

DAVE BRAILSFORD

The Aggregation of Marginal Gains



- REDESIGN SEAT



- COMFORTABLE
FABRICS



- BETTER GRIP



- SPECIAL BED





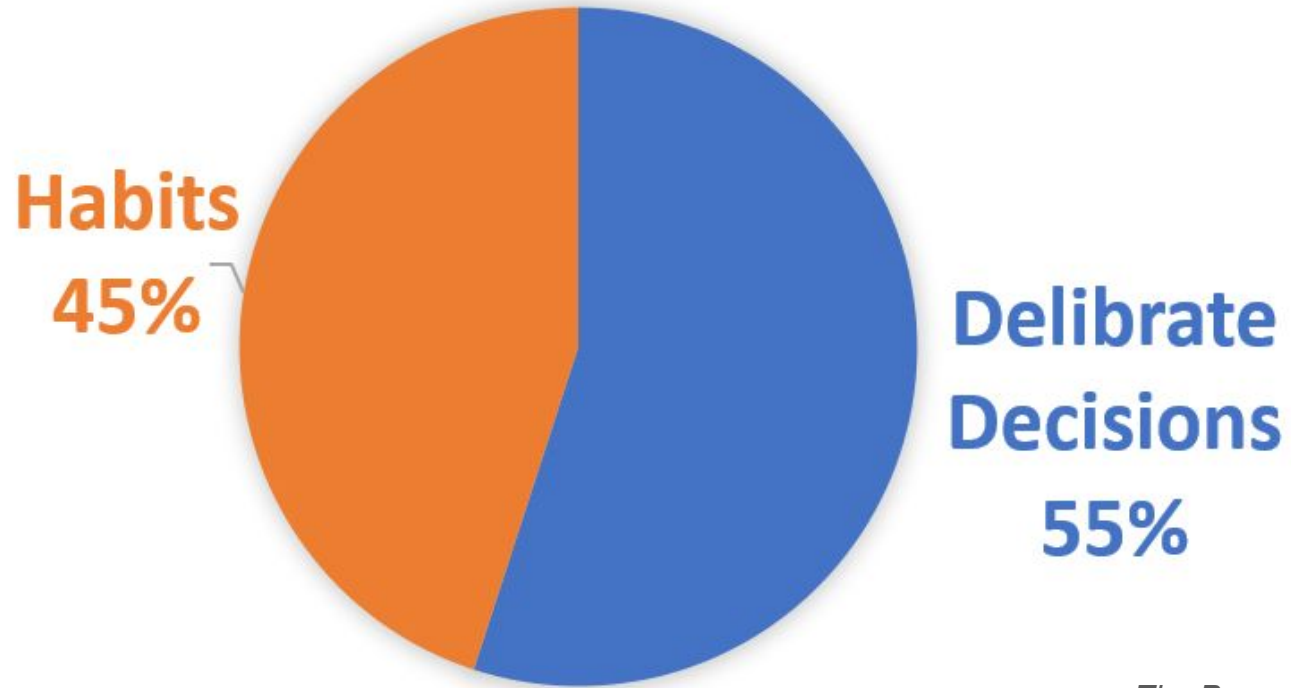
Habits...

What?

Why?

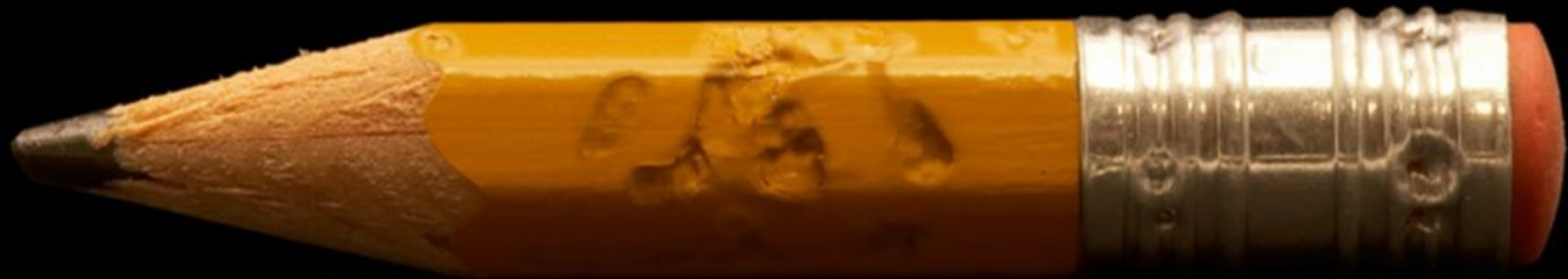


DICISIONS IN A DAY



The Power of Habit
Charles Duhigg

We first make our habits, and then our habits make us.



John Dryden



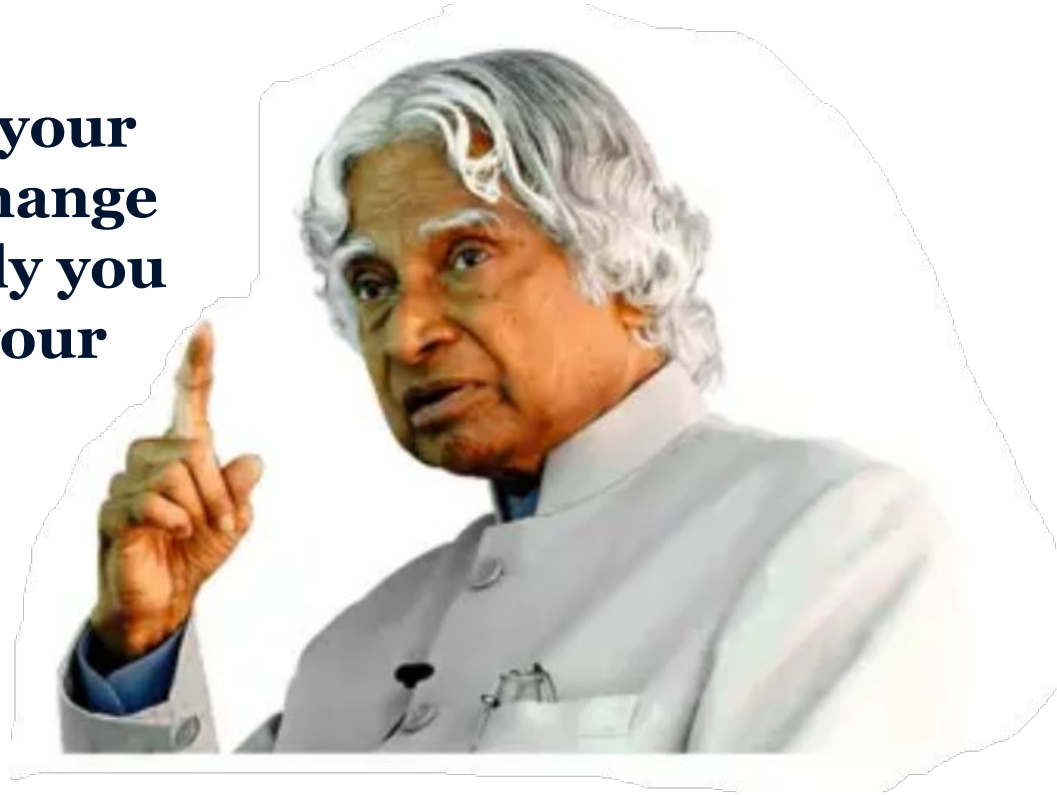
**CHANGE
YOUR
HABITS**



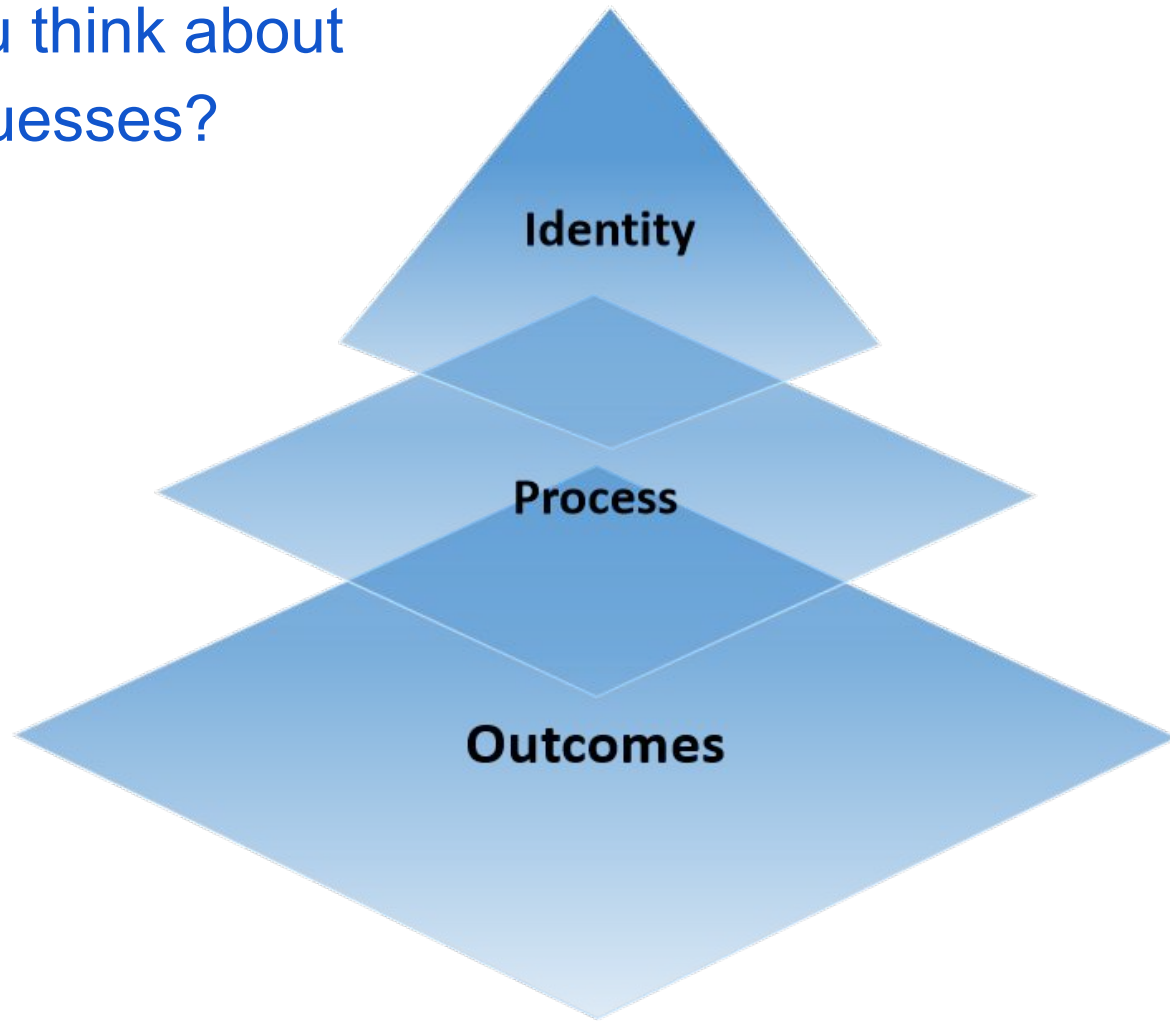
**CHANGE
YOUR
LIFE**

“You cannot change your future, but you can change your habits, and surely your habits will change your future.”

-APJ Abdul Kalam



What do you think about
this? Any Guesses?



Cue/Trigger



Craving



Response



Reward



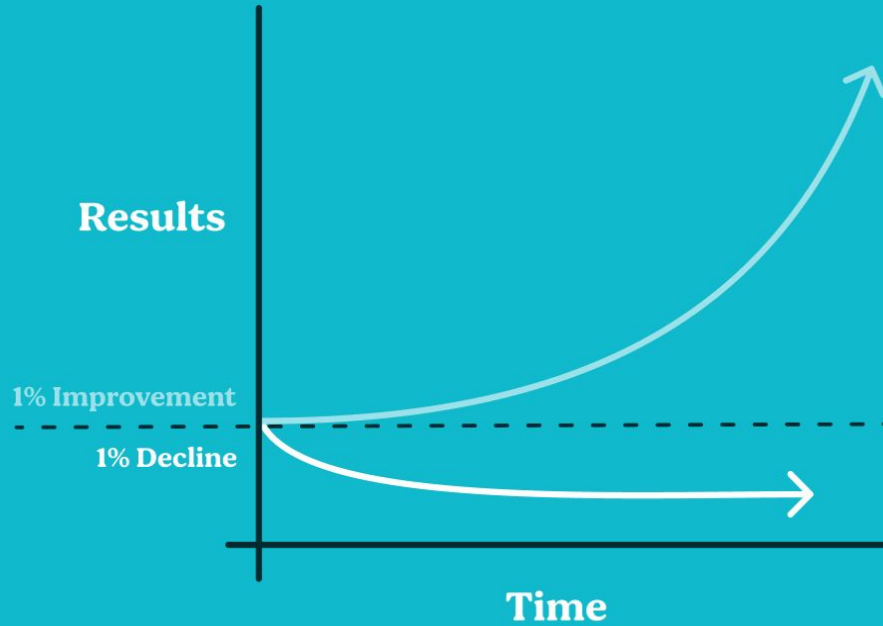




Start small,
But START.



1% Better Every Day



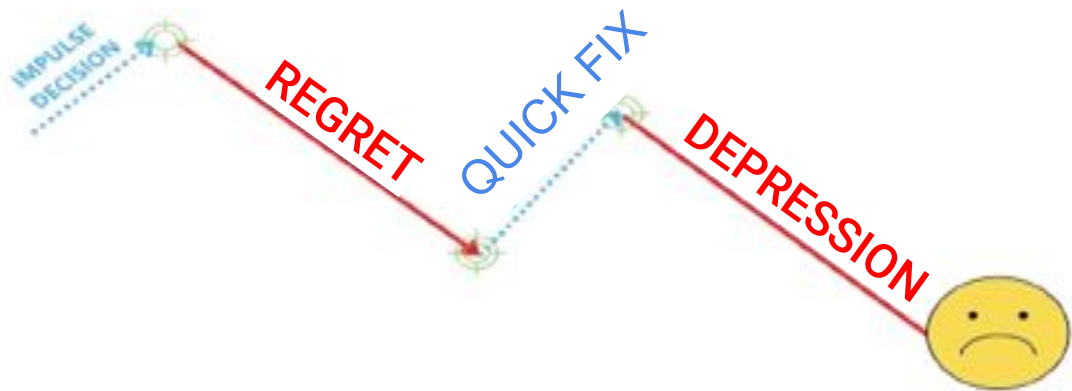
1% better every day for one year.

$$1.01^{365} = 37.78$$

GOOD HABITS



BAD HABITS



Changing Habits



What is
Subconscious
Habbit



Reverse Psychology



Books Recommendations

