

Liberation Through Lubrication

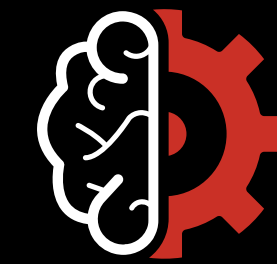
Today's Gameplan

- 1 Defining Friction
- 2 Friction as a Catalyst
- 3 Friction as a Deterrent
- 4 Eliminating Systemic Friction

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The Real Keys to Behavioral Change Is Automaticity



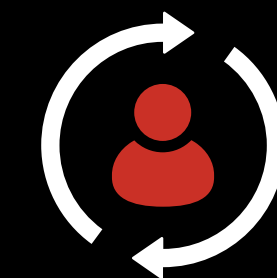
Behavioral Engineering > Willpower



Environmental Design > Discipline



Flow > Brute Force



Habit > Conscious Effort

**Friction is the resource we
have to expend to execute
an action.**



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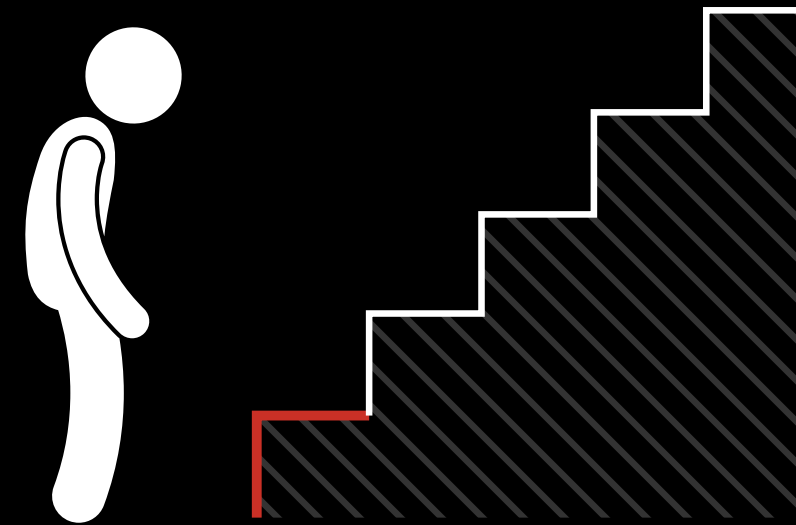
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Friction as a Catalyst

The higher the friction, the less likely we are to act.

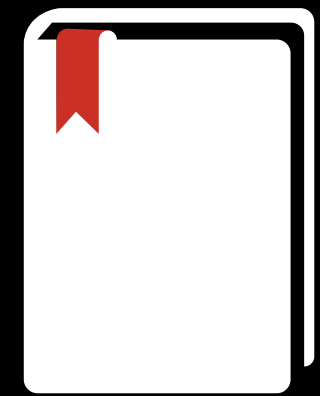


We're Wired for Conservation



Daniel Kahneman, the Nobel Prize-winning psychologist, has posited that this is an evolutionary adaptation—if you're trying to survive the Stone Age by using the fewest calories possible, it makes sense that we're disinclined to effort, even when it's miniscule.

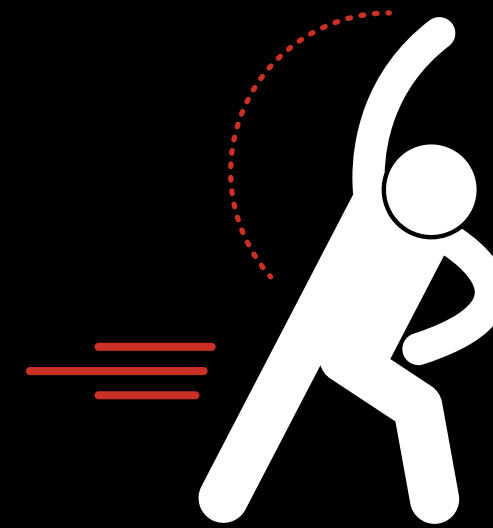
Examples of Friction Elimination



Reading



Working



Exercising



Surfing



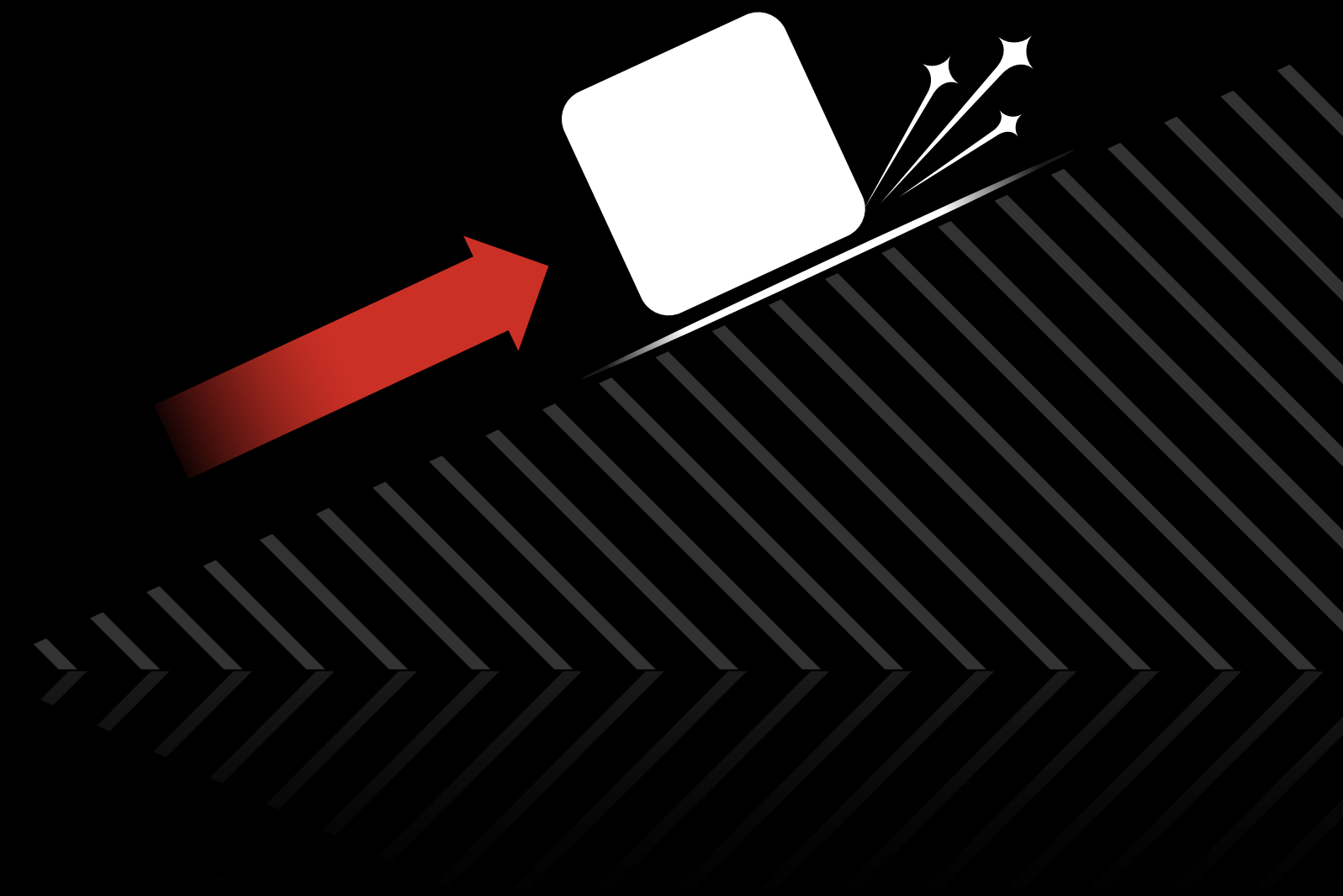
Hydrating

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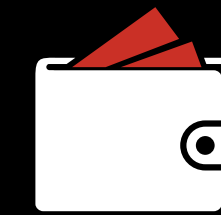
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Deploying Friction as a Behavioral Deterrent

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



Examples of Deploying Friction



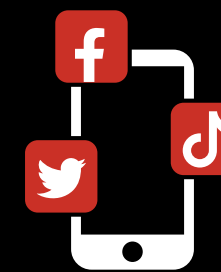
Finances



Food



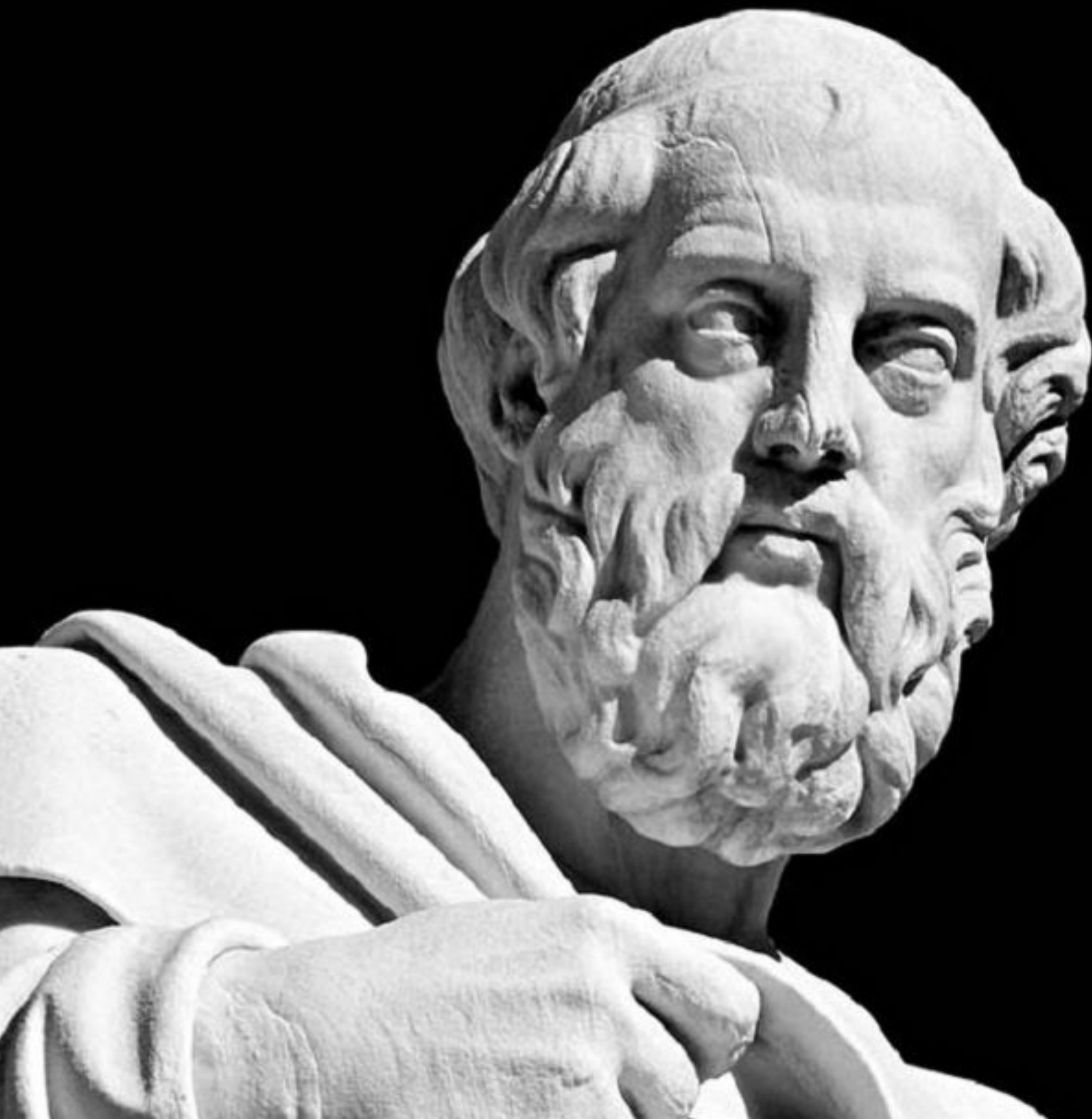
Television



Social Media

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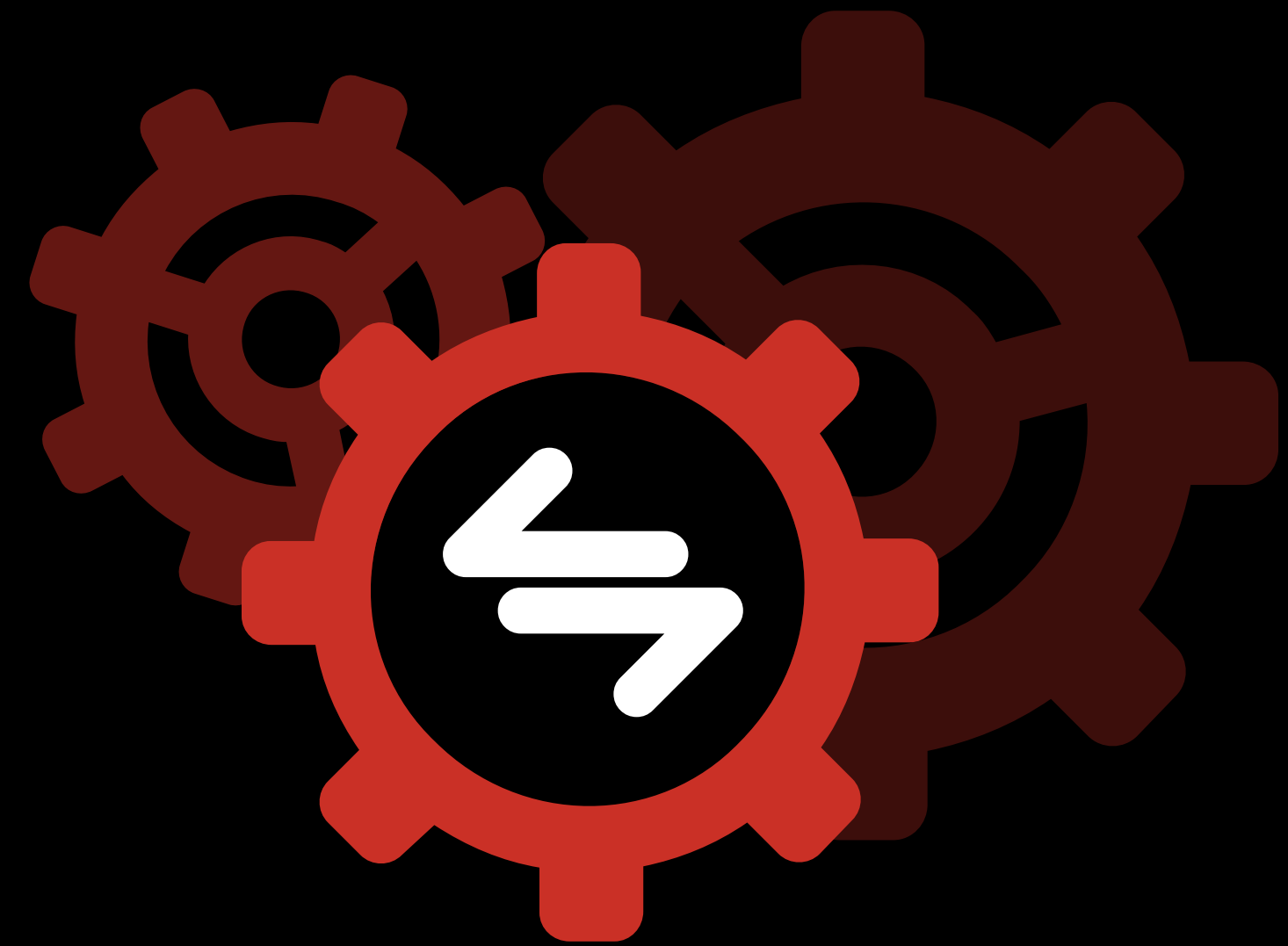
In order to seek one's own direction, we must
simplify the mechanics of ordinary, everyday life.

”

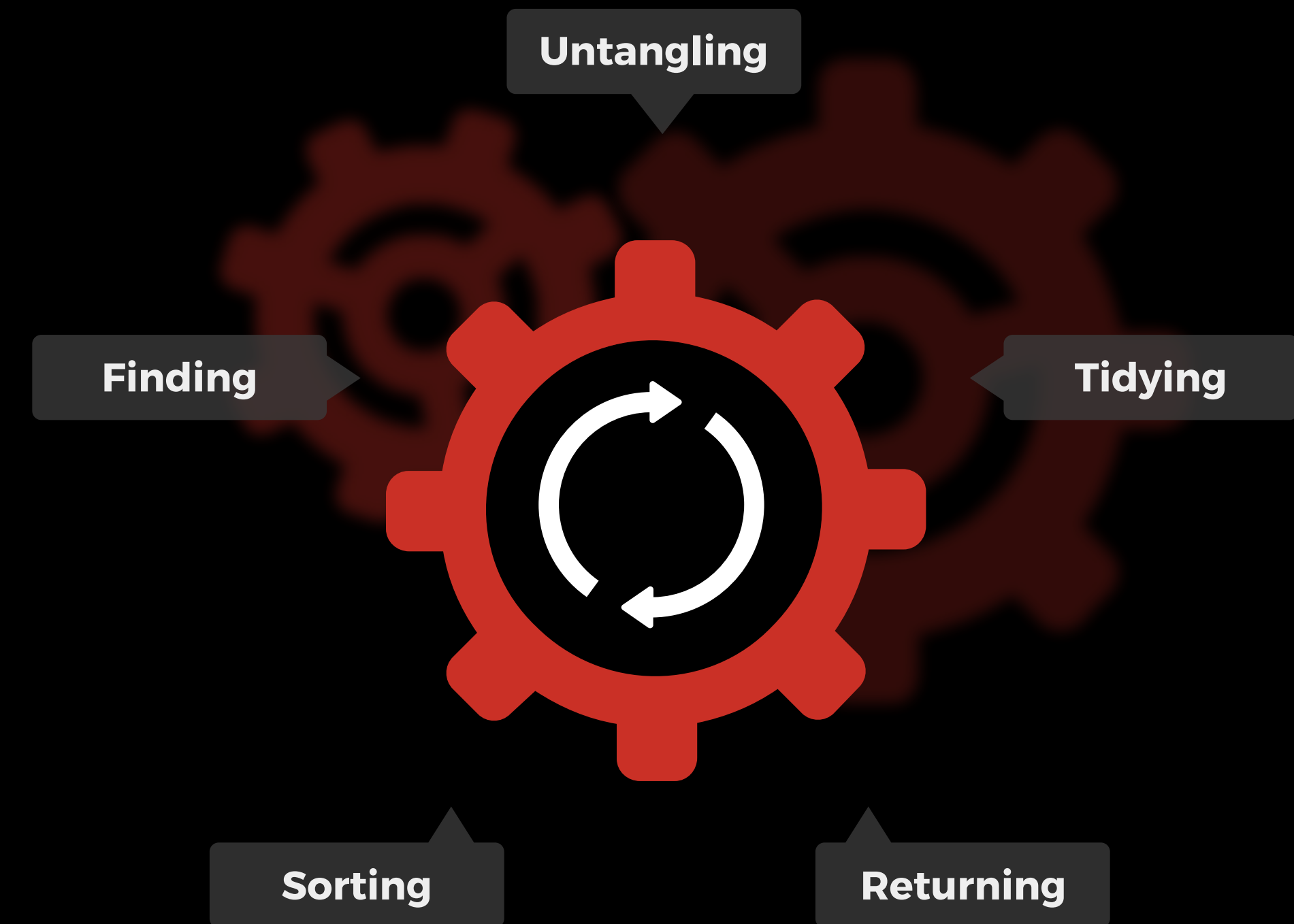
— *Plato*

What Is Systemic Friction?

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



Examples of Systemic Friction



The Cost of Systemic Friction



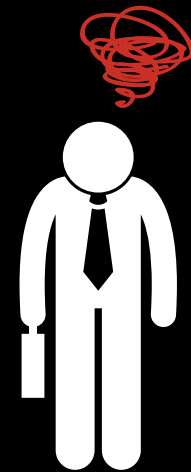
Impedes



Frustrates



Hassles



Agitates



Irritates



Distracts

Examples of Eliminating Systemic Friction

- 1** **Airpods**
- 2** **Chargers**
- 3** **Slip-on case**
- 4** **Gym bag**

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Exercise:

Exercise to Reduce Friction

- 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



Download Workbook
to Get Started