



HABIT CHANGE

Rewiring the Brain for the Modern World

Small Steps to Go Far

THE GOAL - REWIRE OUR BRAIN'S REWARD SYSTEM

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



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

The Key's to Rewiring Brain Habits

Awareness – of the behavior, its triggers, its results or rewards

Small repeatable steps - as tiny as necessary; ↓ friction

Conscious noting and celebration - ensure the brain does not miss new small behavior benefits stacking up for bigger, obvious rewards



THE EVIDENCE

Neuroscience & Biological Psychology – brain mechanisms

Behavior Science - methods and models proven to work

Backed by real-world results - results that keep growing



Decades of Proof for What does not Work

Willpower. A finite resource. Appears limited for most people.

High motivation states. Fickle back-up to willpower, hard to sustain.

Big, fast results. Risky for most. Many rebounds & restarts.



Two Methods for Starting Small to Go Far

- Tiny Habits Behavior Design. Codified by **BJ Fogg**, founder of Stanford Behavior Design Lab; Adapted and popularized by **James Clear** in his book *Atomic Habits*.
- **Dr. Judson Brewer's** methods grounded in neuroscience, psychiatry, and mindful awareness.

“No Willpower Required: Hacking the Brain for Habit Change”

A 10 Minute primer from Dr. Judson Brewer at the MIT Brain-Mind Summit



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; Variation Popularized by James Clear			
HABIT GOAL	ANCHOR MOMENT (TRIGGER)	TINY BEHAVIOR	CELEBRATION (REWARD)
<i>What ultimate behavior do you want to create?</i> <i>Example</i> <i>Floss Teeth Daily</i>	<i>What can you anchor this behavior to?</i> Brushing teeth	<i>What small step is repeatable, doable for you?</i> Floss one tooth	<i>How will you reward your brain?</i> 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>Example</i> <i>Eating sugary carbs</i>	<i>What triggers this behavior? Smell? Emotion? Thought? Place?</i> Agitation + treats in work lunch-room	<i>What do you experience with this behavior?</i> Feelings of regret then brain fog and energy crash	<i>What is your Bigger Better Offer (BBO)?</i> Healthy snack &/or pleasure of feeling craving pass – more focus and energy
<p>Update the brain with regular noting of a behavior's triggers, results/rewards</p> <p>Observe. No self judgement.</p> <p>Celebrate the small successes.</p> <p><i>Then go about life. Your brain will do the rest.</i></p>			
Test-run BJ Fogg's Tiny Habits with his Free online course (includes human coach) Download Dr. Jud Brewer's Habit Mapper .			

Explore links to the detail from these experts at
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