



HABIT CHANGE

Rewiring the Brain for the Modern World

Proven alternatives to deep willpower & high motivation states

GOAL: REWIRE THE BRAIN'S REWARD SYSTEM



Leverage the brain's ancient efficiency seeking, automation behavior.
Recalibrate and rewire the brain's reward hierarchy for modern life.
Automate new behaviors → create new habits.

↑ *Habit reward value* ↓ *Unwanted habit reward value*

WHAT WE KNOW: NEUROSCIENCE + REAL WORLD



It is Neuroscience. Not Correlation. Not Speculation.
Awareness matters. Of a behavior. Of its trigger. Of the Results.

What We've Learned Matters Most



Awareness – of automated behaviors, motivations, and triggers
Small repeatable steps - as tiny as necessary; ↓ Friction
Conscious noting and celebration - ensure the brain does not miss noting the small rewards leading to bigger, more obvious rewards

Decades of Proof for What does not Work



Willpower. It is finite and appears limited for most people.
High Motivation States. Typically fickle, hard to sustain over time.
Big, Fast Results. Risky for most. Many restarts. More time goes by.

Two Methods for Starting Small to Go Far

3 Globally Respected Voices in Habit Change

- Tiny Habits Behavior Design. Codified by **BJ Fogg**, founder of Stanford Behavior Design Lab; popularized by **James Clear**. Research + real-world validation.
- **Dr. Judson Brewer's** methods grounded in neuroscience, psychiatry, and mindful awareness. Research + real-world validation.

Explore links to these expert resource details at
AgeSmartLiving.com/playbooks/habit



HABIT CHANGE INTRO NOTES

Rewiring the Brain for the Modern World

Basic Steps in Fogg and Brewer Methods for Habit Change

BJ Fogg's Tiny Habits Method; Adapted & Popularized by James Clear			
HABIT GOAL	ANCHOR MOMENT (TRIGGER)	TINY BEHAVIOR	CELEBRATION (REWARD)
<i>What ultimate behavior do you want to create?</i>	<i>What can you anchor this behavior to?</i>	<i>What small step is repeatable – doable for you?</i>	<i>How will you reward your brain?</i>
<i>Example</i> <i>Floss Teeth Daily</i>	Brushing teeth	Floss one tooth	Silent “atta-girl”
Dr. Brewer’s Breaking Habits: Neuroscience + Awareness			
BEHAVIOR – HABIT CHANGE GOAL	TRIGGER	RESULT + / -	BBO - BIGGER BETTER OFFER
<i>What habit do you want to change?</i>	<i>What triggers this behavior? Smell? Emotion? Thought? Place?</i>	<i>What do you experience with this behavior?</i>	<i>What is your Bigger Better Offer (BBO)?</i>
<i>Example</i> <i>Eating sugary carbs</i>	Agitation + treats in work lunch-room	Feelings of regret then brain fog and energy crash	Substitute with healthy snack, quick stretch, or mindful attention – note craving pass
<p>Keep updating the brain with regular noting of Behavior/Results /Triggers. Observe and note or celebrate. No self judgement. <i>Your brain will do the rest.</i></p>			

Want to Test-run Tiny Habits by BJ Fogg? [Free online course with human coach here](#)

Want to see what brain changes look like inside the brain? [Watch This clip from CNN](#) with Anderson Cooper and Dr. Brewer. (Brain changes with mindful awareness)

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