

# Can Making Change Be As Easy As ABC?

Help yourself and others  
be more successful in your  
self-care

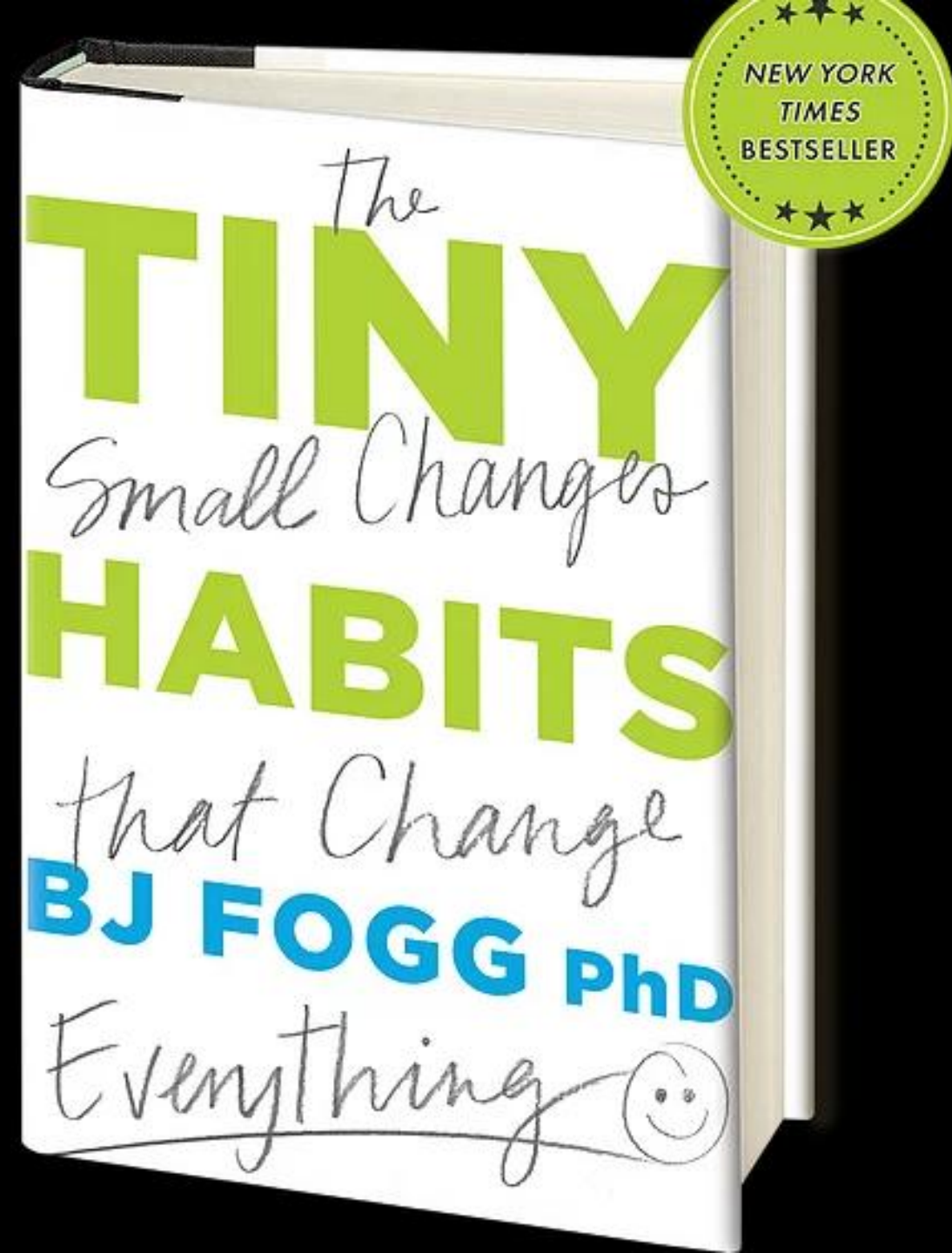
Pathways15 Conference  
Presentation Debbie Hindle



# Dr. BJ Fogg

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<https://www.tinyhabits.com>



# How Often Do We?

- Have lots of great ideas for positive change & new habits
- Set good intentions that start well, then peter out over time
- Make New Years resolutions that don't quite make it past January



# What's the Impact?

- Believing we're no good at change
- Thinking we're just too slack, not organised enough, lazy, unmotivated, lacking the willpower
- But what if it's not willpower we lack but a good technique and skills (backed up by science)



# So What Goes Wrong?

1. We rely too much on our willpower and motivation
2. We aim too high too fast
3. We don't anchor the changes into our day



# Motivation & Willpower

- Are unreliable
- Go up and down like a wave
- Get tired and worn out
- Don't like goals that are too vague or are about what we think we ought to do (but don't really want to do)



# B=MAP

Behaviour

happens when

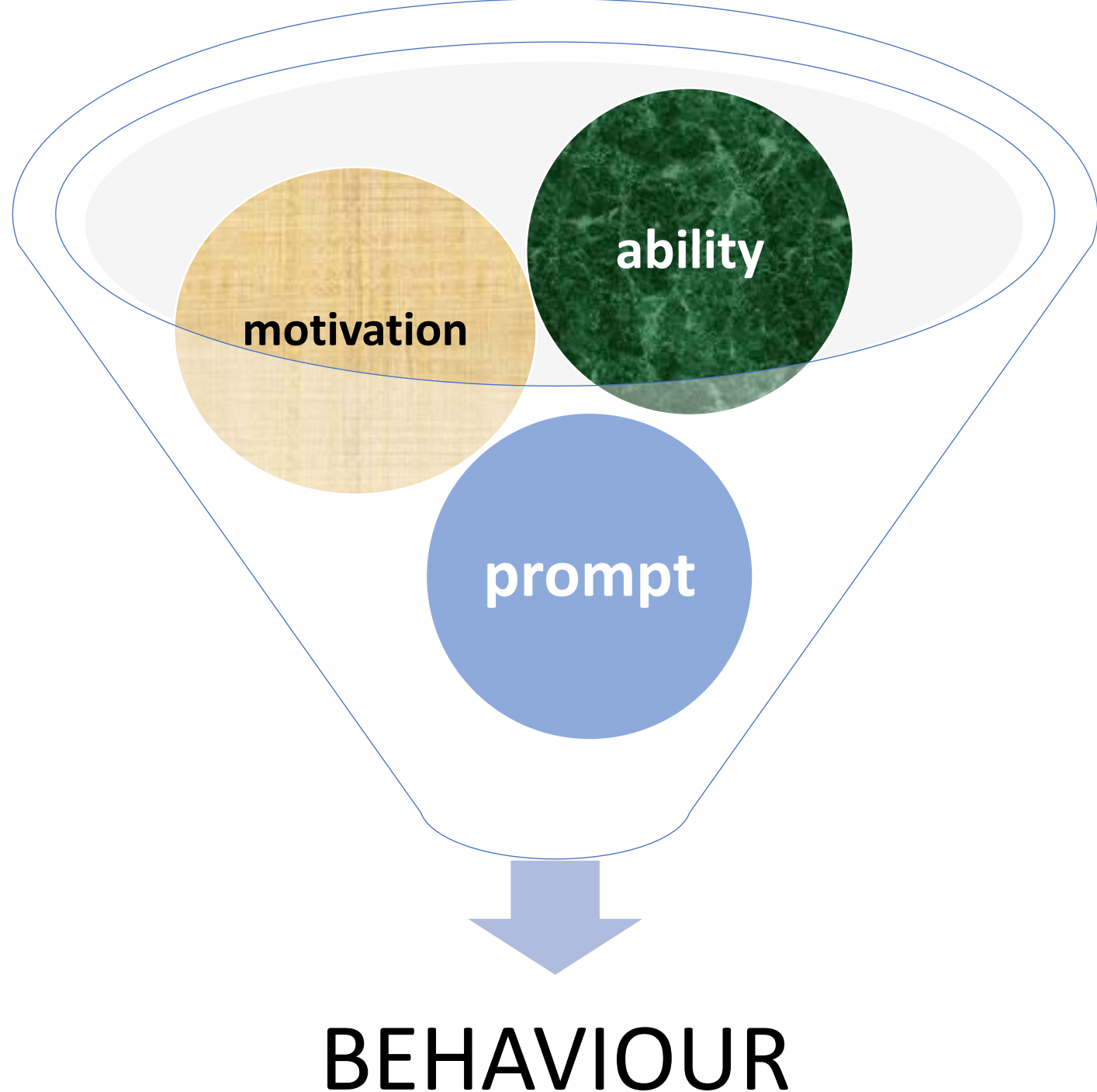
*motivation,*

*ability*

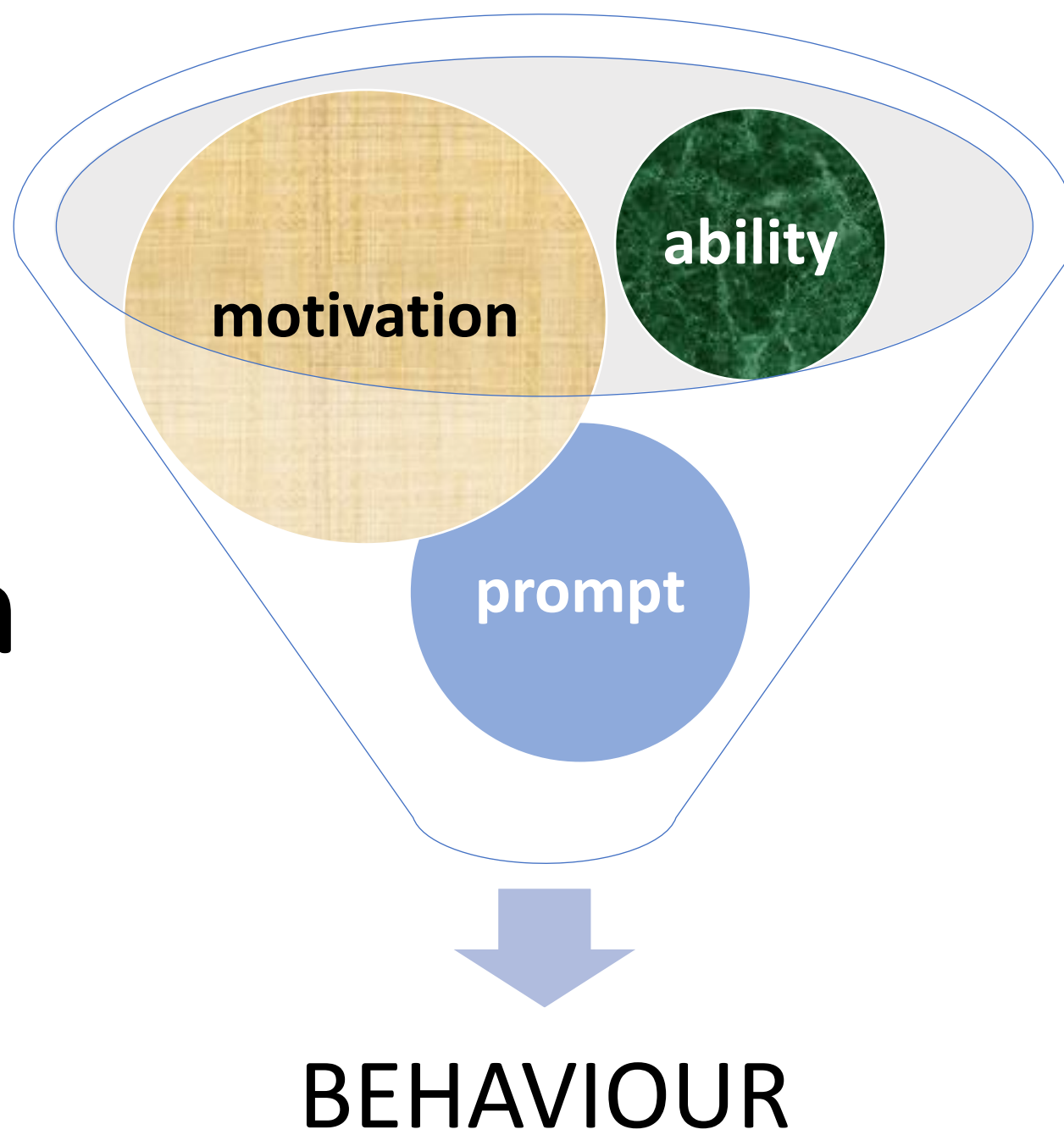
and *prompt*

all converge at the

same time

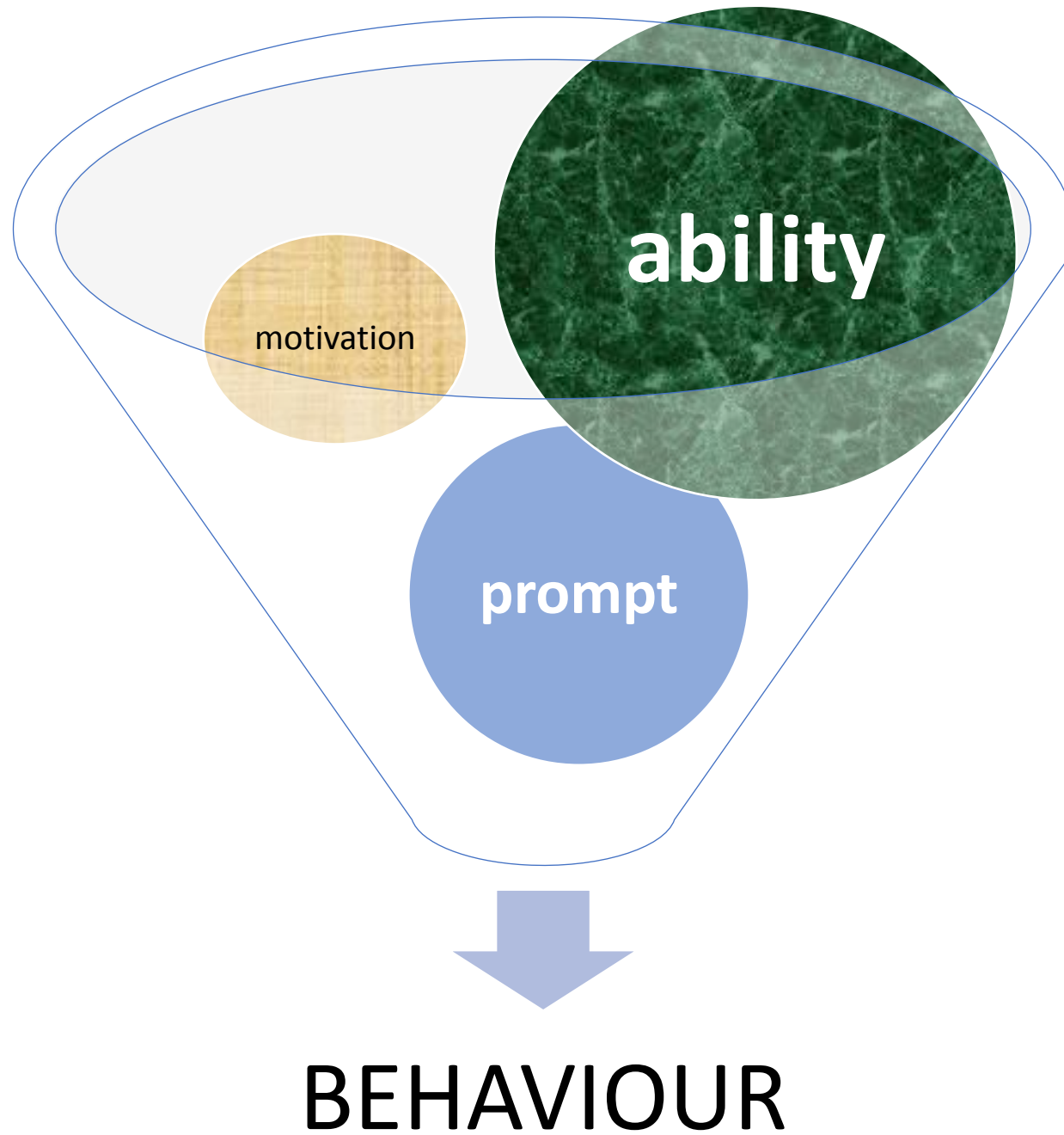


**B=MAP**  
**Motivation**  
**High**





**B=MAP**  
**Easy to**  
**do**



# Emotions Create Change

Not repetition

“We change best by  
feeling good  
not by  
feeling bad.”

BJ Fogg 2019



# We Change Best When

- We help ourselves feel successful
- We turn the behaviour into a super tiny and simple habit



# Is it Tiny Enough?

Consider

- Mental effort
- Physical effort
- Time
- Money



# Prompts

What prompts do you already use?

Find one that fits the new habit you want to anchor

- Part of your daily routine
- An external reminder
- An internal mind trigger



# Some Prompts

- Turning your computer on
- Sitting down at your desk
- Starting your lunch break
- Filling the kettle with water
- Turning the kettle on
- Arriving at work
- Brushing your teeth
- Ordering your morning coffee
- Noticing your feeling worried



# Let's Celebrate

## Emotions Create Habits

We need to create  
micro-celebrations to  
wire a new behaviour into our  
brains



# Micro-celebrations

- Click your fingers
- Give yourself a thumbs up
- Hum a favourite tune
- Tell yourself “Well done you!”
- Wink at yourself in the mirror
- Imagine fireworks display
- Say to yourself “Woo Hoo”
- High 5 in the air
- Huge stretch





# Habits ABC recipe

**A** – After I

**A**ncor to an existing routine in your life that will remind you to take action.

**B** - I will

**B**ehaviour – the new habit you want but you scale it back to be super tiny and super easy.

**C** - Celebrate

**C**elebrate immediately to create positive emotions and wire it into your brain.

# Design to Last

Design your habits for  
your toughest days

When you're at your most  
stressed and feel your least  
motivated



# Recap

We change best when we

- We help ourselves do what we already want to do
- Help ourselves feel successful
- Create super tiny habits



# Take the Challenge

Choose a new wellbeing habit  
you'd like to create

Take the free Tiny Habit  
5-day challenge

<https://www.tinyhabits.com>

