

Tiny Habits

Author: bj-fogg

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Dialogue

Some products and programs are poorly designed. There are lots of programs that set people up to fail. Behavior change program -- what is it you see in some programs that is setting up failure?

Information does not lead to action.

Myth 21 days.

Repetition doesn't create habits. Emotions create habits.

Often when people decide to change their behavior, they are in a high state of motivation.

Point: We don't account well for our motivation in the future.

If there's one concept from my book I hope you embrace, it's this: People change best by feeling good, not by feeling bad.

The feeling of success is what wires in the habit.

1. **ANCHOR MOMENT** An existing routine (like brushing your teeth) or an event that happens (like a phone ringing). The Anchor Moment reminds you to do the new Tiny Behavior.
2. **NEW TINY BEHAVIOR** A simple version of the new habit you want, such as flossing one tooth or doing two push-ups. You do the Tiny Behavior immediately after the Anchor Moment.
3. **INSTANT CELEBRATION** Something you do to create positive emotions, such as saying, "I did a good job!" You celebrate immediately after doing the new Tiny Behavior.

Dale Carnegie -- seeing people take on little and create more.

You don't raise the bar on yourself.

Garden analogy: there's a time and a season / not permanent

How do you know when to move onto another habit?

What about supporting others?

Bad habits???

Language is power in this. What's important about language?

What have you changed your mind on?

Reserve

The feather principle. (The simplest thing with the biggest impact)

B=MAP

Here's the simplest way to explain it: "Behavior (B) happens when Motivation (M), Ability (A), and a Prompt (P) come together at the same moment."

Related Episodes:

Perhaps on language David Marquet

Perhaps on self talk, Tara Mohr

Atomic Habits from James Clear

Quotes

Tiny is mighty. At least when it comes to change.

In order to design successful habits and change your behaviors, you should do three things. Stop judging yourself. Take your aspirations and break them down into tiny behaviors. Embrace mistakes as discoveries and use them to move forward.

Before I go on, let me set the record straight: information alone does not reliably change behavior. This is a common mistake people make, even well-meaning professionals. The assumption is this: If we give people the right information, it will change their attitudes, which in turn will change their behaviors. I call this the "Information-Action Fallacy."

In my research on habit formation, dating back to 2009, I've found that there are only three things we can do that will create lasting change: Have an epiphany, change our environment, or change our habits in tiny ways. Creating a true epiphany for ourselves (or others) is difficult and probably impossible. We should rule out that option unless we have magical powers (I don't). But here's the good news: The other two options can lead to lasting change if we follow the right program, and Tiny Habits gives us a new way to tap the power of environment and baby steps.

The essence of Tiny Habits is this: Take a behavior you want, make it tiny, find where it fits naturally in your life, and nurture its growth. If you want to create long-term change, it's best to start small.

Keeping changes small and expectations low is how you design around fair-weather friends like motivation and willpower. When something is tiny, it's easy to do—which means you don't need to rely on the unreliable nature of motivation.

The Anatomy of Tiny Habits 1. ANCHOR MOMENT An existing routine (like brushing your teeth) or an event that happens (like a phone ringing). The Anchor Moment reminds you to do the new Tiny Behavior. 2. NEW TINY BEHAVIOR A simple version of the new habit you want, such as flossing one tooth or doing two push-ups. You do the Tiny Behavior immediately after the Anchor Moment. 3. INSTANT CELEBRATION Something you do to create positive emotions, such as saying, "I did a good job!" You celebrate immediately after doing the new Tiny Behavior. A nchor B ehavior C elebration

If there's one concept from my book I hope you embrace, it's this: People change best by feeling good, not by feeling bad .

A behavior happens when the three elements of MAP—Motivation, Ability, and Prompt—come together at the same moment. Motivation is your desire to do the behavior. Ability is your capacity to do the behavior. And Prompt is your cue to do the behavior.

Behaviors are like bicycles. They can look different, but the core mechanisms are the same. Wheels. Brakes. Pedals.

The easier a behavior is to do, the more likely the behavior will become habit. This applies to habits we consider "good" and "bad." It doesn't matter. Behavior is behavior. It all works the same way.

You can disrupt a behavior you don't want by removing the prompt. This isn't always easy, but removing the prompt is your best first move to stop a behavior from happening.

When I work with students at Stanford or train industry innovators, I teach them how to explain my Behavior Model in two minutes or less.

Prepared by Dave Stachowiak at CoachingforLeaders.com