



THURSDAY LEARNING HOUR

POWER OF HABITS

BY

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Discussion



AGENDA



What are Habits ?



How do Habits Work?



Case Studies



Laws & Theories



How to build Better Habits



Habit Stacking



Habit Tracker



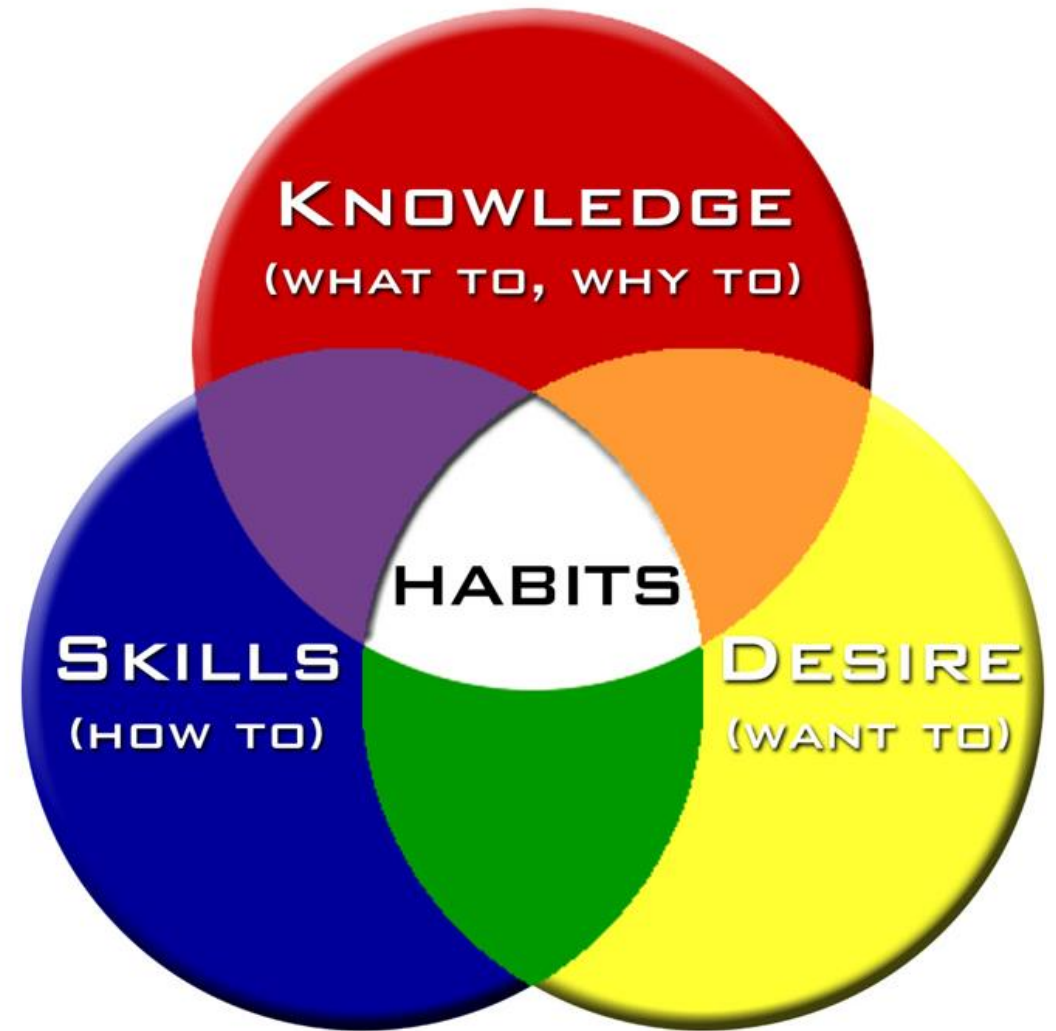
Q&A

What are habits?

- Habits are rituals and behaviors that we perform automatically, allowing us to carry out essential activities such as **brushing our teeth, taking a shower, getting dressed for work, and following the same routes every day without thinking about them.**
- Our unconscious habits free up resources for our brains to carry out other more complex tasks like solving problems or deciding what to make for dinner.

Habits-In a Nutshell


- Knowledge
- Skills
- Desire





Why Habits are Important ?

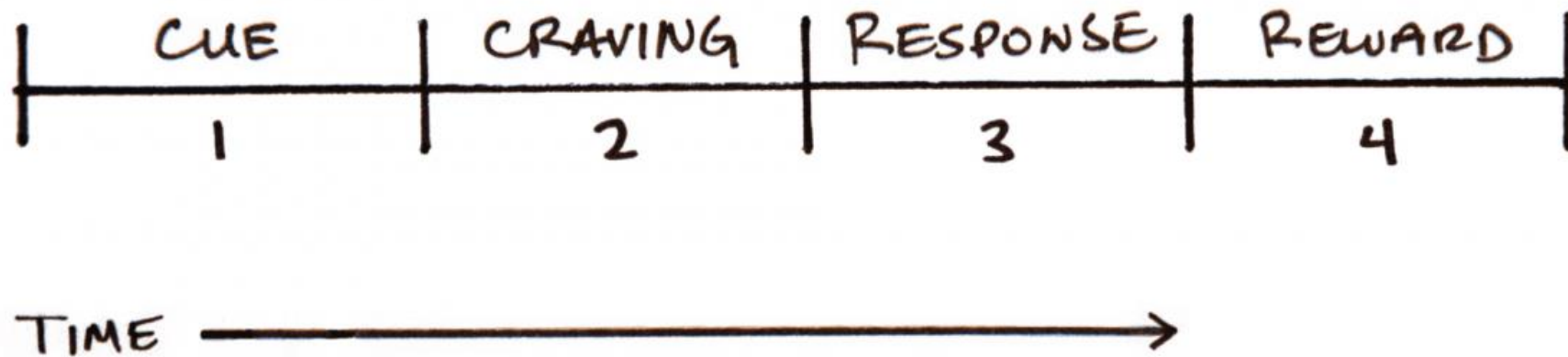
-
- Over 40 percent of what you do is habitual
 - It takes, on average, around 66 days to change a habit
 - You never forget a habit
 - Habits are relicts of your past goals
 - Habits are the ultimate energy saver



Did you know?

How Do Habits Work?

THE FOUR STAGES OF HABIT



Source: Atomic Habits by James Clear

CUE

- First, there is the cue. The cue triggers your brain to initiate a behavior. It is a bit of information that predicts a reward.
- Our prehistoric ancestors were paying attention to cues that signaled the location of primary rewards like food, water, and sex.
- Today, we spend most of our time learning cues that predict secondary rewards like money and fame, power and status, praise and approval, love and friendship, or a sense of personal satisfaction.
- (Of course, these pursuits also indirectly improve our odds of survival and reproduction, which is the deeper motive behind everything we do.)

CRAVING

- Cravings are the second step of the habit loop, and they are the motivational force behind every habit. Without some level of motivation or desire—without craving a change—we have no reason to act.
- What you crave is not the habit itself but the change in state it delivers. You do not crave smoking a cigarette, you crave the feeling of relief it provides.
- You are not motivated by brushing your teeth but rather by the feeling of a clean mouth. You do not want to turn on the television, you want to be entertained. Every craving is linked to a desire to change your internal state.

RESPONSE

- The third step is the response. The response is the actual habit you perform, which can take the form of a thought or an action.
- Whether a response occurs depends on how motivated you are and how much friction is associated with the behavior.
- If a particular action requires more physical or mental effort than you are willing to expend, then you won't do it.
- Your response also depends on your ability. It sounds simple, but a habit can occur only if you are capable of doing it. If you want to dunk a basketball but can't jump high enough to reach the hoop, well, you're out of luck.

REWARD

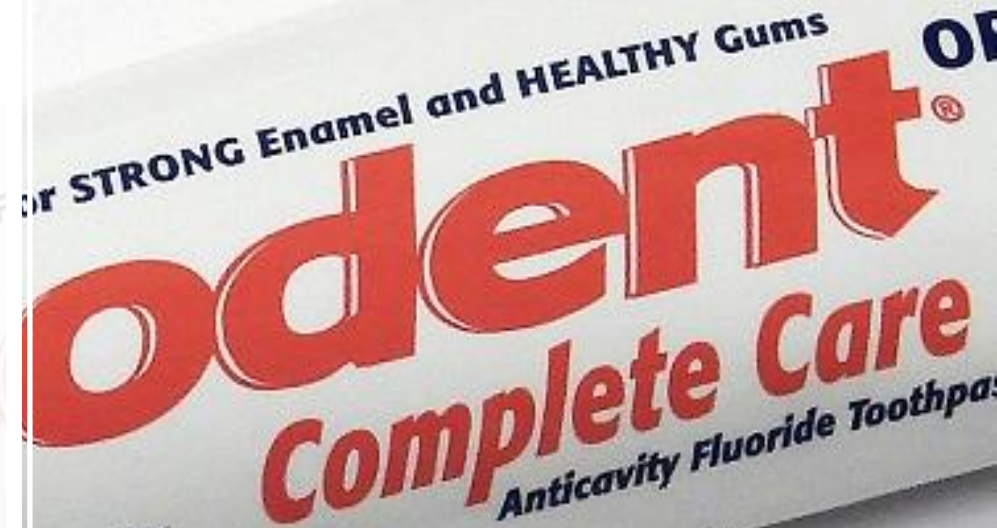
- Finally, the response delivers a reward. Rewards are the end goal of every habit. The cue is about noticing the reward. The craving is about wanting the reward. The response is about obtaining the reward. We chase rewards because they serve two purposes:
- (1) they satisfy us and (2) they teach us.
- The first purpose of rewards is to satisfy your craving. Yes, rewards provide benefits on their own. Food and water deliver the energy you need to survive. Getting a promotion brings more money and respect. Getting in shape improves your health and your dating prospects.
- Second, rewards teach us which actions are worth remembering in the future. Your brain is a reward detector. As you go about your life, your sensory nervous system is continuously monitoring which actions satisfy your desires and deliver pleasure.. Rewards close the feedback loop and complete the habit cycle.

Let's cover a few examples of what this looks like in real life.

Problem phase		Solution phase	
1. Cue	2. Craving	3. Response	4. Reward
Your phone buzzes with a new text message.	You want to learn the contents of the message.	You grab your phone and read the text.	You satisfy your craving to read the message. Grabbing your phone becomes associated with your phone buzzing.
You are answering emails.	You begin to feel stressed and overwhelmed by work. You want to feel in control.	You bite your nails.	You satisfy your craving to reduce stress. Biting your nails becomes associated with answering email.
You wake up.	You want to feel alert.	You drink a cup of coffee.	You satisfy your craving to feel alert. Drinking coffee becomes associated with waking up.
You smell a doughnut shop as you walk down the street near your office.	You begin to crave a doughnut.	You buy a doughnut and eat it.	You satisfy your craving to eat a doughnut. Buying a doughnut becomes associated with walking down the street near your office.
You hit a stumbling block on a project at work.	You feel stuck and want to relieve your frustration.	You pull out your phone and check social media.	You satisfy your craving to feel relieved. Checking social media becomes associated with feeling stalled at work.

CASE STUDY 1- Tingly Toothpaste

- In the early 1900s, American rarely brushed their teeth. It just wasn't ingrained as a daily habit. Combined with processed foods, the lack of dental hygiene led to an epidemic of rotten teeth. Enter Claude Hopkins, a master advertiser who had made Palmolive and Quaker Oats into household names. Taking up the case of new toothpaste Pepsodent, he focused on building a new habit:
- **Cue:** run your tongue over your teeth. You'll feel a film that discolors and decays your teeth.
- **Craving :** Fresh and tingly breath
- **Response :** brush your teeth with Pepsodent
- **Reward:** end up with a beautiful smile
- Pepsodent rocketed in demand. Before Pepsodent, only 7% of Americans owned toothpaste; 10 years after the ad campaign, the number jumped to 65%.
- The secret, it turns out, was the aftertaste of Pepsodent. With mint oil and citric acid, Pepsodent left a cool, tingling feeling after brushing teeth.
- Customers of Pepsodent revealed that **if they forgot to brush their teeth, they missed the tingling sensation. They craved this feeling.**



FOR STRONG Enamel and HEALTHY Gums
Pepsodent[®]
Complete Care
Anticavity Fluoride Toothpaste

CASE STUDY 2:

Febreze and Cues of Bad Smells

- When invented in the 1990s, Febreze was a magical product – it could remove bad smells from fabric, not just cover it up like other products. It seemed like a sure-fire win, an alternative to dry cleaning and laundry. The team designed ads with cues and rewards, focusing on the cue of bad smells. The reward was clothing that no longer smelled like cigarettes, or sofas that no longer smelled like dog.
- But the ads failed. Sales didn't bump at all, and they coasted along at low levels.
- **They discovered that the cue failed – people perpetually around bad smells couldn't actually detect the cue any longer.** If you're a long time smoker, your nose just becomes less sensitive to smoke smells. This meant the habit couldn't fully form.
- So the Febreze team tried a different strategy. **Instead of attacking the smell problem, they repositioned the product as the proper reward to a cleaning routine.**
- Then the smell became a craving. If it didn't smell nice like Febreze, it didn't really seem clean.
- This habit change catapulted the use of Febreze – it wasn't just used when bad smells happened, it was used habitually after every cleaning.



Case Study 3: Cinnabon

In malls, Cinnabon locates its stores away from other restaurants. They want the smell alone wafting through the hallways to act as a cue, then trigger a craving for the cinnamon roll. Once the customer finally sees the Cinnabon store, the routine to buy a cinnamon roll activates and they get their sweet reward.





Case Study 4 :

Patients Break Through a Pain Point

The Power of Habit Examples of Willpower

- The insight came from a research study of orthopedic patients in Scotland. After going through a hip replacement, exercising is important to avoid blood clots and developing scar tissue.
- However, it's extremely painful, so many patients skip the practice. In an experiment, a researcher gave each patient a book with blank pages and instructions: "My goals for this week are _____? Write down exactly what you are going to do. For example, if you are going to go for a walk this week, write down where and when you are going to walk."
- Three months later, the patients who had filled in the books were walking twice as fast as the control group, and getting out of their chairs three times as fast. Within all the plans written on the pages, **the key was filling in specific plans about how to deal with predicted pain points.**
- For example, one patient trying to walk to the bus stop each day wrote down every obstacle and what pills he would take if the pain was too much. The patients who didn't write this down ahead of time never thought specifically about how to deal with the major pain points, and they didn't have the willpower to push through in the moment.

Case Study 5: Developing Willpower in Starbucks Baristas

- For many retail chains like Starbucks, the front-line baristas join the company as their first job. They're often not accustomed to the stress that angry customers and complicated orders bring. They may have come from environments that didn't actively promote self-discipline and willpower. This can lead employees with lower willpower to snap at customers, lowering customer experience.
- The key, as many companies like Starbucks have found, is **to define routines for employees to use in rough patches**. Say a customer is irate that you've messed up his *venti double shot no foam soy extra hot latte with light whip and splenda*. You want to scream at his face, but instead Starbucks has trained you to follow the LATTE method:
 - *Listen to the customer*
 - *Acknowledge the complaint*
 - *Take action by solving the problem*
 - *Thank the customer*
 - *Explain why the problem occurred*
- In training, **managers drill new baristas to picture realistic stressful scenarios and to follow the LATTE method**. When the real stressor comes, the baristas know how to push through it using a classic cue-routine-reward habit loop.

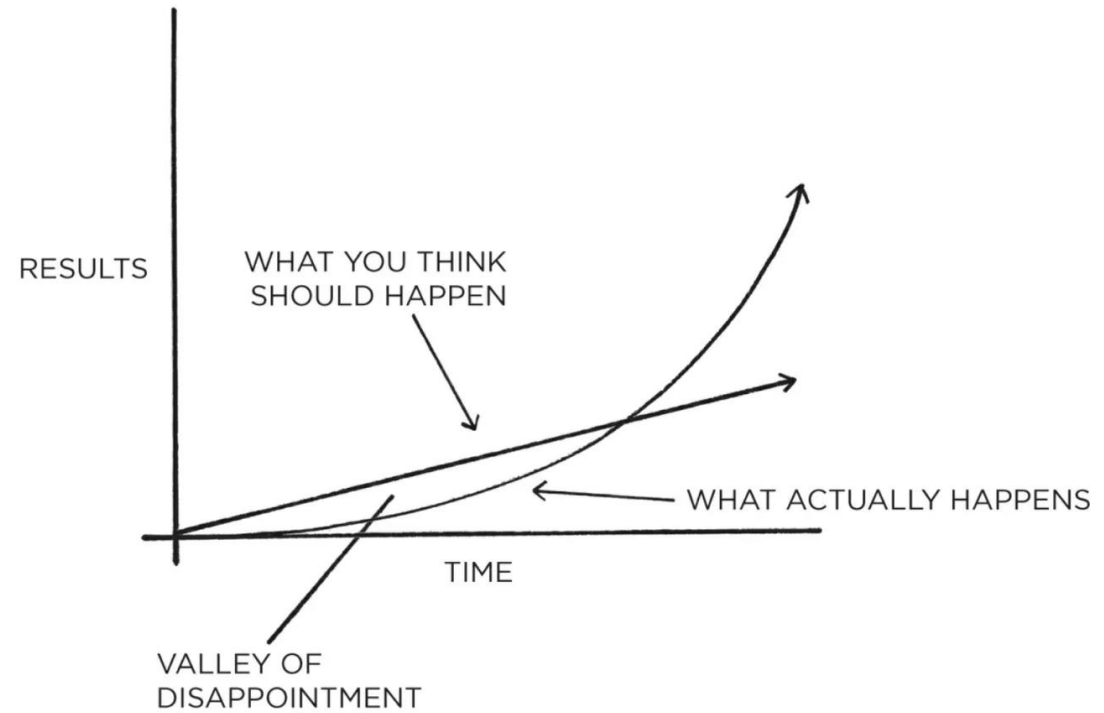
A photograph of a Starbucks Coffee store at night. The large, illuminated green sign above the entrance reads "STARBUCKS COFFEE". The store's interior is visible through the glass doors, showing a menu board and a counter area. The scene is lit with the warm interior lights of the store and the cool green glow of the exterior signage.

STARBUCKS COFFEE

LAWS AND THEORIES

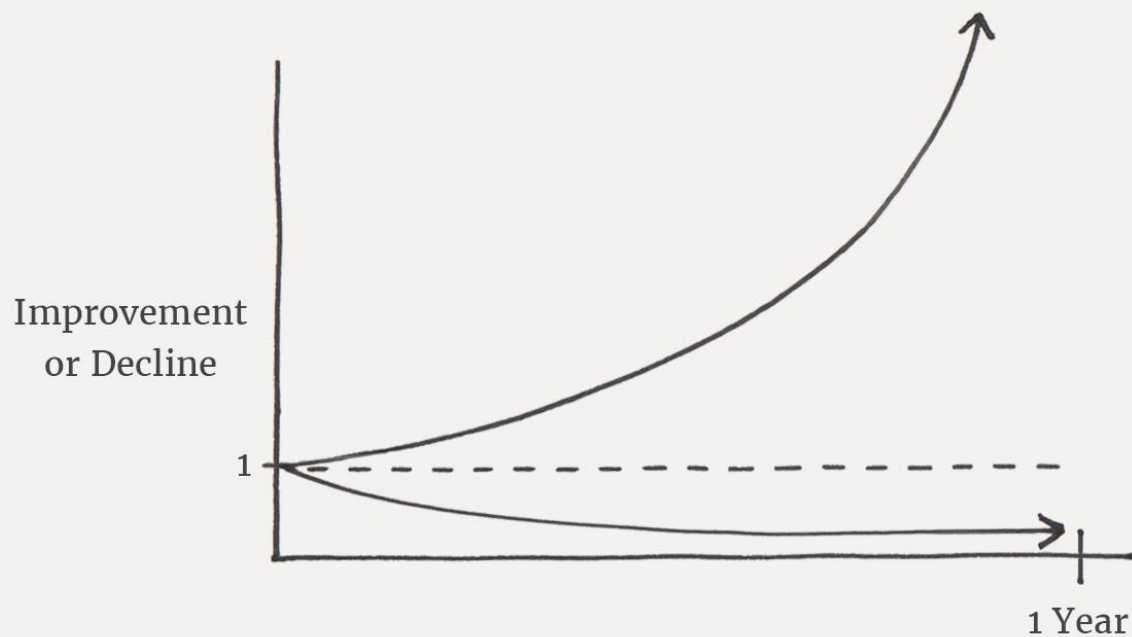
Plateau of
Latent
Potential

THE PLATEAU OF LATENT POTENTIAL



The Power of Tiny Gains

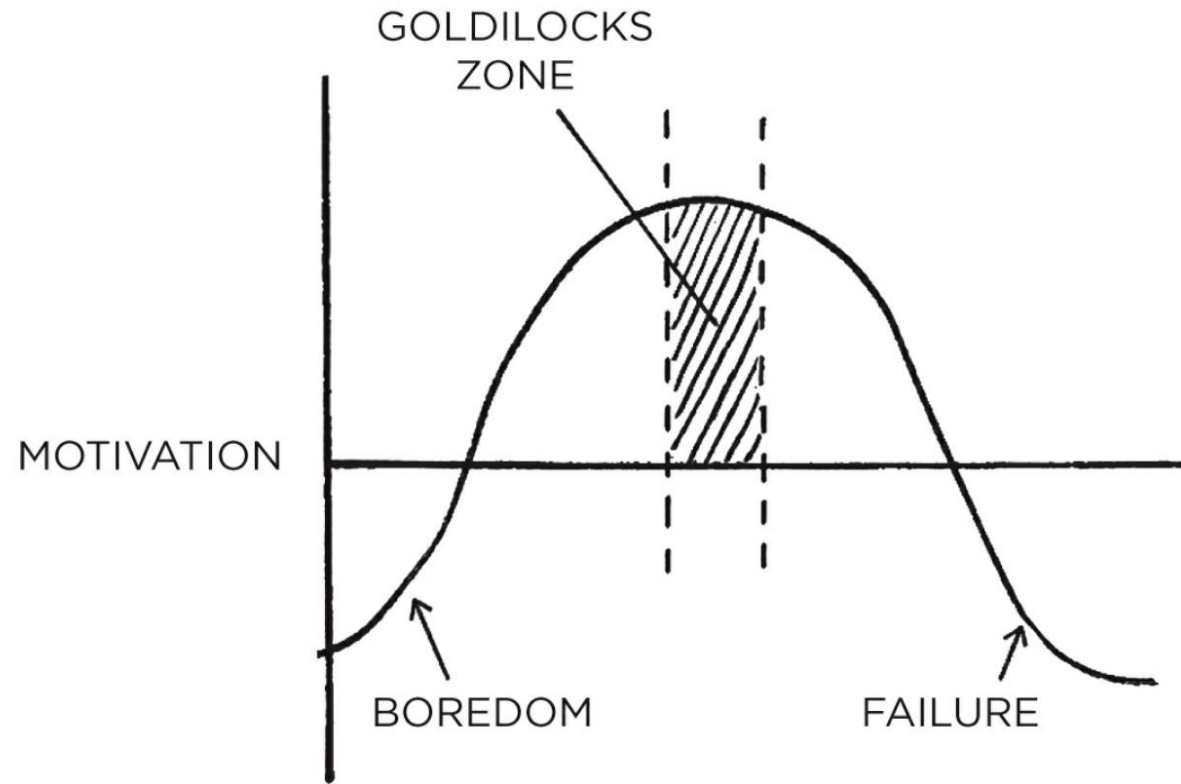
1% better every day $1.01^{365} = 37.78$
1% worse every day $0.99^{365} = 0.03$



JamesClear.com

—
Law of Aggregation of
Marginal Gains

THE GOLDBLOCKS RULE



How to Build Better Habits in 4 Simple Steps

How can I make it obvious?

How can I make it attractive?

How can I make it easy?

How can I make it satisfying?

Habit Stacking

- Also termed 'habit chaining', the process involves grouping together small activities into a routine which you link to a habit already set in your day.
- This makes the routine memorable and anchors your new habits to an existing trigger.
- Or in simpler terms: use the things you already remember to do to remind you to do something else, like reading one chapter of a book when you get into bed.

Try these Habit Stacking Examples



Wake up



Set a daily intention



Use the bathroom



Drink a glass of water



Brew coffee



Prepare/pack snacks
and lunch



Eat lunch



Go for a walk



Driving home



Grocery shop
(if needed)



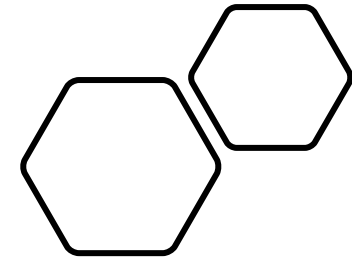
Preparing for bed



Journal/Audiobook/
Daily reflection



Pro Tip: If you want to include a new habit into your regular routine, attach it to something you already do consistently!



Habit Tracker

DAY	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T
HABIT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
<i>morning stretches</i>	X	X	X	X	X	X											
<i>P90x</i>		X	X	X		X											
<i>Drink 7 glasses H2O</i>	X	X	X	X	X	X											
<i>Review timelines</i>			X	X	X												
<i>Meditate / yogo</i>	X	X	X	X	X	X											
<i>call Mom</i>	X	X	X	X	X												
<i>Afternoon walk</i>	X	X	X	X	X	X											
<i>Bedtime by 9:30</i>	X	X	X	X	X	X											

habit TRACKER

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC																																
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31										

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Daily HABIT Tracker

Habit	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30															

HABIT TRACKER

APPS

Best free habit tracker app on Android

Data from famisafe.wondershare.com, collegeinfo geek.com, tomaslau.com



Video

- [21 Tiny Habits to Improve Your Life in 2021 Effortlessly - YouTube](#)



Thank
you!!!
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