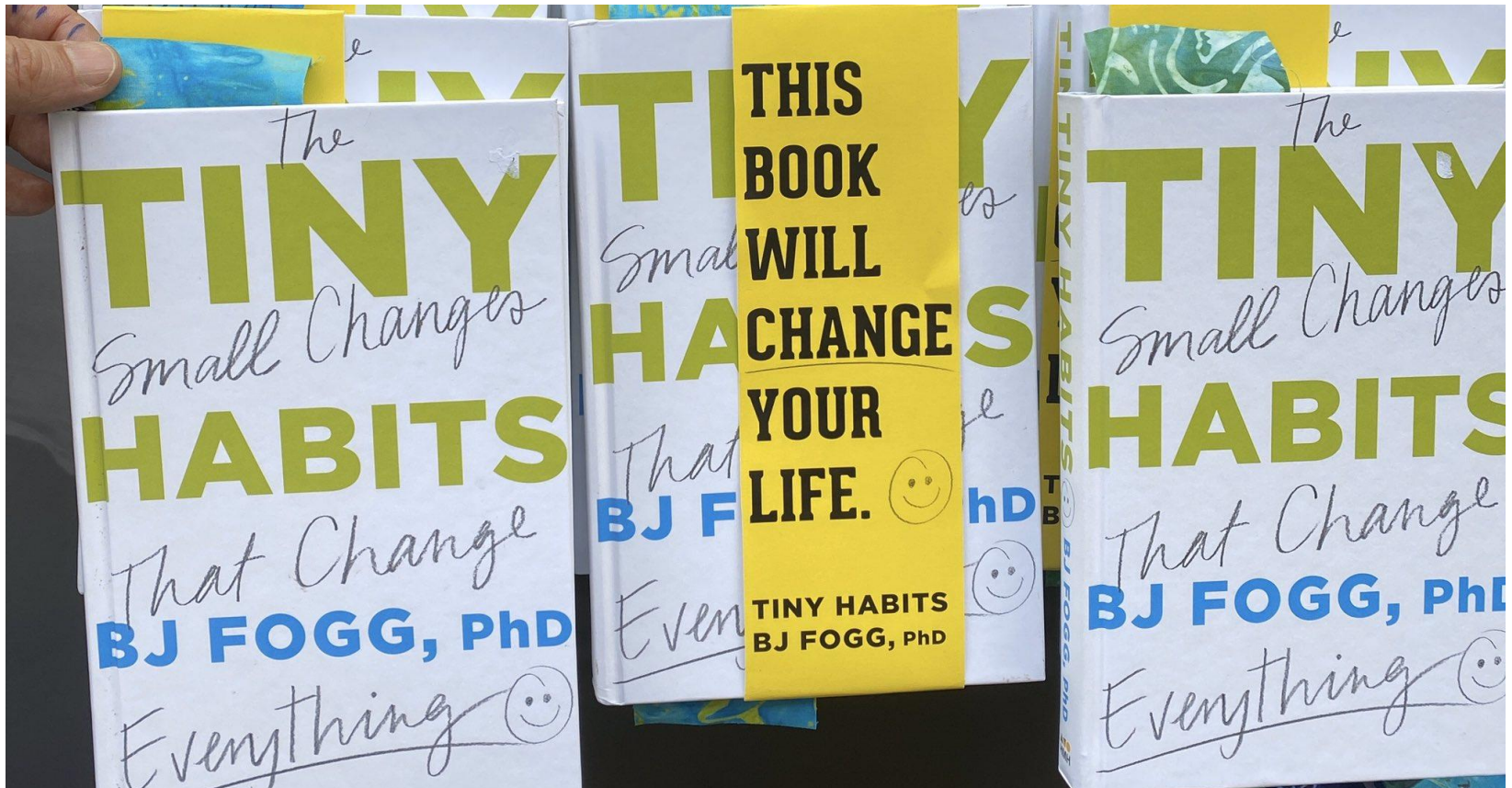


TINY Habits

The Small Changes that Change Everything

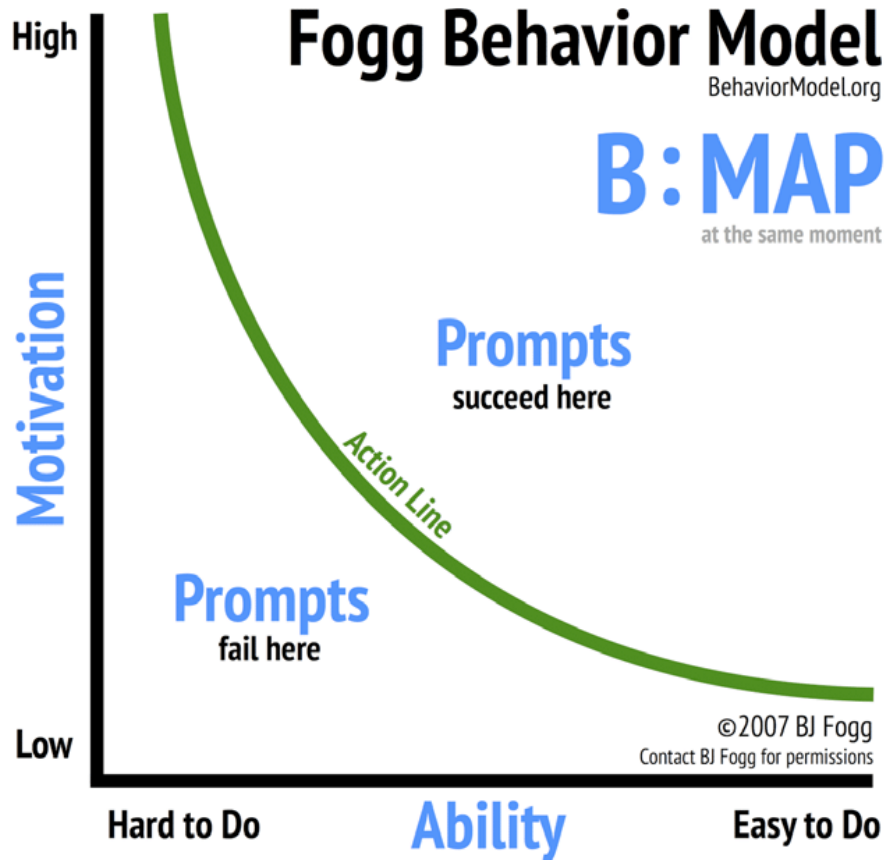


Our Agenda Today



- BJ Fogg interview, Part 2
 - Breaking old habits, Morning Routine, Financial well-being, etc.
- Fogg Behavior Model
 - Behavior = 's Ability + a Prompt + Motivation
- Your questions/comments

Behavior = Ability + a Prompt + Motivation



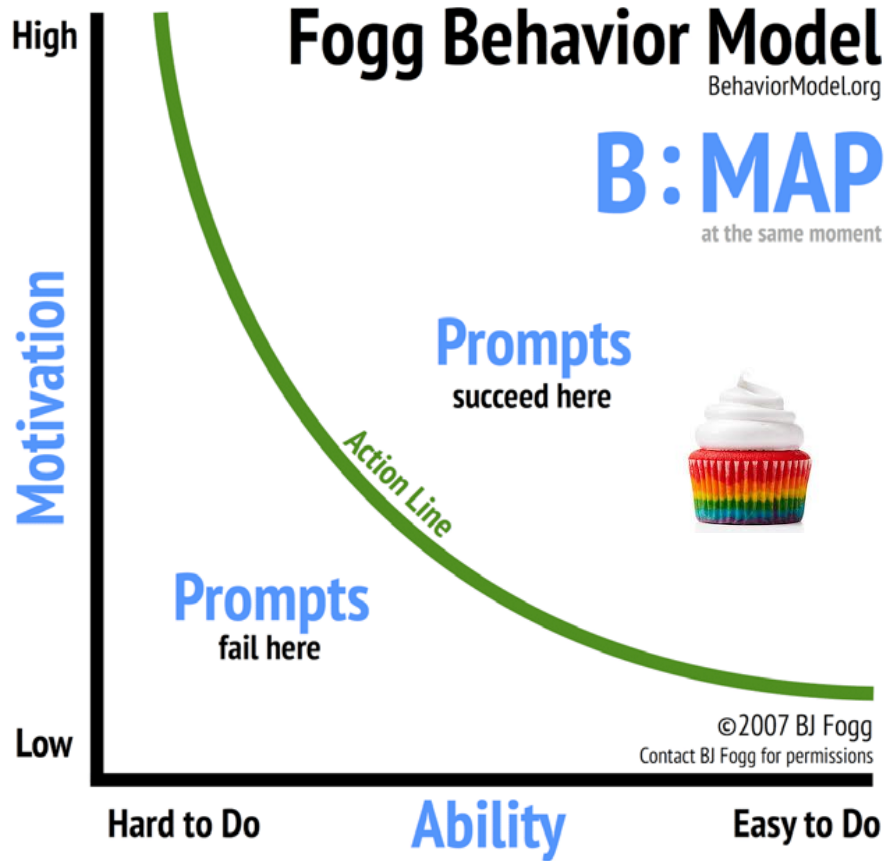
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Motivation



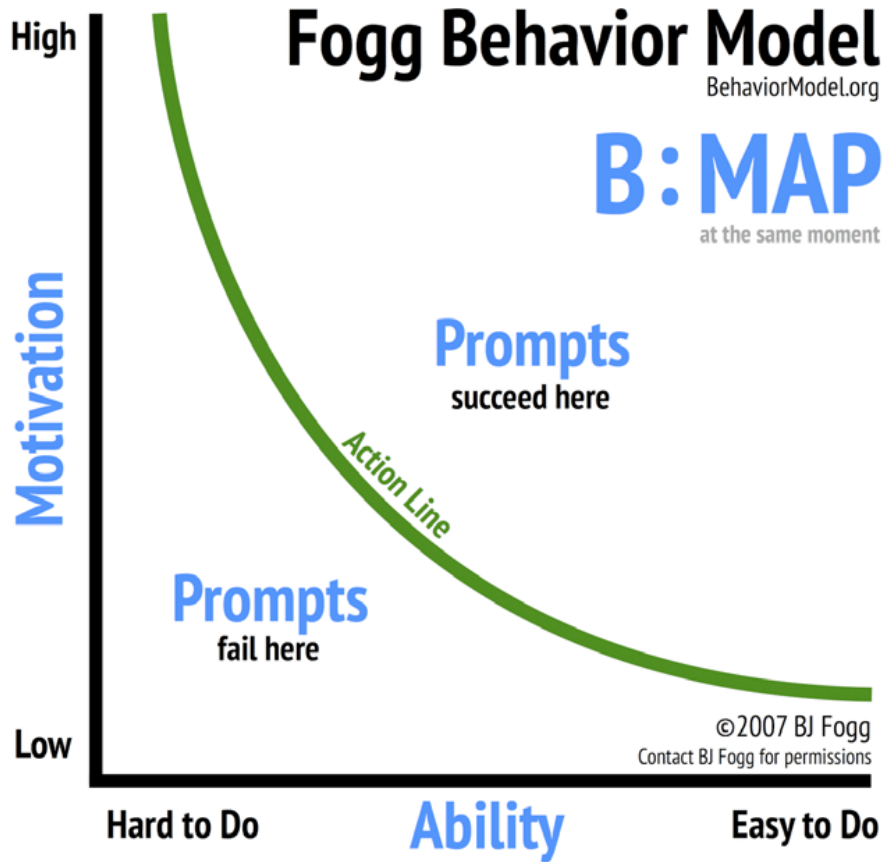
- Motivation is a desire to do a specific behavior (eat spinach tonight) or a general class of behaviors (eat veggies and other healthy foods)
- Motivation is: complex, unreliable, and fickle
- Sources of motivation
 - Yourself (what you already want)
 - A benefit or punishment (a carrot or stick)
 - The context (e.g. all your friends are eating healthy)

Competing Motivations



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Looking at the world through the Behavior Design lens...



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"On the subject of Behavior Design, **no one on earth** could author a more **informative and anticipated** book than BJ Fogg"

★★★★★

— Robert Cialdini, *New York Times* Best Selling Author of *Influence*

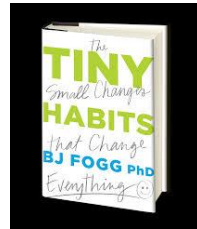
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Also, later this year...

Tiny Habits Book Club

Tuesday
January 28th
4:00 PM ET



Tiny Habits Workshops



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Questions?

