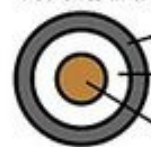




ATOMIC HABITS

James Clear

"Success is the product of daily habits - not once-in-a-lifetime transformations."



Outcomes
Processes
Identity

Identity based habits instead of Outcome based habits

1% BETTER every day
37,78%
BETTER EVERY YEAR

FORGET ABOUT GOALS
FOCUS ON SYSTEMS

"Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system to change."

HABITS ARE THE PATH TO
CHANGE YOUR IDENTITY

THE HABIT LOOP - THE FOUR LAWS OF BEHAVIOR CHANGE

CUE → **CRAVING** → **RESPONSE** → **REWARD**

MAKE IT OBVIOUS

MAKE A LIST OF YOUR DAILY HABITS



"One of the greatest challenges in changing habits is maintaining awareness of what we are actually doing."

HABIT STACKING

Identify a habit that already exists and stack the new habit on top

"After _____, I will _____."

ENVIRONMENT DESIGN

Habits can be created more easily in new environments

If you want to learn to play the guitar, leave it in the middle of the room, not in the closet.

"One space, one use."



MAKE IT ATTRACTIVE



TEMPTATION BUNDLING

Create attractive behaviors while doing something you really enjoy. Run → Netflix

"Habits are attractive when we associate them with positive feelings."



WE IMITATE

- 1) THE CLOSE
- 2) THE MANY
- 3) THE POWERFUL

Join a culture where the desired behavior is the normal behavior and you already have something in common with the group

"The shared identity begins to reinforce your personal identity."

MOTIVATION RITUAL

Create rituals to start the day and to prepare you for a specific situation.

"Whenever you want to get in the mood, progress **PLUR**."



MAKE IT EASY

REPETITION NOT PERFECTION

With repetition you perform a behavior unconsciously, effortlessly.

"Habits are formed by frequency, not time."

REDUCE FRICTION

Prime the environment for future use so there is no friction.

"A new habit should not feel like a challenge."



THE 2-MINUTE RULE

"When you start a habit it should take less than 2 minutes to do."

AUTOMATE

Whenever you can, automate good habits and automatically eliminate bad habits.

Ask someone to reset your social media password on Monday and deliver the new password on Friday.



MAKE IT SATISFYING

IMMEDIATE SATISFACTION

Add a little bit of immediate pleasure to habits that pay off in the long run.

"What is rewarded is repeated. What is punished is avoided."

PERSONAL LOYALTY PROGRAM

Make the avoidance visible. Whenever you pass on a purchase, put the same amount of money in the account.



HABIT TRACKER

Measure your progress. Whenever possible, automatically.

WARNING

GOODHART'S LAW:
"When a measure becomes a target, it ceases to be a good measure."

HOW TO BREAK A BAD HABIT

REDUCE EXPOSURE

TO THE CUE THAT CAUSES A BAD HABIT

MAKE IT INVISIBLE

REFRAME MINDSET

HIGHLIGHT THE BENEFITS OF AVOIDING YOUR BAD HABIT

MAKE IT UNATTRACTIVE

INCREASE FRICTION

INCREASE THE NUMBER OF STEPS BETWEEN YOU AND YOUR BAD HABITS

MAKE IT DIFFICULT

CREATE A CONTRACT

MAKE THE COSTS OF YOUR BAD HABITS PUBLIC AND PAINFUL

MAKE IT UNSATISFYING

THIS IS A CONTINUOUS PROCESS. THERE IS NO FINISH LINE. SMALL HABITS DON'T ADD UP, THEY COMPOUND.
MAKE HABITS ENJOYABLE. FALL IN LOVE WITH BOREDOM.

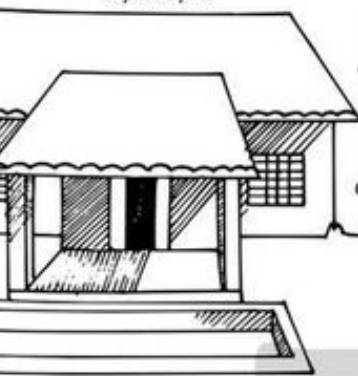
THE PSYCHOLOGY OF MONEY

TIMELESS LESSONS ON WEALTH, GREED AND HAPPINESS

MORGAN
HOUSEL

This one-page summary uses a metaphor from our daily lives to make it easier to memorize the main concepts of the book.

Think that your financial life is like preparing for a day at the pool.



YOU & ME

Don't compare your pool to your neighbor's

Understand your own game, create your own strategy. Your needs are different. Your pool is different.

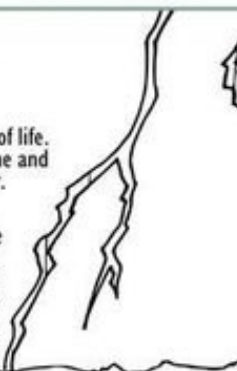
"Beware taking financial cues from people playing a different game than you are."

LUCK & RISK

Sometimes it rains.

Luck and misfortune are part of life. Don't get carried away with one and be prepared for the other.

"More important is that as much as we recognize the role of luck in success, the role of risk means we should forgive ourselves and leave room for understanding when judging failures."



CONFOUNDING COMPOUNDING



Sit on your sun lounger and relax.

The secret to investing is the power of compound interest. Be patient and enjoy the compound effect.

"The most powerful and important book should be called Shut Up And Wait. It's just one page with a long-term chart of economic growth."

NO ONE'S CRAZY

Each person has their own narrative and looks at the world through their own lens. A decision that feels wrong to you may feel right to someone else.

"Important financial decisions are not made in spreadsheets or in textbooks. They are made at the dinner table."



THE SEDUCTION OF PESSIMISM



Sometimes it's sunny. Beware of pessimism.

"Pessimists extrapolate present trends without accounting for how reliably markets adapt."

"Progress is too slow to be noticed, while setbacks happen too fast to ignore."

ROOM FOR ERROR

Always have an emergency reserve.

"The most important part of a plan is having a plan for when the plan is not going according to plan."

FREEDOM



The goal is not to have the pool full, it's to enjoy it.

The highest form of wealth is the ability to wake up every morning and say, "I can do whatever I want today."

"Controlling your time is the highest dividend money pays."

NEVER ENOUGH

Know the edge of your pool.

"Enough is realizing that an insatiable appetite for more will push you to the point of regret."



NOTHING IS FREE

"Everything has a price, but not all prices appear on labels."

"There's no guarantee that it will be. Sometimes it rains at Disneyland. But if you view the admission fee as a fine, you'll never enjoy the magic. Find the price, then pay it."



SAVE MONEY

More important than the flow of the faucet is how much is lost through holes in the hose.

"Building wealth has little to do with your income or investment returns, and lots to do with your savings rate."

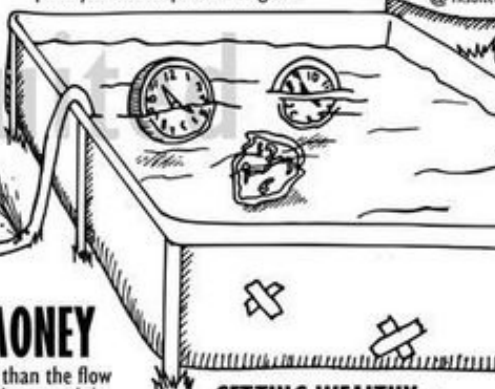
"Past a certain level of income, what you need is just what sits below your ego."



GETTING WEALTHY vs. STAYING WEALTHY

If the hole in the pool is too big, game over.

"Good investing is not necessarily about making good decisions. It's about consistently not screwing up."



START WITH WHY

Visual Memo
by Karina
Stolz

How great leaders inspire everyone to
take action - Simon Sinek



This is the concept
of the
golden circle

It helps to understand
why we do what we do

I'm a
creative person
that challenges
the status quo

I want a great computer for
organizing my work &
communicating with clients



it's related to how
our brains work &
how organizations
are designed



The **limbic system** is responsible for
decision-making & "gut feelings".
Justifying those decisions happens then
in the **neocortex**. By speaking about
WHY, companies create a loyal customer
base because they address feelings &
desires and not only talk about
benefits & features.

**Information
DOESN'T DRIVE
behavior**

Everything we do is
about **challenging
the status quo!**

NOT: we sell great computers!



Apple



are great examples
for brands that not only
sell products but a **feeling**

THE GOAL OF BUSINESS

find people who **believe**
what you believe*

Focus on those people and don't try to sell to anyone
who wants what you offer. The ones that buy from you
for your **why** perceive greater value in what you do



* left side of the bell curve



**Customer loyalty is never
about the brand!**
It's deeply personal &
about the customer!

ACHIEVEMENT comes with
attaining **WHAT** you want.

Success comes with pursuing
why you want it!



DEEP WORK

Professional activities performed in a state of distraction-free concentration that push your cognitive capabilities to their limit. Create new values, improve your skills and are hard to replicate.

SHALLOW WORK



Noncognitively demanding, logistical style tasks, often performed while distracted. Tend to not create much new value and are easy to replicate.



THE DEEP WORK HYPOTHESIS

The ability to perform deep work is becoming increasingly rare and valuable in our economy. The few who cultivate the skill, will thrive.

RULES FOR FOCUSED SUCCESS IN A DISTRACTED WORLD

RULE #1 - WORK DEEPLY

How to integrate deep work into your schedule to help you reach the current limit of your concentration ability



DEPTH PHILOSOPHY

Find an approach that makes sense for you: Monastic, Bimodal, Rhythmic or Journalist



RITUALIZE

Rituals minimize the friction, allowing to go deep more easily and stay in the state longer.



DON'T WORK ALONE

Hub-and-Spoke: both serendipitous encounters and isolated deep thinking are supported. Working with a shared whiteboard push you deeper than working alone



EXECUTE LIKE A BUSINESS

The 4 Disciplines of Execution
1) Focus on the important
2) Act on lead measures
3) Keep a scoreboard
4) Create regular meetings



BE LAZY

Create a shutdown ritual. "When work, work hard. When you're done, be done."

RULE #2 - EMBRACE BOREDOM

How to improve your ability to concentrate intensively and overcome your desire for distraction



TAKE A BREAK

Schedule the occasional break from focus to give in to distraction.



PRODUCTIVE MEDITATION

Take a period in which you're occupied physically but not mentally and focus on a single well-defined professional problem.



MEMORIZE CARDS

"Attention control" the ability to maintain your focus on essential information. A good training is memorizing a deck of cards.

RULE #3 - QUIT SOCIAL MEDIA

How to identify the core factors that determine success and happiness. Adopt a tool only if its positive impacts substantially outweigh its negative impacts



LAW OF THE FEW

Identify your main goals. List 2 or 3 activities that help your goals. Ask if the tools have a substantially positive impact. Use 80/20 law.



QUIT SOCIAL MEDIA

Ban yourself from using them for 30 days. Don't mention it online. "Would the 30 days have been notably better if I had been able to use the social media?"



DON'T USE THE INTERNET TO ENTERTAIN YOU

Give your brain a quality alternative, like books

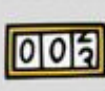
RULE #4 - DRAIN THE SHALLOW

How to identify the shallowness in your current schedule and cull it down to minimum levels



BLOCK TIME

Schedule every hour of your day. Decide in advance what you're going to do.



QUANTIFY THE DEPTH

Evaluate activities by asking: How long would it take to train a smart graduate to complete this task?



FINISH AT 5:30

A commitment to FIXED-SCHEDULE productivity shifts you into a scarcity mindset.



HARD TO REACH

Make people do more work to send you an email. Reply to "close the email loop". Don't respond.

10 THINGS NOBODY TOLD YOU ABOUT BEING CREATIVE

STEAL LIKE AN ARTIST

BOOK BY AUSTIN KLEON, VISUAL MEMO BY KARINA STOLZ

CREATE WITH YOUR HANDS

By working only on the computer with your mouse it's hard to come up with new ideas. Grab a pencil and a piece of paper and write/draw.



BE NICE!

TO YOU AND OTHERS
And surround yourself with nice & talented people.

INSPIRATION
IS EVERYWHERE



Connect with
your idols
online.

GET OUT OF YOUR COMFORT ZONE

Don't wait for someone to give you permission to play. Just do it.

THE WHOLE WORLD IS
YOUR STAGE.

START OF ANY PROJECT

1 Best idea
ever!!!

Puh, not
as easy
as I
thought...

2

Why the heck
did I start this?!

3

SHARE YOUR WORK
& KEEP CREATING

4

5 Ok, not as bad as
I expected it to be

Done is better than perfect
- I'll just finish it somehow...



TAKE CARE OF YOUR ENERGY LEVEL

Health +

Relationships

earning
money

~~DEBTS~~

TRACK YOUR PROGRESS



COLLECT COMPLIMENTS

This cheers you
up on tough days.



create your
own version
of what you
like & remix

NOTHING IS
REALLY NEW

GIVE CREDITS

but never
copy paste
Someones work
and pretend
it's your own!

Copying is like
reverse engineering.

LEARN ABOUT YOUR
IDOLS - and their
idols ... and theirs...



TAKE NOTES

of what you
see/hear/steal.
When you seek
inspiration, have a
look at your notes taken.

Don't throw
anything away
- it might lead
to a great idea one day.