

## 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 =  $\uparrow$  desired habit reward value +  $\downarrow$  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*

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## 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>
<i>Example 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>
<i>Ex. Eating more sugary carbs than I want to.</i>	<i>Ex. Regret then brain fog and energy crash</i>	<i>Ex. Agitation, pm screen time, restlessness</i>	<i>Ex. Small Journal and/or app for voice memo or writing</i>

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!*