

WHY WILLPOWER TYPICALLY FAILS

- Not sustainable for most people (willpower may even be a rare genetic gift)
- Goal too big – sustained willpower needed when fickle high motivation evaporates
- Avoids the real issue of behavior reward value ranking - brain keeps craving

THE BRAIN'S HARD-WIRED HABIT: REWARD VALUE PROGRAMMING

The brain seeks efficiency, automating behavior (habits creation) according to reward value to free up our attention and energy and to act fast for survival.

- Master controller: OFC (Orbitofrontal cortex) sets the Reward Value of behaviors
- OFC responds to inputs of 'this feels good' or 'this feels bad'
- Brain automates and triggers behavior based on OFC's assigned reward value, prioritizing according to the value within the reward value hierarchy.

CHANGING HABITS REQUIRES...

- Awareness of what's really going on inside. What does/does not work for you?
- Disrupting automaticity with small, highly repeatable intentional behavior steps
- Keeping one's OFC informed through awareness and recognition of pos/neg value

BrainSmart Change = ⬆ desired habit reward value + ⬇ unwanted habit reward value

KNOW YOUR TRIGGERS – LEVERAGE USEFUL ONES, NOTE THE NOT SO USEFUL

- An emotion or feeling (Sad, bored, angry, agitated, happy, worried...)
- An environmental cue (smell, site, sound, place, object...)
- Another habit (daily routines like brushing teeth, post-dinner screen time...)

Trigger → Behavior → Reward/Result → HABIT

TWO PRACTICAL METHODS BACKED BY RESEARCH & GROWING BODY OF REAL WORLD RESULTS

Tiny Habits Behavior Design

Developed by BJ Fogg, Founder and Director of Stanford Behavior Design Lab. Author of *Tiny Habits: The Small Changes that Change Everything; Introduction to, and deeper dive opportunities at <https://tinyhabits.com>.*

Breaking Habits with Habit Mapping, Awareness and finding your Bigger Better Offer!

Developed by Dr. Judson Brewer, Psychiatrist & Neuro Scientist. Author of *The Hunger Habit, Unwinding Anxiety and The Craving Mind*. Resources and introductions to how it all works at <https://drjud.com/#home-third>.

METHOD HIGHLIGHTS

BJ Fogg's Tiny Habits Recipe – JC recommends for building new habits

| HABIT GOAL | ANCHOR MOMENT (TRIGGER) | TINY BEHAVIOR | CELEBRATION (REWARD) |
|--|---|---|--|
| <i>What ultimate behavior do you want to create?</i> | <i>What will trigger this behavior?</i> | <i>What small first step will you focus on?</i> | <i>How will you reward your brain?</i> |
| Example <i>Floss Teeth Daily</i> | Brushing teeth | Floss one tooth | Silent "atta-girl, you're one step closer" |

1. Keep as small as necessary to be doable and highly repeatable!
2. Give the brain a micro-dopamine hit (reward) with intentional celebration!
3. Do NOT rely on willpower and high motivation states! Eliminate friction.

Dr. Brewer's Habit Mapping & Awareness – JC recommends for breaking habits

| BEHAVIOR (WHAT SEEK TO CHANGE) | RESULT | TRIGGER | PLANNING |
|--|--|--|---|
| <i>What habit do you want to change?</i> | <i>Be curious. What do you get from this? (Positive or negative)</i> | <i>What triggers this behavior? Emotion? Smell? Thought?</i> | <i>How will you note the awareness you're creating?</i> |
| Ex. Eating more sugary carbs than I want to. | Ex. Regret then brain fog and energy crash | Ex. Agitation, pm screen time, restlessness | Ex. Small Journal and/or app for voice memo or writing |

1. **Result** replaces **Reward** to capture the step of mapping to note both rewards & negative outcomes. The goal is awareness!
2. Keep **updating the OFC** through regular noting of negative & positive behaviors
3. Get curious. **No self judgement.** Just observe and note.

*JC's personal twist: high-five to self to celebrate (reward)
the new behavior of Habit Mapping and noting for
awareness!*