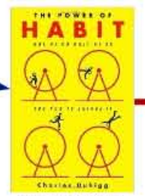
Charles Duhigg, 2012, Doubleday



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Includes

Using the ideas

Have a Plan

that can look like

Identify the routine

Isolate the cue

Experiment with rewards

is all about

Habits

can be described using

Habit Loops

Leads to

Automated Response

can be

Implanted

Designed

Modified

but

old cues

leads back to

old habits

Leading to

Golden Rule of Habit Change

your can't extinguish a bad habit - you can only change it

can

Controlled

by

Recognizing Them

Consist of

are powered by

Cravings

that are the

essential part

in creating

new habits

that may just be

representative

but may

not do anything

like

tingling toothpaste

like

foaming shampoo

Routine

Followed by

Cue

followed by

which strengthens

Reward

Habits of Successful Organizations

have

Keystone Habits

example of which

will power

or

thought of as a

self discipline

muscle

can be

built

by - example

autonomy

Daniel Pink - Drive connection

not a

that can be

skill

depleted

those that cause a

Chain reaction

that over time

transform everything

are

key priorities

that can be turned into

levers

Encourages

Functions

Through

small wins

unleash

enormous power

and

influence

that get

more small wins

Change

by creating

cultures

ingraining

new values

Organizations

do not make

choices

though

deliberate decision making

are

guided

but through

by long term

organizational habits

which are

Vulnerable

at times of

CRISIS

which allows

Habits

to be

Manipulated

by

Dressing new in old

like a

Sandwich

Disproportionate

to

accomplishment

which are

very important

and consist of

100s or unwritten rules

that

reduce uncertainty

by creating

truces

between

warring factions

who

all must contribute

and

know who is in charge

e.g.

Rhode Island Hospital

e.g.

London Underground

Enclosing

new between old or familiar

e.g.

New songs between old hits

Not part of the Book - Associated

5 obvious Truths

Truth #1 - Successful people have successful habits.

Truth #2 - Unsuccessful people have unsuccessful habits.

Truth #3 - Habits are behaviour, and behaviour never lies.

Truth #4 - Your habits determine your past, present and future.

Truth #5 - If you want change in your life, you must change your habits

Useful Quote: Champions don't do extra-ordinary things - they do ordinary things and they do them without thinking.- Tony Dungy

Rosa Parks

Saddleback Church

Habit of Societies

leads to modification of

Neurology of Free Will

sometimes called

Movements

Start

with

Social Habit

Friendship

with

Strong ties

Close acquaintances

chemical change

in the

Brain

leads to

hard wired habits

needs

understand

to

change

sense of identity

new

through

feeling of ownership

Endures

Grow

because of

Weak ties

neighbourhood

Clans

spread by

like

Peer Pressure

pressure to

conforming

to

group expectation

because of

habits of a community

Friends of Friends

give

access

to

social networks

don't

normally belong