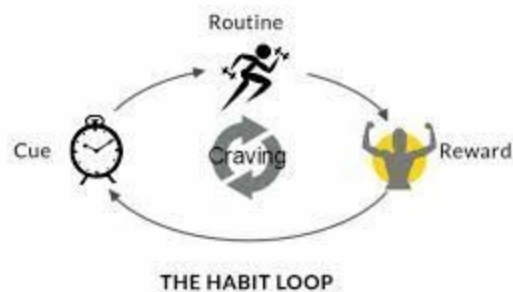


Why we do what we do in life and business

The Power of Habit covers...the power of habits (and routines) to shape EVERYTHING in your life: health, happiness, relationships, career success. We're conscious of some (like reaching for the remote every time we plo p down on the couch) but most are subconscious/automatic (like nervous tics when presenting at a meeting).

If you take away nothing else, remember this:

Habits are triggered by CUES, followed by a ROUTINE, and ending with a REWARD. To change a habit for good, you must get the REWARD so frequently that you begin to CRAVE it when you don't. Like the runner's high after a 45-minute jog.



- Life is built on habits
- Without them, our brains would be paralyzed
- Habits never really disappear...unfolding even if you try to fight them
- To change a habit, focus on changing the routine when the cue appears
- Rewards generate cravings over time...which can be powerful (and dangerous)