



Project
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Atomic Habits

Tiny Changes, Remarkable Results

By James Clear

Atomic Habits: An Easy and Proven Way to Build Good Habits and Break Bad Ones

- ▶ James Clear has been writing at JamesClear.com about habits, decision making, and continuous improvement since 2012.
- ▶ He is the author of the #1 *New York Times* bestseller, [Atomic Habits](#), which was published in 2018 and has sold more than 15 million copies worldwide, including translation into more than 50 languages.
- ▶ Clear's *3-2-1 Newsletter* has a weekly distribution of over 3,000,000 people. Each message includes 3 short ideas from Clear, 2 quotes from others, and 1 question for the reader to ponder.
- ▶ He is a frequent speaker at major companies and events. Offers a free online course "30 Days to Better Habits" which includes many freebies as well as a MasterClass titled "Small Habits that Make a Big Impact on Your Life".
- ▶ Clear maintains an extensive list of book recommendations and a list of what Clear considers great speeches on his website, as well as all the templates and trackers he mentions in his book.

*****Almost every result you get is a lagging measure of your habits.*****

Introduction & The Fundamentals

▶ Clear's Extraordinary Personal Story

- Accident as high school sophomore
- Habits shaped his recovery and life in general

▶ Habits: The Compound Interest of Self-Improvement

- Getting beyond the Plateau of Latent Potential
- Winners and losers have the same goals.
- Goals are at odds with long-term progress
- Forget about goals; focus on systems instead.

▶ How Habits Shape Your Identity

- Are you becoming the type of person you want to become?
- Every action is a vote for the type of person you wish to become.
- Habits matter because they can change your beliefs about yourself.

*****You do not rise to the level of your goals. You fall to the level of your systems.*****

Systems & Rules

▶ Habits are formed and reinforced via a constant 4-step system:

- **Cue** - info 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

▶ The Four Rules to Build Good Habits

- Make It Obvious
- Make It Attractive
- Make It Easy
- Make It Satisfying

▶ The Four Rules to Break Bad Habits

- Make It Invisible
- Make It Unattractive
- Make It Difficult
- Make It Unsatisfying

The First Law - Make It Obvious

▶ Key Points

- Autopilot saves time
- Pointing & calling - trains in Japan
- Change starts with awareness
- Habit Scorecard - an exercise to build awareness

▶ Implementation Intention

- Strategy to pair a new habit with a specific time and place.
- I will BEHAVIOR at TIME in LOCATION.

▶ Habit Stacking

- Strategy to pair a new habit with a current habit.
- After CURRENT HABIT I will NEW HABIT.

****Aim to get 1% better every day and you will be 37x better every year.****

Motivation & Self-Control

▶ Key Points

- Environment more impactful than motivation
- “Choice architecture” at Mass General Hospital cafeteria
- Sight is the strongest cue

▶ **Make the Best Choice the Most Obvious**

- Homes with heat gauge on first floor
- Putting apples in bowls on counter
- Power of context: Bed is for sleeping

▶ **The Secret to Self-Control**

- Change in context can change a habit
- Self-control is a short-term strategy, not a long term one.
- Inversion of the First Law: make it invisible.

The Second Law - Make It Attractive

▶ Key Points

- Making habits irresistible through “supernormal stimulation”.
- Junk food as exaggerated versions of reality.
- Habits are a dopamine-driven feedback loop.

▶ Seductive Pull of Social Norms

- Imitating the Close, the Many, and the Powerful.
- You are similar to your five closest friends.
- Our drive to “fit in”.

▶ Cravings & Bad Habits

- *Allen Carr’s Easy Way to Stop Smoking / ...to Stop Drinking / etc.*
- Inversion of Second Law: Make it Unattractive.
- Enjoying hard habits through *reframing*.

The Third Law - Make It Easy

▶ Key Points

- Most effective form of learning is practice, not planning.
- Focus on taking action, not being in motion.
- The amount of time you have been performing a habit is not as important as the number of times.

▶ The Law of Least Effort

- “Addition by subtraction” - lean production in 1970s in Japan manufacturing.
- Prime the environment for future use.
- Start a new habit using the 2-minute rule; extend to habit shaping.

▶ Making Good Habits Inevitable / Bad Habits Impossible

- Commitment device / Ulysses pact: locks in better behavior in the future.
- A one-time choice that pays off indefinitely.
- Inversion of the 3rd law: make it difficult.

The Fourth Law - Make It Satisfying

▶ Key Points

- Making it satisfying increases the odds that the good behavior will continue.
- Create immediate satisfaction when performing a habit.
- Solve the mismatch between immediate and delayed rewards.

▶ Sticking with Good Habits Every Day

- Habit Tracking - tools and rewards.
- Don't break the chain.
- When habits break, recover quickly and never miss twice.

▶ Knowing Someone Else is Watching

- Using an Accountability Partner.
- A Habit Contract can be used to add social cost to a behavior.
- Inversion of the 4th law: make it unsatisfying.

Staying Motivated

▶ Key Points

- How your personality influences your habits.
- Finding a game where the odds are in your favor.
- The Goldilocks Rule - achieve peak motivation when on the edge of current abilities.

▶ Maintaining Good Habits

- Greatest threat to success is boredom.
- Habits + deliberate practice = mastery.
- The danger of clinging to an identity.

*****The secret to getting results that last is to never stop making improvements.*****

Atomic Habits - Breakout Session

Approach

- ▶ Join a breakout room
- ▶ A facilitator will guide the group
- ▶ Discuss as many or as few topics as you wish
- ▶ Rejoin the full group to wrap up

Atomic Habits

Wrap-up