



# Atomic Habits Campaign

WEEK ONE

## Intro to Atomic Habits Make It Obvious

Welcome to week one of the Atomic Habits Campaign!

Included in this packet are all the resources you need for your first week.



Atomic Habits Campaign

# Introduction to Atomic Habits & Make It Obvious

In this video, we cover the basics behind Atomic Habits and outlines the first law - **Make It Obvious** - while providing tips you can incorporate throughout the first week of this campaign and beyond.

**Watch Now**





GBS HEALTH & WELLNESS

# Pointing & Calling

Have you ever verbalized your checklist before leaving the house, “I have my wallet, my keys, my phone etc.”?

James Clear calls this practice “pointing and calling”, a system used to reduce mistakes by bringing a nonconscious habit to a more conscious level. When behaviors become automatic, we begin to overlook things because we’ve done them a thousand times. Therefore, a challenge in changing habits is maintaining awareness of what we are doing.

As we begin the Atomic Habits Campaign, it is important to become aware of your current behaviors. James Clear suggests making a habit score card to identify habits you’d like to continue, eliminate, or adjust.

## EXERCISE

Write out your daily habits and identify if it is a positive, negative, or neutral habit.



**If you’re having trouble determining how to rate a particular habit, here are questions I like to use: ‘Does this behavior help me become the type of person I wish to be? Does this habit cast a vote for or against my desired identity? Is what I’m about to do today connected to what I’m going to value long-term?’**

*Excerpt from Atomic Habits*

Habits that reinforce your desired identity are generally good. Habits that conflict with your desired identity are generally bad.

Choose and write down one habit you will focus on throughout the course of the Atomic Habits Campaign. Keep it in mind as we go through the next few weeks and apply what you learn about the principles found in Atomic Habits to the behavior you’d like to change.

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GBS HEALTH & WELLNESS

# *The Best Way to Start a New Habit*

## Implementation Intention

An **implementation intention** is a plan you make beforehand that outlines when and where to act. This is how you intend to implement a particular habit. Cues that trigger a habit can come in wide range of forms such as driving past your favorite restaurant, your phone buzzing, or child crying. However, the most common cues are time and location. Implementation intentions leverage both cues. People who make a specific plan for when and where they will perform a new habit are more likely to follow through, instead of leaving it up to chance and hope that we will remember or feel motivated at the right time.

### Implementation Intention Formula

I will [BEHAVIOR] at [TIME] in [LOCATION].

#### Example

I will meditate for one minute at 7 a.m. in my kitchen.

## Habit Stacking

Let's take this a step further. No behavior happens in isolation. Each action becomes a cue that triggers the next behavior. You walk into the kitchen to get a snack, notice the dirty towel that reminds you to start the laundry, which triggers you to add laundry soap to your shopping list, which reminds you that you also need bananas, toilet paper and so on. You can use the connectedness of behavior to your advantage by implementing **habit stacking**. Rather than pairing a habit with time and location, you pair it with a current habit.

### Habit Stacking Formula

After I [CURRENT HABIT], I will [NEW HABIT].

#### Example

After I pour my cup of coffee in the morning, I will meditate for one minute.

Consider the habit you are hoping to improve, eliminate, or begin as a result of this challenge. Decide whether creating an implementation intention or utilizing habit stacking will work better for your personality and schedule. Choose one of these formulas and apply it to the habit you are focusing on for the duration of this campaign.

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GBS HEALTH & WELLNESS

# *Become the Architect of Your Environment*

**“Environment is the invisible hand that shapes human behavior.”**

Humans are driven by sensory cues, (sight, sound, smell, touch, etc.). However, the most powerful sensory cue is sight. For this reason, a small change in what you see can create a big shift in what you do.

Today your goal is to shift your environment by creating obvious visual cues that draw your attention toward a desired habit. The opposite is also true for eliminating habits. Remove the visual cues to increase the difficulty of that behavior. Try to make it invisible. For example, leave your phone in the other room while you work. Something relatively small can help you stay on task because your phone isn't presenting itself as an obvious visual cue. Review the following examples James Clear gave to redesign an environment and make the cues for a preferred habit more obvious.

- If you want to remember to take your medication each night, put your pill bottle directly next to the faucet on the bathroom counter.
- If you want to practice guitar more frequently, place your guitar stand in the middle of the living room.
- If you want to remember to send more thank-you notes, keep a stack of stationary at your desk.
- If you want to drink more water, fill up a few water bottles each morning and place them in common locations around the house.
- If you want to watch less TV, unplug it after each use.

Consider the habit you are focusing on throughout the duration of this campaign. Identify two specific ways you can shift your environment to make this habit the obvious choice.

1. \_\_\_\_\_
2. \_\_\_\_\_



ATOMIC HABITS CAMPAIGN

Week One: Make It Obvious

## *Reflection & Planning*

A lot of information was covered in the first week of this campaign. Take today to determine how you will implement what you learned. Reflection and planning will be a key element to finding success in this campaign and behavior change in the future. Answer the following questions.

What habit will you be eliminating, altering, or implementing during this campaign?

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What will happen in 1 month, 6 months, or 1 year from now if you do not make this change?

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Are you utilizing habit stacking or an implementation intention? How is it going?

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Have you completed the changes in your environment that were identified yesterday?

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