The Calm Operator Playbook

The 4 Laws of Behaviour Change - translated for commercial leaders (so you don't have to).

Built from Atomic Habits + applied in a business context through the **Ask More Operating System™**.

For Commercial Leaders and Founders who want calm, repeatable performance.

What you'll build in 20 minutes:

✅ One business habit that actually sticks
✅ A simple system you can repeat weekly
✅ Identity-aligned execution (not motivation theatre)

Why this exists

I've listened to Atomic Habits multiple times. Not because I love self-help… but because it nails something most high performers ignore:

You don't need more intensity. You need a system.

In revenue leadership, the problem isn't knowing what to do. It's doing it consistently - while Teams explodes, calendars fill up, and life continues happening.

So I took James Clear's 4 Laws of Behaviour Change and rebuilt them for a business context.

This is designed to help you save ~10+ hrs/week, and lead with calm repeatable control, without losing performance. That's the **Ask More Operating System™** (OS) in practice:

✅ A clear vision → Aligned with values
✅ Consistent habits → Becomes self-mastery
✅ Healthy Boundaries → Time freedom without guilt

The core model
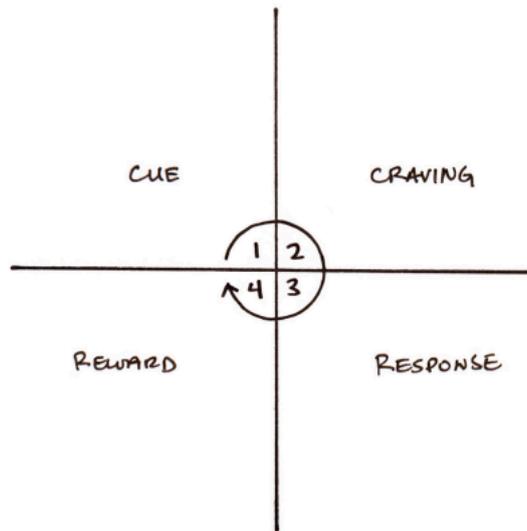
The Habit Loop

Cue → Craving → Response → Reward
Repeat it often enough and your brain goes: "**Yep, this is what we do**."

The 4 Laws of Behaviour Change (Business Translation)

1) Make it Obvious (Cue)
 Your habit should show up at the right moment.

2) Make it Attractive (Craving)
 Your brain needs a reason to want it *before* discipline is required.

3) Make it Easy (Response)
 Reduce friction. Simplify the start.

4) Make it Satisfying (Reward)
 You need an immediate win you can see.

The goal: Not perfection. Not a new personality.
→ Just a repeatable standard you can run weekly.

PICK YOUR "ONE HABIT THAT PAYS"

Choose ONE habit. **_One_**.
Because "I'm changing everything" usually means "I'm changing nothing."

Pick a category (circle one)

- Pipeline consistency (daily outreach / follow-up)
- Deep work (non-negotiable focus blocks)
- Weekly commercial review (forecast / deal flow / priorities)
- Prep + planning (week setup)
- Team cadence (Monday standards / Friday wins)
- Personal performance (training / sleep / shutdown routine)

Fill this in:

My habit: _____

Why this matters commercially: _____

Why this matters personally (calm / home / identity): _____

Current consistency (0–10): _____

If this habit was consistent for 8 weeks, what changes? _____

IDENTITY FIRST (Ask More OS™ Core)

Habits that stick aren't "tasks".
They're votes for an identity.

The kind of leader I'm becoming…

Finish these:

1) I'm becoming the kind of leader who…

2) This habit proves I am someone who…

3) When this is consistent, I feel… (pick 3)
 Calm / Clear / In control / Confident / Present / Reliable / Energised

4) This habit protects my calm by…

Identity Statement (copy + complete)

"I'm the type of leader who _____

 because _____."

(Keep it simple. If it sounds like a poster on a gym wall, rewrite it.)

LAW 1: MAKE IT OBVIOUS (CUE)

If the habit isn't obvious, it's optional.
And optional loses to urgent.

What "Obvious" means in business

Your habit should appear in your world at the exact moment you need it:
➔ Calendar, CRM, desk, Teams, meeting rhythm, environment.

Obvious Design Prompts

Where should this habit live so I can't "forget"?

- Calendar block (named properly)
- CRM pinned view / saved list
- Daily note / desk trigger
- A recurring agenda item in leadership meetings

What will I remove so distractions aren't the cue?

- Notifications
- Open tabs
- Phone on desk
- "quick check" routines

Build your cue (fill in)

My cue will be:
 ☐ Time-based (e.g., 08:30 daily)
 ☐ Event-based (e.g., after standup / after coffee)
 ☐ Location-based (e.g., desk / meeting room)

Cue details: _____

Where will it show up? _____

What will I remove/hide? _____

Micro-standard (recommended) "If it's not scheduled, it's not real."

LAW 2: MAKE IT ATTRACTIVE (CRAVING)

Your brain buys predictions.
➜ So make the prediction good.

What "Attractive" means in business

It must feel like it leads to:
Relief, control, status, confidence, momentum, calm
 - *not* "a chore I should do."

Three ways to make a habit attractive

1) Reframe the payoff

- "This isn't admin. This is Friday calm."
- "This is not pressure. This is control."

2) Attach it to identity

- "The best leaders don't rely on last-minute heroics."

3) Temptation bundle it (Habit Stacking)

Pair the habit with something you like:
➜ Coffee, walk, music, a specific place, a reward after.

Make it attractive (fill in)

The payoff I actually care about is: _____

This habit supports my identity because: _____

I will pair it with (temptation bundle): _____

Quick Reflection (because you're not an idiot):

➜ We're building calm, not chaos.

LAW 3: MAKE IT EASY (RESPONSE)

Consistency is usually a friction problem, not a character flaw.

What "Easy" means in business

Simplify the start. ➜ Reduce steps. ➜ Pre-load decisions.

Reduce friction: the 60-second start

Define the first minute so clearly you could do it half-asleep.

Examples

- Open CRM → filtered "today's follow-ups" list
- Open doc → copy/paste outreach template
- Open calendar → run a 5-question weekly review

Make it easy (fill in)

The 2-minute version that still counts is: _____

The first 60 seconds is: _____

I will pre-load this (template / list / link / workspace): _____

What friction will I remove?

□ unclear next step
□ too many tools
□ too big a task
□ low energy timing
□ too many decisions
□ no template

LAW 4: MAKE IT SATISFYING (REWARD)

You need a win now. Not "in Q4".

What "Satisfying" means in business

A visible signal of progress:
→ scoreboard, streak, win log, checked box, public acknowledgement.

Three simple reward options (pick one)

1) Scoreboard

- "4/5 days done"
- "2 deep work blocks completed"

2) Win Log

- 3 bullets: wins / progress / learning

3) Tiny celebration

- Share wins with team
- Mark it on a wall/board
- "done" ritual (close laptop / short walk / phone check)

Make it satisfying (fill in)

My reward will be: _____

My tracker will be: _____

My weekly review question:

"What did this habit make easier in my life/work this week?"

 Answer: _____

THE CALM OPERATOR PLAN (ONE-PAGE SUMMARY)

Print this. Save it. Use it.

My habit: _____

1) OBVIOUS (CUE)

When/where it happens: _____
Trigger: _____

Distractions removed: _____

2) ATTRACTIVE (CRAVING)

Payoff I care about: _____
Identity link: _____
Temptation bundle: _____

3) EASY (RESPONSE)

2-minute version: _____
First 60 seconds: _____
Template/tool ready: _____

4) SATISFYING (REWARD)

Immediate win signal: _____
Tracking method: _____

Success metric (keep it clean)

I win if I do this: _____ times per week for 8 weeks.

TWO WORKED EXAMPLES (STEAL THESE)

Example A: Daily Pipeline Habit (10–20 mins)

Habit: Daily follow-up + outreach block
Goal: 10 Consistent conversations

Obvious:

- Calendar: "PIPELINE = CALM" (08:30–08:50)
- CRM pinned list: "Follow-ups today"
- Phone in another room

Attractive:

- Payoff: "Friday calm + no forecast / Sunday dread"
- Identity: "I'm a consistent operator, not a reactive firefighter"
- Bundle: coffee + same playlist

Easy:

- 2-minute version: send 2 follow-ups
- First 60 seconds: open contact list + copy template
- Template: 3 follow-up messages saved

Satisfying:

- Track: tally = "conversations started"
- Reward: mark a streak on tracker

Example B: Weekly Commercial Review (45 mins)

Habit: Weekly review & plan
Goal: Clear direction, control, fewer surprises

Obvious:

- Calendar: Friday 15:30 "LOCK NEXT WEEK"
- Same location, same doc, same process

Attractive:

- Payoff: "weekend switch-off"
- Identity: "I lead with control, not chaos"
- Social: share 3 priorities with team

Easy:

- 5-question template (copy/paste)
- First 60 seconds: open template + last week's notes

Satisfying:

- Win log: 3 wins / 1 lesson / 3 priorities
- Immediate reward: inbox closed, laptop shut, done

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14 DAY TRACKER + CTA (DOWNLOAD-READY)

Tick it off. Keep it boring. Boring is reliable.

Day	Habit Done? (Y/N)	Score (1–5)	Note: what helped / blocked?
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			

12			
13			
14			

Quick "Friction Audit" (if you miss 2+ days)

Tick what's true:

☐ cue isn't clear
☐ habit is too big
☐ start isn't defined
☐ no template
☐ wrong time of day
☐ too many distractions
☐ no immediate win
☐ not linked to identity

Fix the system, not your personality.

Want help installing this as your operating system?

If you want to turn this into a repeatable Personal Operating System (not a one - week wonder):

DM me "**CALM**" on LinkedIn