



HARNESSING THE POWER OF ATOMIC HABITS

JAMES CLEAR

- FOUNDER, HABITS ACADEMY
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James Clear is one of the world's leading experts on habit formation. His *New York Times* best-selling book, *Atomic Habits*, has sold over 10 million copies worldwide and has been translated into more than 50 languages, and was the number one best-selling book of 2021 on Amazon and number one audiobook on Audible. He has presented his teachings to audiences at many Fortune 500 companies, including Microsoft, Facebook, and Google, sharing his best habit building practices to maximize your leadership.

Improve Incrementally

James shares the story of the competitive rise of the British Bicycle racing team and how they focused on incremental improvement 1% at a time.

When you consider your physical, emotional, spiritual, and mental habits that influence your leadership, what 1% improvement in each can you make to achieve higher levels of personal performance

- My *physical* 1% improvement choice for this week:

- My *emotional* 1% improvement choice for this week:

- My *spiritual* 1% improvement choice for this week:

- My *mental* 1% improvement choice for this week:



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Trace Your Trajectory

How would you describe the current trajectory of your organization?

Describe the system(s) you have in place that are reinforcing that trajectory?

What system(s) are missing that must be in place to improve the trajectory toward your goals?

Changing Habits

James shares the *4 Stages of Habit Formation*:

1. **Cue**—triggers and initiates a habit
2. **Craving**—makes a habit attractive
3. **Response**—makes the habit easily achievable
4. **Reward**—makes that habit satisfying and is reinforced

- Identify one habit you desire to change. Write it below.

Make It Obvious

How is that current habit you want to change reinforced by your surrounding environment?



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What one simple change can you do that will make your desired habit more *visible*?

Make It Attractive

Write down a commitment device you will put into place to reinforce your new habit.

Make It Easy

Write down your 2-minute behavior you will do each day to reinforce your new habit.

Make It Rewarding

Write down what visible reward system you will use to reinforce this new habit.

Action: Habit change ultimately stems from identity. Write out today the type of person you desire to become by this time next year.