



Atomic Habits Campaign

WEEK TWO

Make It Attractive

Welcome to week two of the Atomic Habits Campaign!

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



Atomic Habits Campaign

Make It Attractive

During this video, you will learn about the second law - **Make It Attractive**. You will also listen to brief overview the second week of this campaign and discover helpful tips to make this week a success.

Watch Now





GBS HEALTH & WELLNESS

Temptation Bundling

Read the following example James Clear provided on temptation bundling.



Ronan Byrne, an electrical engineering student in Dublin, Ireland, enjoyed watching Netflix, but he also knew that he should exercise more often than he did. Putting his engineering skills to use, Byrne hacked his stationary bike and connected it to his laptop and television. Then he wrote a computer program that would allow Netflix to run only if he was cycling at a certain speed. If he slowed down for too long, whatever show he was watching would pause until he started pedaling again.

He was employing temptation bundling to make his exercise habit more attractive. Temptation bundling works by linking an action you want to do with an action you need to do. In Byrne's case, he bundled watching Netflix (the thing he wanted to do) with riding his stationary bike (the thing he needed to do).

Excerpt from *Atomic Habits*

Research has proven that you are more likely to find a behavior attractive if you get to do one of your favorite things at the same time. The process of temptation bundling is like habit stacking, which we learned about last week. The formula for temptation bundling looks like this:

After I [CURRENT HABIT], I will [HABIT I NEED]. **or** After [HABIT I NEED], I will [HABIT I WANT].

The hope is eventually you'll look forward to the habit you need to do because it means you get to do the behavior you want to do.

Write down your version of the temptation bundling formula by inserting your behaviors of choice.



GBS HEALTH & WELLNESS

The Role of Family & Friends in Shaping Your Habits



The customs and practices of life in society sweep us along.

Michel de Montaigne

James Clear emphasized the role of relationships in habit formation by stating:



Humans are herd animals. We want to fit in, to bond with others and earn the respect and approval of our peers. Early habits are imitated from friends, family, church members, schoolmates, or local community members and create social norms or invisible rules that guide the behavior.

Excerpt from Atomic Habits

You may be keeping them in mind even if they are not top of mind. Behaviors that help us fit specifically into the following groups are usually seen as attractive:

The Close

Proximity has a powerful effect on our behavior. We pick up habits from the people around us.

The Many

Most days, we'd rather be wrong with the crowd than be right by ourselves.

The Powerful

We try to copy the behavior of successful people because we desire success ourselves.

Consider the habit you are trying to alter throughout the course of this campaign and answer the following questions.

- How does your social network influence your ability to complete this task?
- Do you find it harder to do when surrounded by certain people?



It's not about what someone can do for you, it's who and what the two of you become in each other's presence.

Ronald Sharp

- Can you join a culture where your desired behavior is the normal behavior? (New habits seem more accessible when you view others already completing them.)

Identify one action you will complete to help you change your behavior by utilizing your social network to your advantage.



GBS HEALTH & WELLNESS

Reprogram Your Brain

You can make hard habits more attractive if you can learn to make a mind-set shift that helps associate them with a positive experience. For example, try swapping the word “have” to “get” in the following statements.

I **have** to go to work. I **have** to walk the dog. I **have** to go to the store.
I **get** to go to work. I **get** to walk the dog. I **get** to go to the store.

Reframing your habits to highlight their benefits rather than their drawbacks is a fast and lightweight way to reprogram your mind and make a habit seem more attractive. The key to finding and fixing the causes of your bad habits is to reframe the associations you have about them. It’s not easy, but if you can reprogram your mindset, you can transform a hard habit into an attractive one. Let’s practice! Here are two examples James Clear gives when highlighting this topic.

“ Saving money is often associated with sacrifice. However, you can associate it with freedom rather than limitation if you realize one simple truth: living below your current means increases your future means. The money you save this month increase your purchasing power next month.

“ Anyone who has tried meditation for more than three seconds knows how frustrating it can be when the next distraction inevitably pops into your mind. You can transform frustration into delight when you realize that each interruption gives you a chance to practice returning to your breath. Distraction is a good thing because you need distractions to practice meditation.

Excerpts from *Atomic Habits*

Now it’s time to identify hard things about the habit you have chosen to focus on. How can you reframe your mindset to see this hard thing as a positive thing? Try to permanently swap the word “have” to “get” when referring to the opportunity to make this change.



ATOMIC HABITS CAMPAIGN

Week Two: Make It Attractive

Reflection & Planning

A lot of information was covered in the second 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 temptation bundling technique are you incorporating into your routine? Are you finding it effective, or do you need to switch it up?

Is your current social network helping or hindering you in your pursuit of a new habit?

How has reprogramming your brain from “have to” to “get to” influenced your attitude towards developing hard habits?

Don't forget to continue utilizing the strategies we learned in week one like habit stacking, implementation intentions and shifting your environment .