



Liberation Through Lubrication

Key Takeaways

- 1 The Real Keys to Behavioral Change Is Automaticity
- 2 Becoming Your Own Puppet Master
- 3 Defining Friction
- 4 Friction as a Catalyst
- 5 Annihilate Friction Between You & Winning Behavior!
- 6 Friction as a Deterrent
- 7 Eliminating Systemic Friction
- 8 Achieving Superfluidity

Quote:

“ In order to seek one's own direction, one must simplify the mechanics of ordinary, everyday life ”

— *Plato*

Diagnostic
N/A

Exercise

1. Identify three ways you can use friction as a catalyst.
2. Identify three ways you can use friction as a deterrent.
3. Identify five places you can eliminate systemic friction.

See next page for details

Exercise 1

Identify three ways you can use friction as a catalyst.

1

2

3

Exercise 2

Identify three ways you can use friction as a deterrent.

1

2

3

Exercise 3

Identify five places you can eliminate systemic friction.

1

2

3

4

5

Glossary

Friction: Friction is an increase in the resources required for an action to produce the desired result.

Friction as a Catalyst: The higher the friction, the less likely we are to act.

Friction as a Deterrent: Just a teeny, tiny slice of friction wedged between you and a negative behavior does the trick.

Systemic Friction: The friction that exists in all of the invisible systems and processes that are running in your life at any given time.

Notes

Lesson Resources

1. Principles of Psychology,
William James
2. Tiny Habits,
BJ Fogg
3. [Behavior Design Lab at Stanford, Resources](#)