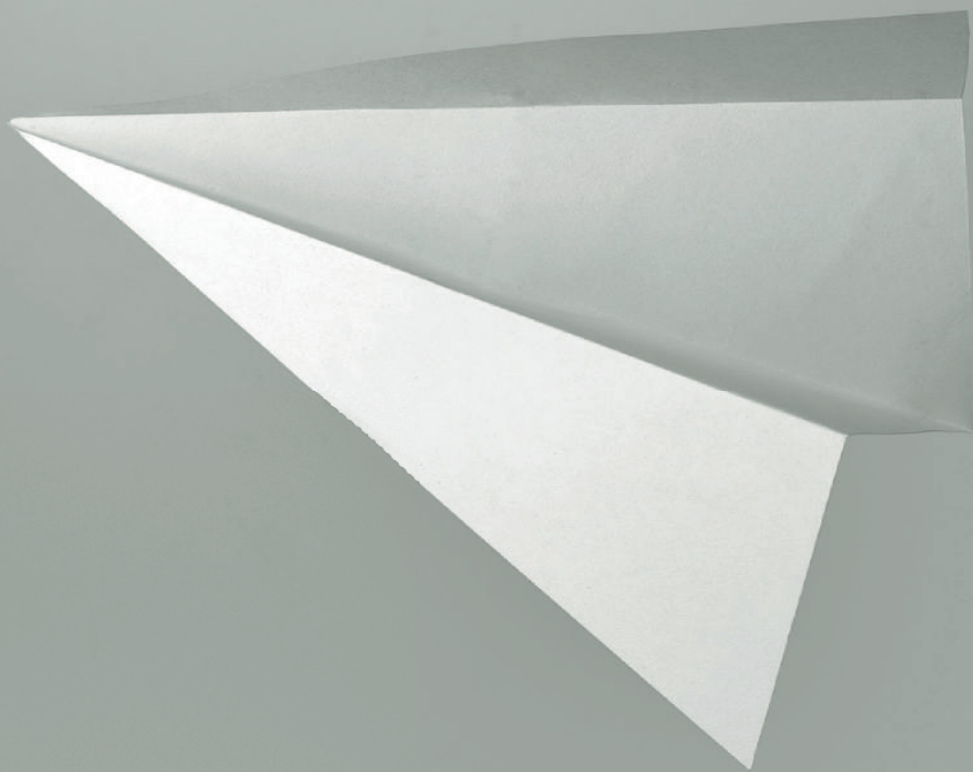


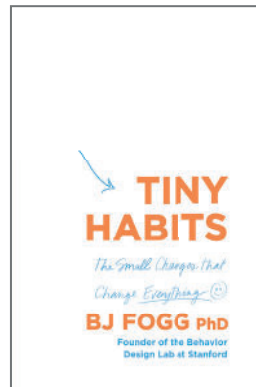


**TINY HABITS: THE SMALL CHANGES
THAT CHANGE EVERYTHING**

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THE BOOK

**Tiny Habits:**

The small changes that change everything

by B. J. Fogg



INTRODUCTION

Forget about the big sweeping gestures when it comes to creating the life you really want.

Social Scientist BJ Fogg teaches that it all starts small; tiny even. This is great news for students or anyone who already has a busy schedule and can't face the overwhelming idea of making massive changes, even though they are unhappy with their current habits. The culmination of decades of research and the coaching of thousands of people, Tiny Habits is the key to improving your life for the long term.

Fogg writes that by making tiny changes on the road to making big ones, you can utilise behaviour science to reset your brain. Throughout the chapters, he explains how starting tiny helps to form habits through feeling good rather than feeling bad. Start with what's easy, then move on to incrementally bigger challenges and you will be far more likely to succeed.

Along with starting small, BJ Fogg also teaches how to utilise the three key factors in human behaviour; prompts, ability and motivation. Told with good humour and charm, Tiny Habits is the ultimate guide to creating good habits and designing your life.



5 BEST QUOTES

"People change best by feeling good, not by feeling bad."

"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."

"So many frustrating family dynamics and workplace dramas erupt because of the misplaced belief that manipulation motivation is the key to changing behavior. But now you know that simplicity is what reliably changes behavior."

"We live in an aspiration-driven culture that is rooted in instant gratification. We find it difficult to enact or even accept incremental progress. Which is exactly what you need to cultivate meaningful long-term change."

"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."



7 BIG IDEAS

1. STARTING SMALL

Trying to do two hundred push-ups on your first try is destined to fail but you can probably manage one or two.

Of course, this doesn't mean only ever doing two push ups, just that once you have really mastered doing two, you can probably do three. And so on and so on.

Achievement begets further achievement just as failure begets further failure. Once you fail at the two hundred push-ups, you are likely to forget about ever getting through that number. However, succeeding at doing just two is still an achievement.

Fogg emphasises that you can not start too small! He tells how he wanted to start flossing regularly but hated doing it. He started by flossing one tooth when he finished brushing his teeth. This was his entire goal and more than one tooth was a bonus. This way, if one tooth was flossed, he had succeeded and felt good.

2. FEELING GOOD

If you feel good about your new tiny habit, you will be more likely to do it again.

Fogg is very clear that people change through feeling good and not through feeling bad. Feeling good through your small accomplishment, especially if it is done consistently, will encourage you to continue on your path to change.

If you felt good flossing one tooth, how good will you feel after flossing two? Certainly better than knowing you hadn't flossed at all. By learning to feel good after the first, tiniest step, you are on the road to making your desired behaviour a habit.

3. THE CORE SELF AND ITS OUTER LAYERS

Of course, the key concept of Tiny Habits is habit formation. That is why your two push-ups need to become routine. Ideally, doing push-ups will become an automatic part of your day.

For this, you need to understand habit formation. With years of experience in behavioural science, Fogg has distilled habit formation into three dependant factors; motivation, ability, and prompt.



7 BIG IDEAS

The combination of these three factors facilitates all aspects of our behaviour and everything that we do. For instance;

- I AM MOTIVATED TO EAT TO STAY ALIVE
- I HAVE THE ABILITY TO EAT BY MOVING TO THE PANTRY RIGHT NOW TO GRAB A SNACK
- I AM PROMPTED TO EAT BY MY GROWLING TUMMY.

When any of these factors fail, the behaviour will likely not happen. With this in mind, it is worth a quick look at each factor:

4. MOTIVATION

Without motivation, it is obvious that you will never do what needs to be done. Motivation is complex and variable. We all know that there are times when motivation is flowing and our productivity feels limitless. However, it is important not to rely on these waves as they inevitably subside. Fogg outlines how you can tailor behaviours to increase motivation and to help maintain the motivation you need.

5. ABILITY

Of course, no matter how motivated you are to read a book, for instance, if you have lost your glasses you may not have the ability. Again, ability is something that you can manipulate to work for you. Maybe while your glasses are missing you could try an audiobook.

Ability is also key in stopping unwanted habits. By making it more difficult to scroll endlessly in bed (by leaving your phone in the kitchen for example) the lack of ability may overpower your motivation to spend hours looking at a device.

6. PROMPTS

Anyone who has ever forgotten and missed an appointment will know why prompts are so vital when it comes to habitual behaviour. You may be extremely motivated to go to a class and have the ability to attend with no problems but if you miss the prompt/reminder to go, you could miss out despite your best intentions.

This is why it is important to understand and harness the three types of prompts: person, context, and action.



7 BIG IDEAS

- PERSON IS GENERALLY BEING CUED INTERNALLY. FEELING HUNGRY OR THIRSTY ARE GREAT EXAMPLES OF THE PERSONAL PROMPT. THIS IS ALSO MEMORY (WHICH IS NOTORIOUSLY UNRELIABLE).

- CONTEXT PROMPTS ARE ALARMS, NOTES, A STRING ON YOUR FINGER WHICH ACTS AS A REMINDER TO DO WHAT NEEDS TO BE DONE.

- PERHAPS MOST EFFECTIVELY FOR HABIT FORMING, IS THE ACTION PROMPT. WITH THIS PROMPT, YOU MENTALLY TIE YOUR INTENDED HABIT OR BEHAVIOUR TO ONE YOU ALREADY RELIABLY CARRY OUT. FOR INSTANCE; AFTER I PUT MY DINNER PLATE IN THE DISHWASHER, I WILL WIPE THE BENCH. OR AFTER I PUT MY SHOES ON, I WILL GO FOR A RUN.

Fogg recommends making action prompts as specific as possible. Not “when I get home from work I will call mum” but “after I hang up my keys, I will get my phone out of my pocket”. This way each tiny step grows into the next and is entirely specific and unforgettable.

7. CELEBRATION

A surprising necessity to the success of your habit formation is celebration. It is incredible how effective it is to solidify a habit by simply celebrating immediately afterwards. Your celebration can be as simple as saying ‘Yay!’.

The important part is to celebrate immediately. Doing so cements that ‘feeling good’ part of the whole exercise and increases your likelihood of continuing your new habit successfully.

**3 ACTION STEPS****STOP JUDGING YOURSELF**

Before you can get anywhere, it is vital to stop judging yourself negatively. Fogg teaches that lack of success usually comes from a problem with the system (how our brains function) and not with you as a person. And again, change comes from feeling good, not feeling bad.

CREATE BEHAVIOURS TO ACHIEVE YOUR ASPIRATIONS

This is where you implement all that you learn about behaviour; motivation, ability, and prompts. Using this knowledge, break down what it will take to achieve your aspirations through tiny habits and behaviours and utilise Fogg's system.

EMBRACE MISTAKES

Keeping in line with the feeling good ethos, remember, there will be mistakes and stumbling blocks. Don't let them stop you! Setbacks happen to everyone. Keep going, reframe or rearrange your behaviours if you need to and use your mistakes as learning opportunities.

**1 KEY TAKEAWAY**

Without a doubt, the key takeaway from BJ Fogg's Tiny Habits is to start small. No matter how big you are ultimately aiming, starting small is the best way to get there.

- IF YOU WANT TO GET USED TO STUDYING FOR AN HOUR A NIGHT, START WITH 15 MINUTES
- IF YOU WANT TO WIN A PART IN THE SCHOOL PLAY BUT HAVE NEVER ACTED, START BY READING A SINGLE LINE OUT LOUD
- IF YOU WANT TO GET BETTER AT MINDFULNESS, WRITE A SINGLE SENTENCE EXPLAINING ONE THING YOU ARE GRATEFUL FOR AT THE END OF THE DAY

By changing and reframing your tiny habits, you can grow them into successes. Tiny habits become big ones and have the power to change your life.

Remember: it may take time but nothing of any value is accomplished overnight.



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Read the full book

Tiny Habits

by BJ Fogg

You do not need more willpower, you need a better design. Fogg shows how the smallest changes, done consistently, change everything.

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