

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

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

Craving

(motivation to do something to get the reward)

Response

(action to get the reward)

Reward

(receive the reward and feel satisfied)

4 RULES TO BUILD GOOD HABITS

1

**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.

2

**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)

3

**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

4

**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

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

Craving

(motivation to do something to get the reward)

Response

(action to get the reward)

Reward

(receive the reward and feel satisfied)

1

**MAKE IT
INVISBLE**

Reduce Exposure

Remove the cues of the bad habits from your environment

2

**MAKE IT
UNATTRACTIVE**

Reframe Your Mindset

Focus on the benefits of avoiding your bad habits

3

**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

4

**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.

