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- Focus on the trajectory your current behaviour has on your life
- Where do your habits lead you in the future?
- The things you achieve are directly correlated with your habits
- Habits need to stack and persist long to show their effect but their outcome is powerful

- **Focus on systems** instead of outcomes.

If you're an entrepreneur, your goal might be to build a million-dollar business. Your system is how you test product ideas, hire employees, and run marketing campaigns.

- Focus on how often you perform a habit, not how long
- A habit is built when it takes no thinking/effort to do perform

- Prioritize exploitation when winning; emphasize exploration when losing.
- Establish a system or reflection and review

Outcome	Focussing on what you want (win a game, loose weight, etc.)
Process	Focussing on the process to get there
Identity	Changing your beliefs and self-image to match your goals

- | | Definition | Example |
|-----------------|--|---|
| Cue | The trigger that initiates a behavior by predicting a reward.
Most common: time & location | Hearing your alarm in the morning triggers the behavior of waking up. |
| Craving | The desire or motivation to act, driven by the expected change in your state. | Wanting the feeling of energy and focus leads you to crave coffee. |
| Response | The actual behavior performed to satisfy the craving. | Brewing and drinking a cup of coffee to feel energized. |
| Reward | The outcome that satisfies the craving and reinforces the habit. | Feeling alert and awake after drinking coffee, which reinforces the behavior. |

Law	Strategy
Make It Obvious	<ol style="list-style-type: none"> Fill out the Habits Scorecard. <ul style="list-style-type: none"> Write down your current habits to become aware of them. Start with your morning and go through the day. Rate the habits as good, bad or neutral. Pointing and Calling: Say out loud what you are going to do to increase awareness. Use implementation intentions: "I will [BEHAVIOR] at [TIME] in [LOCATION]." Use habit stacking: "After [CURRENT HABIT], I will [NEW HABIT]." Establish one habit and then the next right after that. Design your environment. Make the cues of good habits obvious and visible. Change your environment to get rid of bad cues or create positive ones.
Make It Attractive	<ol style="list-style-type: none"> Temptation bundling: Pair an action you want to do with an action you need to do. example: do 5 push ups before watching TV. Join a culture where your desired behavior is the normal behavior. Surround yourself with people who show desirable behaviour. Create a motivation ritual: Do something you enjoy immediately before a difficult habit.
Make It Easy	<ol style="list-style-type: none"> Reduce friction. Decrease the number of steps between you and your good habits. Prepare your environment to make future actions easier. E.g. putting on headphones or cleaning the desk from unnecessary items Decisive moments = Moments where choices are made. Try to influence these moments to make a choice towards the right direction. Optimize the small choices that deliver outsized impact. Two-Minute Rule: Downscale your habits until they can be done in two minutes or less. First do it consistently, then optimize Automate your habits. Invest in technology and one-time purchases that lock in future behavior. Commitment Device: Things that prime you to do/ avoid certain actions like blocking internet access while working or locking away distracting items
Make It Satisfying	<ol style="list-style-type: none"> Reinforcement. Give yourself an immediate reward when you complete your habit. <u>Don't trick yourself into doing things by rewarding yourself</u> Design distractions. When avoiding a bad habit, design a way to see the benefits. Use a habit tracker. Keep track of your habit streak and "don't break the chain." Prioritize never to miss a habit twice. Never miss twice. When you forget to do a habit, make sure you get back on track immediately.

Inversion of the Law	Strategy
Make It Invisible	Reduce exposure. Remove the cues of your bad habits from your environment to reduce temptation
Make It Unattractive	Reframe your mind-set. Highlight the benefits of avoiding your bad habits.
Make It Difficult	1. Increase friction. Increase the number of steps between you and your bad habits. 2. Use a commitment device. Restrict your future choices to the ones that benefit you.
Make It Unsatisfying	1. Get an accountability partner. Ask someone to watch your behavior. 2. Create a habit contract. Make the costs of your bad habits public and painful.

- Clinging too much on an identity makes you go blind for your weaknesses
- Avoid identifying too much with single aspects of your identity
- Focus your identity on core traits and values instead of roles. (e.g. instead of "I'm an athlete" say "I'm the type of person who likes physical challenge")

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