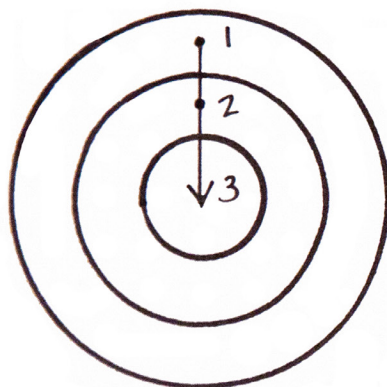


OUTCOME-BASED HABITS



IDENTITY-BASED HABITS

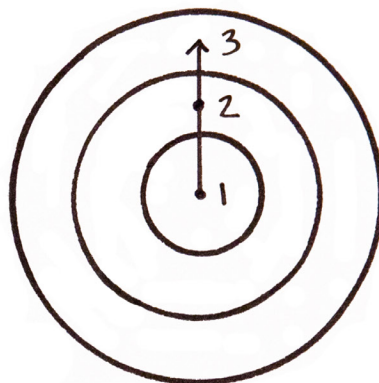


FIGURE 4: With outcome-based habits, the focus is on what you want to achieve. With identity-based habits, the focus is on who you wish to become.