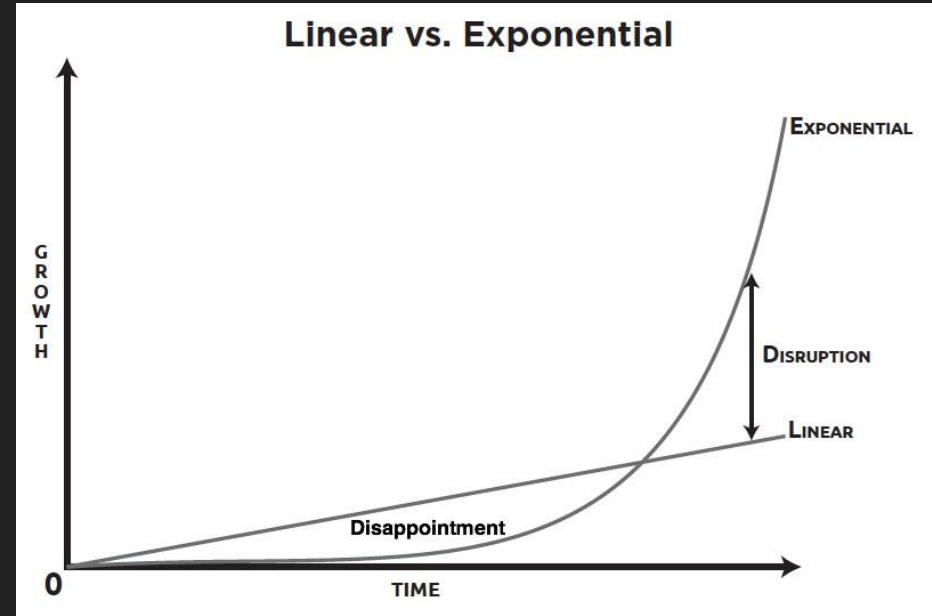
# Tiny changes – Massive results

- Would you rather be given \$1,000,000 or be given a magic penny (\$0.01) that doubles in value every day for a month, and then never doubles again
- “Success is the product of daily habits, not once-in-a-lifetime transformations.”
- 1% daily improvement = 37 x better at the end of the year.
- 1% daily loss = 39 x worse at the end of the year.



# Progress doesn't show overnight

- Linear = what you think should happen.
- Exponential = what actually happens.
- You must go through the valley of disappointment and get to the disruption zone.
- Patience is key: think in weeks, months, years.



# Systems over goals

- “You don’t rise to the level of your goals, you fall to the level of your systems!”
- Goals = results you want to achieve
- Achieving a goal is only a momentary change
- Goals restrict your happiness by creating a dichotomy
- Winners and losers have the same goals, so what makes the difference?
- System = path that leads to those results
- Fall in love with the process!
- “The path is the goal”



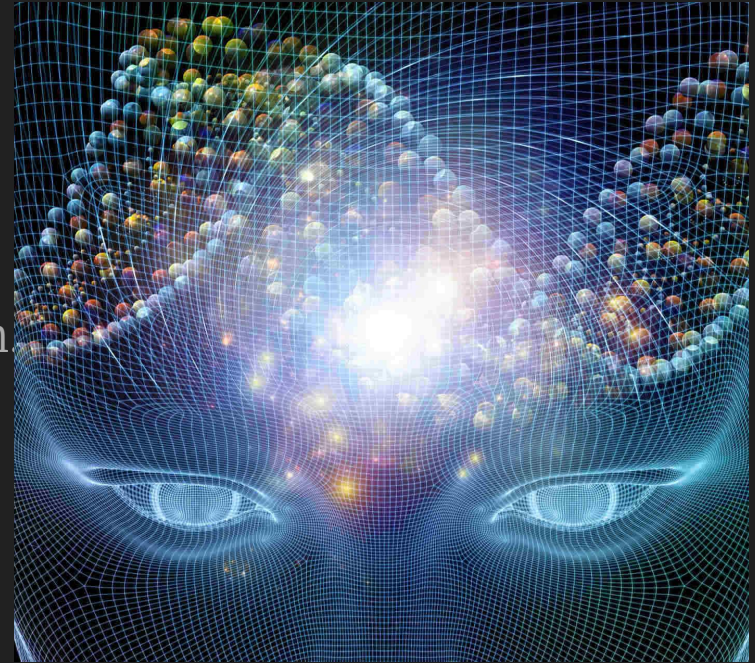
# Habits shape your identity

- “Do you want a cigarette?”  
“No thanks, I’m trying to quit!”  
“No thanks, I’m not a smoker.”
- The goal isn’t to read a book, but to become a reader.
- Cognitive dissonance = when your behaviors and beliefs contradict one another.
- Changing your beliefs changes your identity.
- Are you ready to let go of your identity for a better one?
- You change your identity by the actions you repeat as often as possible.
- Decide who you want to be and prove it to yourself.



# The purpose of habits

- Habits are autopilot scripts your brain writes to decrease the cognitive load of solving recurring problems.
- Habits are a memory of steps that solved a problem in the past and whenever the same conditions arise, you draw upon this memory and apply the same solution.
- By offsetting these functions to your subconscious, your conscious mind now has more space and resources to process new stimuli.
- Disciplined habits = freedom



# The habit loop

1. The cue provokes the brain to initiate a behavior

Feeling stressed.

2. This creates a craving (behind every habit).

Craving a cigarette

3. In turns it creates a response (actual behavior)

Smoking a cigarette

4. This leads to the reward = the end goal of every habit.

Feeling more relaxed



# The four laws of behavior change



# 1) Cue – Make it Obvious / Make it Invisible

- Change an unwanted behavior by removing the cue from your space: phone in another room, no cookies in the house, ....
- Implement a desired behavior by surrounding yourself with the right cue: have a water bottle, yoga mat on the floor, weights at home, ...
- Implementation Intention Formula: “I will [BEHAVIOR] at [TIME] in [LOCATION]. “I will stretch for 20min everyday at 8am in my garden”.
- Habit stacking = associating a habit that I already perform with a new one I’m trying to build.
- Habit Stacking Formula: “After [CURRENT HABIT] I will [NEW HABIT] “After stretching for 20min in my garden I will meditate in my room.”



## 2) Craving – Make it Attractive / Unattractive

- Dopamine is the neurotransmitter most implicated in reward and pleasure.
- It is also released when we anticipate pleasure.
- Temptation bundling = you're more likely to do something hard if you also get to do something you really love.
- Temptation Bundling Formula: “While/Before/After I [CRAVING] I will [WANTED HABIT]. “I will ride my bike while watching my favorite tv show”
- “You are the sum of the people you surround yourself with”
- Become part of a culture where your desired behavior is the normal behavior.



### 3) Make it Easy / Make it Difficult

- Reduce the friction of good habits: pick the closest gym to your house or on your way home from work, prepare your gym bag and clothes the night before.
- Increase the friction of bad habits: move your phone to another room to focus on work, have a time limit on it, ...
- The importance of making your bed: habits are like decision trees. Start your day by one simple good decision that will reinforce future good decisions that day.
- Your environment is key: don't go to mcdonalds for a salad!
- Don't focus on making the habit perfect, just focus on getting your reps in.
- Make sure it doesn't feel like work, you don't want to burn out!



## 4) Make it satisfying / unsatisfying

- What is rewarded is repeated and what is punished is avoided.
- Habits can take a while until they feel rewarding, and it can be difficult to make them stick because we value the present more than the future.
- Bad habits usually feel good in the moment, so what to do?
- Add a little pleasure to the good habits and a little pain to the bad ones.
- Track your habits! – obvious, attractive and satisfying.
- “Incentives start the habit, identity sustains the habit.”
- Once you stick to a habit for long enough, the identity that you form is enough in itself to be the reward. You have seen the results and it pays off!



# Start a good habit

- Make it obvious
- Make it attractive
- Make it easy
- Make it satisfying



# Break a bad habit

- Make it invisible.
- Make it unattractive
- Make it difficult
- Make it unsatisfying



