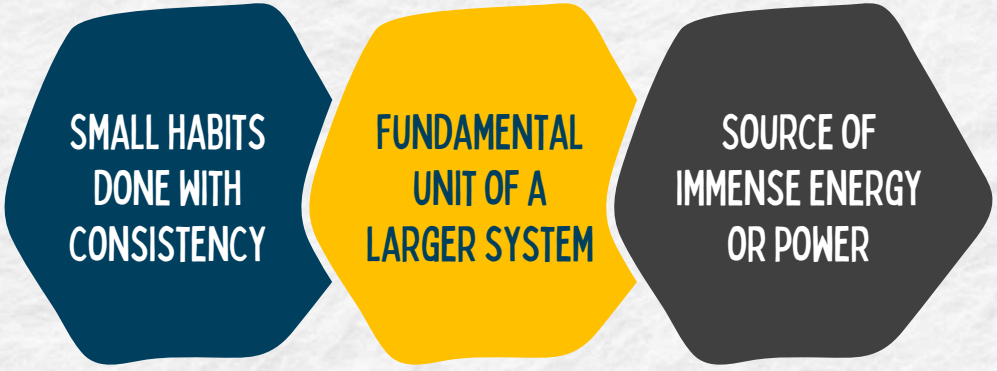


# Creating Atomic Habits



### 4 LAWS OF BEHAVIOR CHANGE

Levers to Establish Good Habits

MAKING GOOD	BREAKING BAD
Make it obvious	Make it invisible
Make it attractive	Make it unattractive
Make it easy	Make it difficult
Make it satisfying	Make it unsatisfying

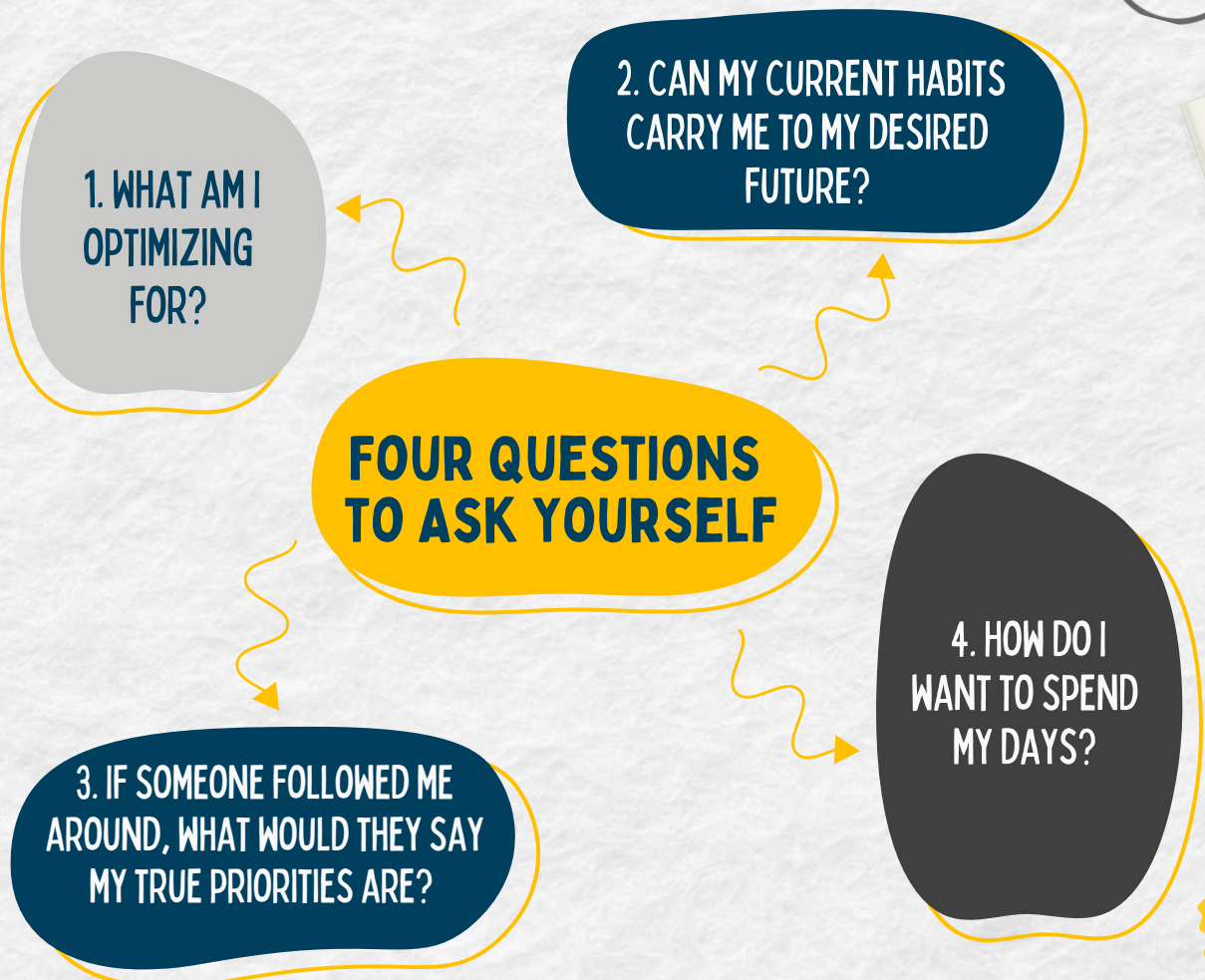
### Three Options for Breaking Bad Habits

- ELIMINATE
- REDUCE
- REPLACE

# VISTAGE

“We do not rise to the level of our goals. We fall to the level of our systems.”

## Optimizing Habits to Outcomes

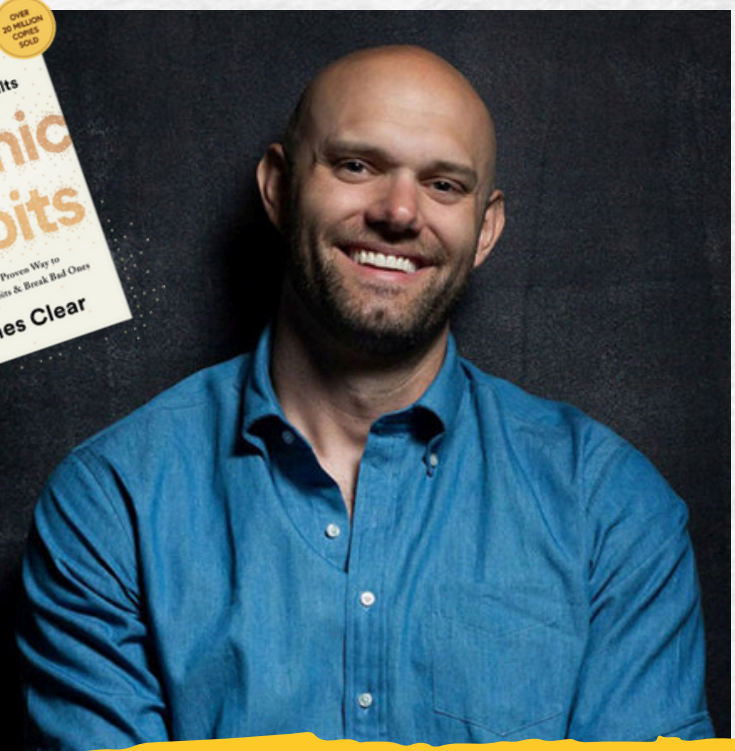
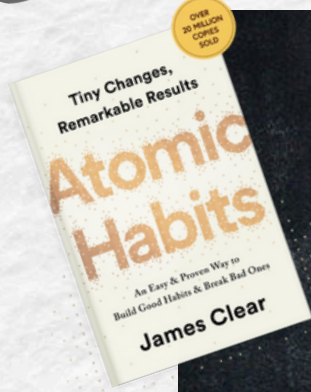


# Identity-Based Habits

“Every action you take is a vote for the type of person you wish to become. Your habits provide evidence of your identity.”

Your habits reinforce the type of person you want to be.

A company's identity is its culture; the shared habits of the team.



Member-exclusive with James Clear available through Nov. 21, 2024.  
Watch here:  
<https://bit.ly/vistage-clear>



# The Endless Nature of Habits

Goals are your desired outcome, the target, the thing you're optimizing for.



Systems are a collection of daily habits that you follow to reach that goal.

• **"Your current habits are perfectly designed to deliver your current results."** •

Habits are not a finish line to be crossed; they are a lifestyle to be lived.

Things that matter have an endless nature to them. Doing a good job today does not gain bonus points for tomorrow.

**"If your research and planning is substituting for actions you should be taking, it is not helpful; it is something comfortable vs. the uncomfortable."**

## Motion vs. Action

Bullets vs. Cannonballs: Master the art of showing up; take action, then refine

Ensure all components are included when testing new initiatives. The full effort is required to understand the results.

Consistency is more important than intensity.

2 - minute rule - identify the small habit that leads to more important habits.



**"Do you have enough courage to fully prioritize the top thing?"**

# Building Organizational Habits

1

Understand that many small things prove your identity or culture and that there is an endless nature to those habits.

2

Focus on what you can control best - your own behavior. Model desired habits.

4

Manage conflicting priorities for your team.

3

Connect initiatives and processes back to the identity you are trying to build.

**"If you want to perform at a high level, you can only have two burners on at a time."**

## STRATEGIES FOR MANAGING TRADE-OFFS

**Identify your season of life:** Different seasons of life require different habits. Take the time to align your habits with your current season.

**Clever overlapping:** Examine opportunities where you can satisfy multiple priorities.

## MODELING & THE IMITATION EFFECT

Three groups influence our habits

The Close: Friends, Family, Co-workers

The Many: Wisdom of Crowds

The Powerful: People in Leading Positions

**One of the most effective things you can do to build better habits is join a culture where your desired behavior is the normal behavior.**

# VISTAGE

# Four-Burner Theory

HEALTH

FRIENDS

FAMILY

WORK