

ATOMIC HABITS (BY JAMES CLEAR)



Build small habits: Small habits can have a huge impact on your life. Aim to get 1% better every day and you will be 37X better every year (due to the compounding effect)!

1% **DAILY**

37X BETTER
OVER A YEAR

Habits are formed and reinforced via a constant 4 step system:

Cue



Craving



Response



Reward

(information that tells us that there will be a reward)

(motivation to do something to get the reward)

(action to get the reward)

(receive the reward and feel satisfied)

4 RULES TO BUILD GOOD HABITS

MAKE IT OBVIOUS

Habit Scorecard

List your habits to become aware of them

Be Specific About Implementation

I will (behavior) at (time) in (location)

Habit Stacking

Identify an old habit you already do and stack a new habit on top of it
After (current habit) I will (new habit)

Create a success driven environment to help you achieve your goals. Make the things you'll need accessible.

MAKE IT ATTRACTIVE

Temptation Bundling

Make our habits attractive to motivate us. Link an action you want to do with one you need to do.

After (I need) I will (want)

MAKE IT EASY

Reduce Friction

Decrease the number of steps between you and your good habits



The 2 Minute Rule

With new habits, start small for 2 mins only.

Goldilocks Rule

Start with habits that are just right (not too hard but not too easy)

Prepare Your Environment

Make future actions easy

MAKE IT SATISFYING

The key to building new habits is to create a system that consistently provides us with a reward or promotes positive emotions.

What is rewarded is repeated
What is punished is avoided

Positive emotions cultivate habits
Negative emotions destroy habits

4 RULES TO BREAK BAD HABITS

Cue



Craving



Response



Reward

(information that tells us that there will be a reward)

(motivation to do something to get the reward)

(action to get the reward)

(receive the reward and feel satisfied)

MAKE IT INVISIBLE

Reduce Exposure

Remove the cues of the bad habits from your environment

MAKE IT UNATTRACTIVE

Reframe Your Mindset

Focus on the benefits of avoiding your bad habits

MAKE IT DIFFICULT

Increase Friction

Increase the number of steps between you and your bad habits

Use a commitment device

Attach some immediate satisfaction to avoiding a bad habit

MAKE IT UNSATISFYING

What is rewarded is repeated
What is punished is avoided

Positive emotions cultivate habits
Negative emotions destroy habits

Get an Accountability Partner

Create a Habit Contract

Make the costs of your bad behavior undesirable



Focus more on building a system than setting goals. This will create long term improvements. Instead of focusing on the goal, focus on creating a system, processes, and building daily habits to achieve your goals.

Identity Building: Focus on **WHO you want to become** not **WHAT** you want to achieve. The identity you give yourself is more powerful than the things you want to do.

