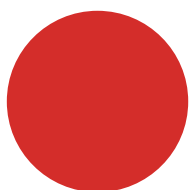




atomic habits

CHEAT SHEET



EXPLORE THE BEHAVIORAL SCIENTIST

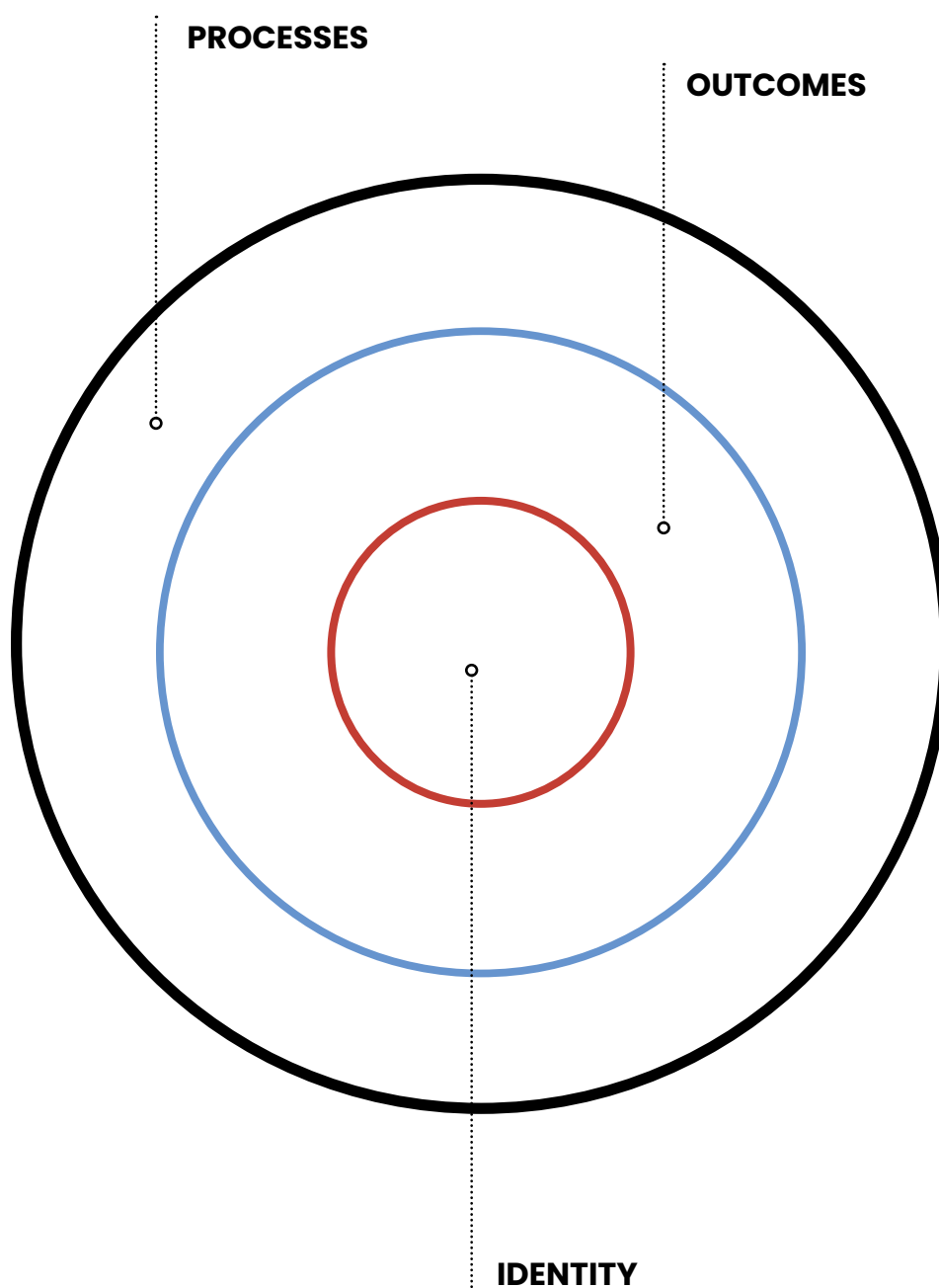
[EXPLORE THE SITE](#)



JASONHREHA
thebehavioralscientist.com



three layers of behavioral change



"Everything you need to know from ***Atomic Habits***,
the classic habit building book by James Clear."



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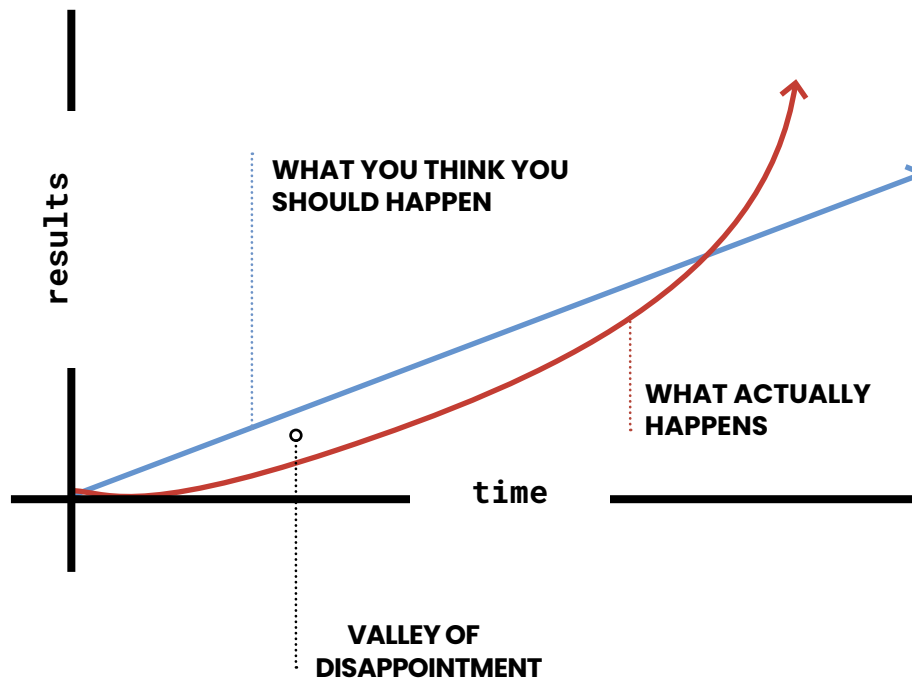
CHAPTER 1

the surprising power of atomic habits

key points:

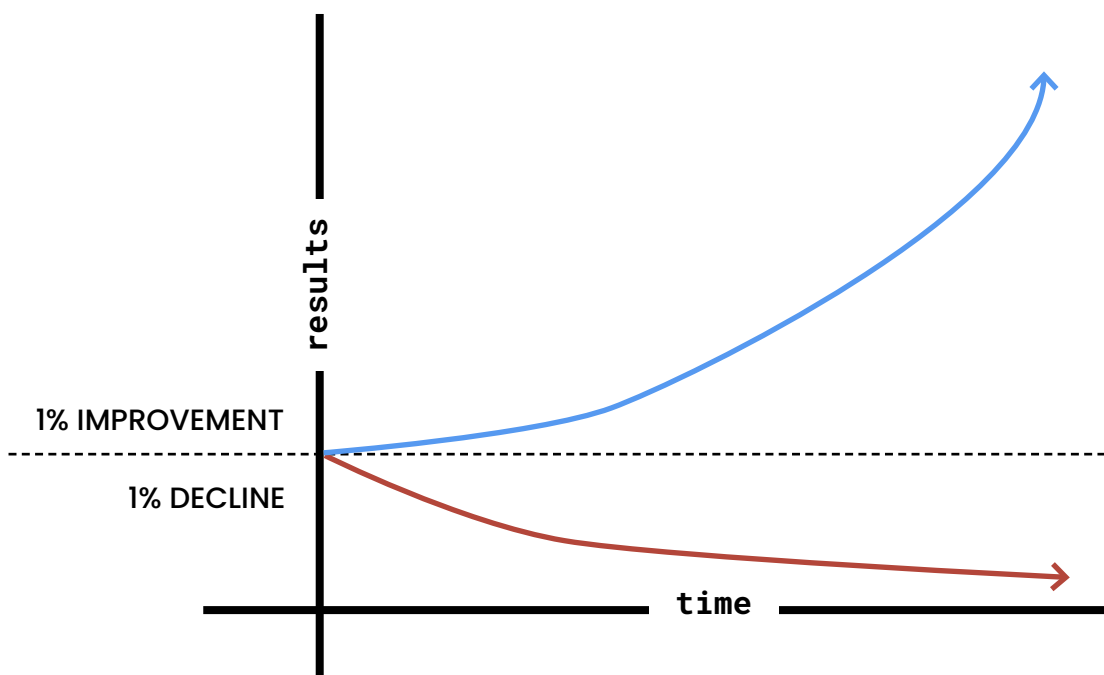
- Success is the result of **daily habits**, not one-time transformations.
- Focus on your **current trajectory** instead of your current results.
- Habits are a **double-edged sword** that can work for you or against you.
- Breakthroughs are often the **culmination** of numerous prior actions.
- Instead of setting goals, focus on **building systems** that lead to the desired results.

the plateau of latent potential



1% better everyday

1% **worse** every day for one year. $0.99^{365} = 00.03$
 1% **better** every day for one year. $1.01^{365} = 37.78$



CHAPTER 2

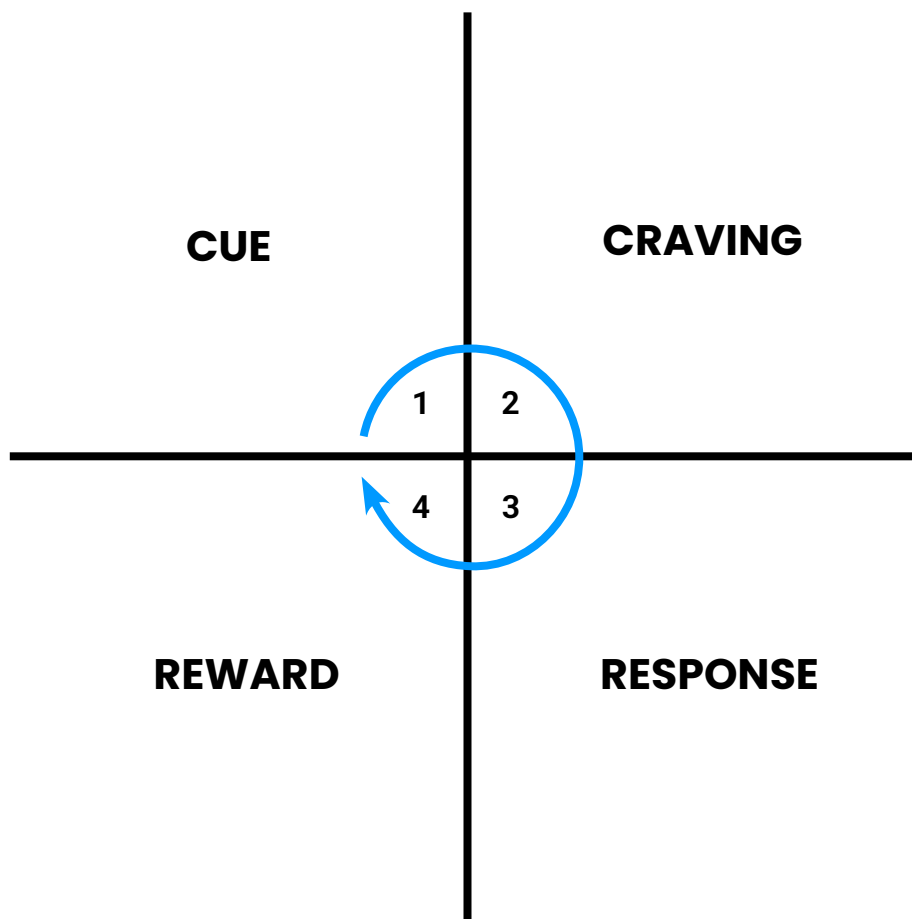
how your habits **shape** your identity

key points:

- Changing habits is difficult because we often try to change the wrong thing or use the wrong approach.
- There are three layers of behavior change: outcome-based, process-based, and identity-based.
- Focus on identity-based habits, which emphasize who you want to become, instead of outcome-based habits that focus on what you want to achieve.
- The key to changing habits is to focus on the person you want to become and prove it to yourself with small wins.
- Habits matter because they can change your beliefs about yourself and help you become the best version of yourself through continuous adaptation and expansion of your identity.

CHAPTER 3

how to **build** better habits in 4 simple steps



the four laws of behavioral change

HOW TO **MAKE A GOOD** HABIT

HOW TO **BREAK A BAD** HABIT

Make it **obvious**

Make it **invisible**

Make it **attractive**

Make it **unattractive**

Make it **easy**

Make it **difficult**

Make it **satisfying**

Make it **unsatisfying**

CHAPTER 4

the **man** who didn't look right

key points:

- To rate a habit, ask if it helps you become the person you want to be and if it aligns with your desired identity.
- Our brain picks up on cues that predict certain outcomes through practice, making habits automatic.
- The process of behavior change starts with awareness, and you need to be aware of your habits before you can change them.
- Pointing-and-Calling is a safety system that increases awareness by verbalizing actions.
- The Habits Scorecard is a simple exercise that helps you become aware of your behavior by listing your daily activities/habits and categorizing them as good, bad, or neutral.

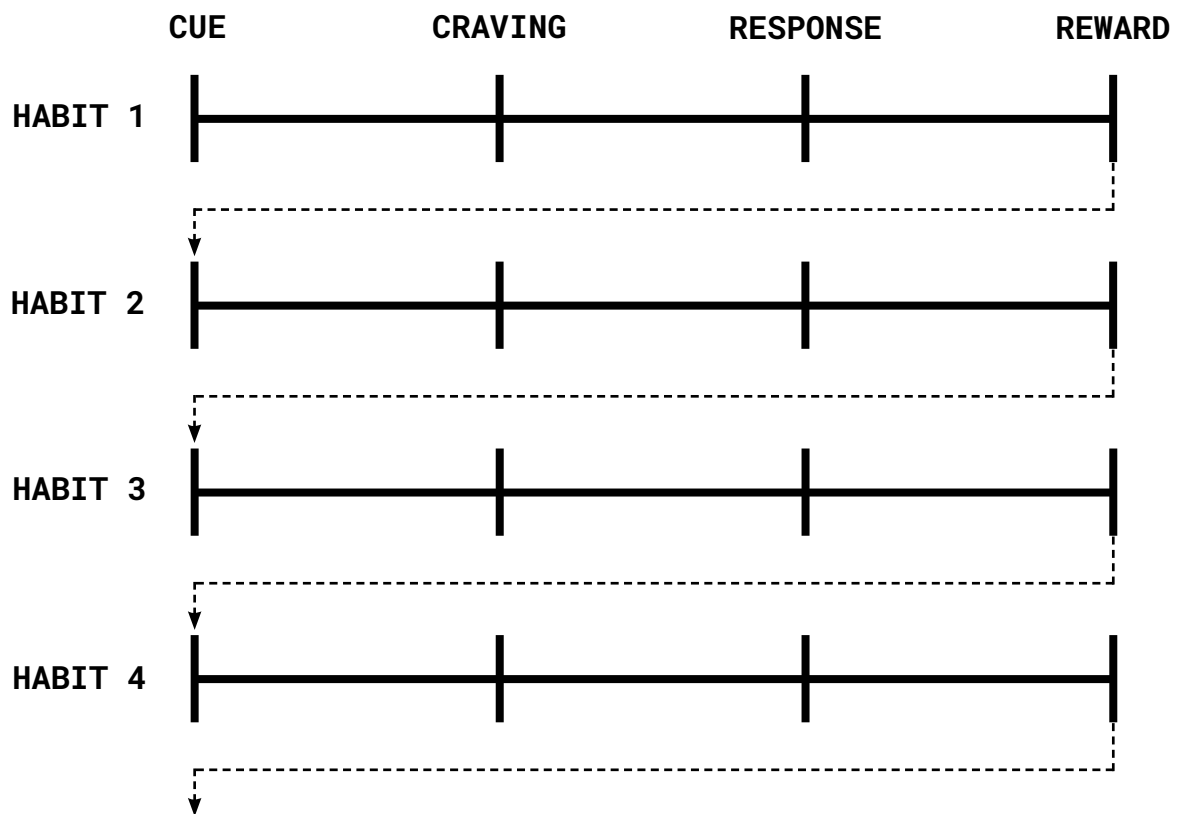
CHAPTER 5

the best way to **start** a new habit

key points:

- The 1st Law of Behavior Change is to make the desired habit obvious and clear.
- The lack of clarity often masquerades as a lack of motivation.
- Habit stacking is a technique that involves identifying a current habit and pairing it with a new habit.
- The implementation intention strategy pairs a new habit with a specific time and location, which increases the chances of following through with the habit.

habit stacking



CHAPTER 6

motivation is overrated; environment often matters more

key points:

- The environment plays a significant role in shaping human behavior.
- Over a period of time, even slight shifts in context can have a profound impact on behavior.
- Every habit is initiated by a cue, and good habits should be made obvious in the environment.
- To make a habit a big part of life, make the cue a big part of the environment.

CHAPTER 7

the **secret** to self-control

key points:

- The inversion of the 1st Law of Behavior Change is to make the bad habit invisible.
- It is easier to avoid temptation by spending less time in tempting situations than it is to resist it.
- Self-control is a short-term strategy, and reducing exposure to cues that cause bad habits is a practical way to eliminate them.

the four laws of behavioral change

HOW TO MAKE A GOOD HABIT

Make it **obvious**:

1. Fill out the Habits Scorecard.
Write down your current habits to become aware of them.
2. Use implementation intentions:
"I will **[BEHAVIOR]** at **[TIME]**
in **[LOCATION]**."
3. Use habit stacking:
"After **[CURRENT HABIT]**,
I will **[NEW HABIT]**."
4. Design your environment. Make
the cues of good habits obvious
and visible.

HOW TO BREAK A BAD HABIT

Make it **invisible**:

Reduce exposure. Remove the
cues of your bad habits from
your environment.

Make it **attractive**

Make it **unattractive**

Make it **easy**

Make it **difficult**

Make it **satisfying**

Make it **unsatisfying**

CHAPTER 8

how to make a **habit** irresistible

key points:

- The 2nd Law of Behavior Change is to make the desired habit attractive.
- Habits are a dopamine-driven feedback loop, and the anticipation of a reward is what motivates action.
- Temptation bundling, which involves pairing an action you want to do with an action you need to do, is one way to make your habits more attractive.

CHAPTER 9

the role of family and friends in shaping your habits

key points:

- The culture we live in plays a significant role in determining which behaviors we find attractive.
- We tend to adopt habits that are praised and approved of by our culture in order to fit in and feel like we belong to the group.
- To build better habits, it's effective to join a culture where the desired behavior is the norm and you have something in common with the group.

CHAPTER 10

how to find and fix the **cause** of your bad habits

key points:

- The inversion of The 2nd Law of Behavior Change is to make it unattractive.
- For every behavior, there is a superficial craving and a deeper underlying motivation.
- Emphasize the advantages of refraining from a bad habit to diminish its appeal.

the four laws of behavioral change

HOW TO **MAKE A GOOD** HABIT

HOW TO **BREAK A BAD** HABIT

Make it **obvious**

Make it **invisible**

Make it **attractive**:

1. Use temptation bundling. Pair an action you want to do with an action you need to do.
2. Join a culture where your desired behavior is the normal behavior.
3. Create a motivation ritual. Do something you enjoy immediately before a difficult habit.

Make it **unattractive**:

Reframe your mind-set. Highlight the benefits of avoiding your bad habit.

Make it **easy**

Make it **difficult**

Make it **satisfying**

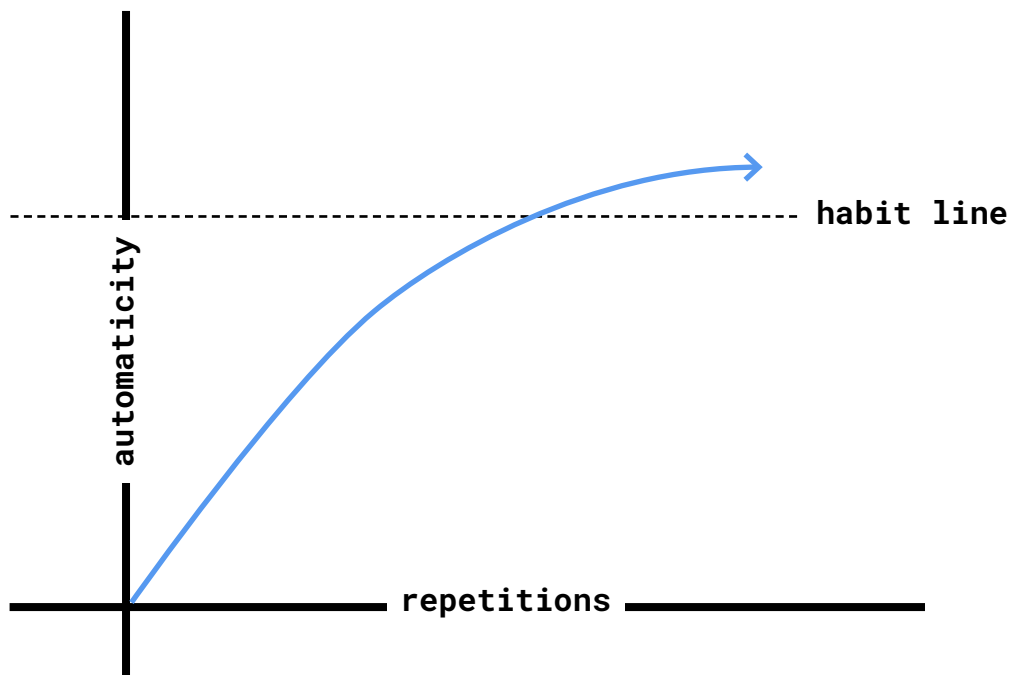
Make it **unsatisfying**

CHAPTER 11

walk slowly, but **never** backward

key points:

- The 3rd Law of Behavior Change is to make it easy.
- Habit formation occurs when a behavior becomes automatic through repetition.
- Practicing the behavior is the most effective way to learn and develop automaticity.



CHAPTER 12

the **law** of least effort

key points:

- Human behavior follows the Law of Least Effort.
- Create an environment where doing the right thing is as easy as possible, and increase friction for bad behaviors.
- Create a setting that simplifies and streamlines future actions.

CHAPTER 13

how to stop procrastinating by using the two-minute rule

key points:

- Decisive moments have an outsized impact on our choices and habits.
- A habit needs to be established before it can be improved, and its effects can linger for several minutes or even hours.
- The Two-Minute Rule suggests that new habits should take less than two minutes to do.
- Standardize before optimizing – it's difficult to improve a habit that doesn't exist.

VERY EASY	EASY	MODERATE	HARD	VERY HARD
Put on your running shoes	Walk ten Minutes	Walk ten thousand steps	Run a 5k	Run a marathon
Write one sentence	Write one paragraph	Write one thousand words	Write a five-thousand word article	Write a book
Open your notes	Study for ten minutes	Study for three hours	Get straight A's	Earn a PhD

CHAPTER 14

how to make good **habits** inevitable and bad habits impossible

key points:

- The inversion of the 3rd Law is to make habits difficult.
- A commitment device is a present choice to lock in better behavior in the future.
- Automating habits is the ultimate way to lock in future behavior.

the four laws of behavioral change

HOW TO **MAKE A GOOD** HABIT

HOW TO **BREAK A BAD** HABIT

Make it **obvious**

Make it **invisible**

Make it **attractive**

Make it **unattractive**

Make it **easy**:

1. Reduce friction. Decrease the number of steps between you and your good habits.
2. Prime the environment. Prepare your environment to make future actions easier.
3. Master the decisive moment. Optimize the small choices that deliver outsized impact.
4. Use the Two-Minute Rule. Downscale your habits until they can be done in two minutes or less.
5. Automate your habits. Invest in technology and one-time purchases that lock in future behavior.

Make it **difficult**:

1. Increase friction. Increase the number of steps between you and your bad habits.
2. Use a commitment device. Restrict your future choices to the ones that benefit you.

Make it **satisfying**

Make it **unsatisfying**

CHAPTER 15

the **cardinal** rule of behavior change

key points:

- The 4th Law of Behavior Change is to make it satisfying.
- The human brain prefers immediate rewards over delayed rewards.
- Feeling immediately successful, even in a small way, is important for a habit to stick.

CHAPTER 16

how to stick with good **habits** every day

key points:

- Goodhart's Law warns that when a measure becomes a target, it is no longer a good measure.
- Habit trackers provide visual evidence of progress, which can make habits more satisfying.
- To maintain a habit streak, don't break the chain and try not to miss more than one day in a row.

CHAPTER 17

how an **accountability** partner changes everything

key points:

- The 4th Law of Behavior Change can be inverted to make a bad habit unsatisfying.
- Punishment can help break a bad habit by making it painful or unsatisfying.
- Accountability partners and habit contracts can add a social cost to inaction and create an immediate cost of violating a promise, making it more difficult to engage in a bad habit.

the four laws of behavioral change

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Make it **easy**

Make it **difficult**

Make it **satisfying**:

1. Use reinforcement. Give yourself an immediate reward when you complete your habit.
2. Make “doing nothing” enjoyable. When avoiding a bad habit, design a way to see the benefits.
3. Use a habit tracker. Keep track of your habit streak and “don’t break the chain.”
4. Never miss twice. When you forget to do a habit, make sure you get back on track immediately.

Make it **unsatisfying**:

1. Get an accountability partner. Ask someone to watch your behavior.
2. Create a habit contract. Make the costs of your bad habits public and painful.

CHAPTER 18

the truth about talent

(when genes matter and when they don't)

key points:

- Choose the right habit to maximize your chances of success.
- Align your habits with your natural abilities and strengths.
- Genes provide an advantage in favorable circumstances and a disadvantage in unfavorable ones, but hard work is still necessary.

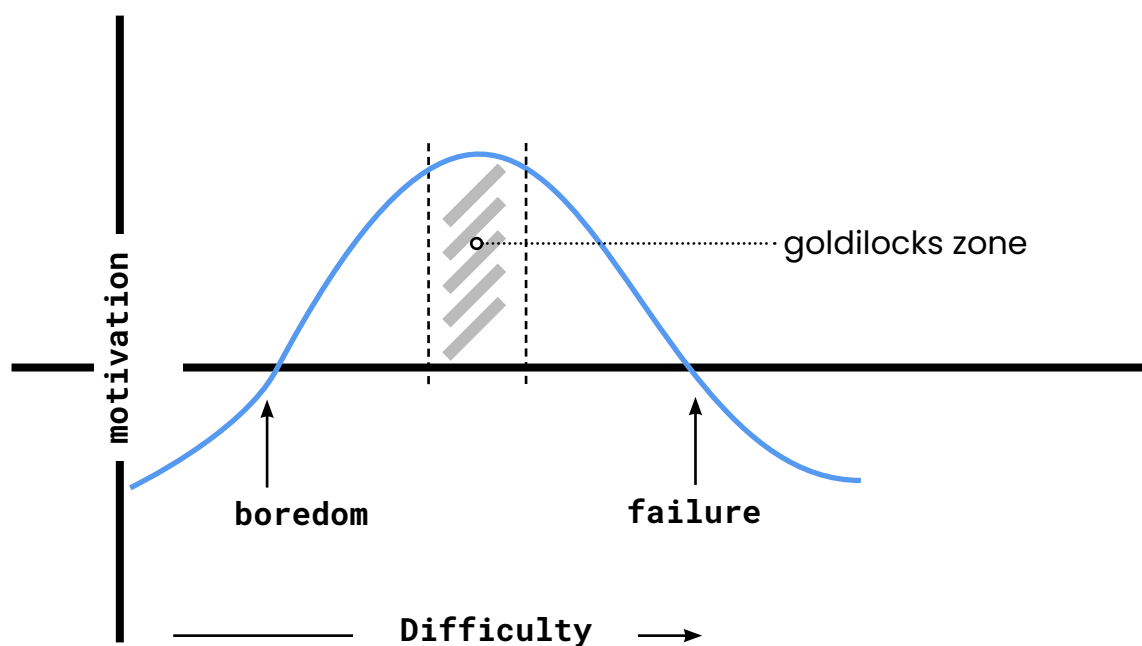
CHAPTER 19

the **goldilocks** rule

how to stay motivated in life and work

key points:

- The Goldilocks Rule states that people are most motivated when working on tasks that are at the edge of their current abilities.
- Boredom is a major threat to success, especially as habits become routine and less satisfying.
- Consistency is key, and professionals stick to a schedule while amateurs let life get in the way. It is important to keep going even when the work is not exciting.



CHAPTER 20

the downside of **creating** good habits

key points:

- Habits can make us overlook small errors, leading to a decline in performance, but combining habits with deliberate practice can lead to mastery.
- Reflection and review are important in maintaining awareness of one's performance over time. Clinging too tightly to an identity can hinder personal growth.

Explore behavioral science, practical guides,
and resources for understanding yourself.

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about me



Jason Hreha
The Behavioral Scientist

I graduated from Stanford University with a degree in Human Biology with a specialty in neuroscience. Since then, I've spent over a decade applying behavioral science research and methodologies to hard problems in the technology world.

some highlights:

- Co-founder of the Walmart [Behavioral Science Team](#)
- Global Head of Behavioral Sciences at Walmart
- Lead researcher in the [Stanford Persuasive Technology Lab](#)
- Helped create the field of Behavior Design with BJ Fogg (see [Behavior Wizard](#))
- Co-founder of mobile search startup, [Kite.io](#) (acquired by Quixey)
- Founder of Dopamine, the first tech focused applied behavioral science firm
- Co-founder of [Persona](#), the Startup Assistant company
- Creator of Behavioral Strategy (read [this](#), [this](#), and [this](#))

trusted by people at:

