



# Atomic Habits Campaign

WEEK THREE

## Make It Easy

Welcome to week three of the Atomic Habits Campaign!

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



Atomic Habits Campaign

# Make It Easy

During this video, you will learn about the third law - **Make It Easy**. Take advantage of the provided examples and tips to help you accomplish this week's tasks.

**Watch Now**





## ***Motion vs. Action***

James Clear describes a useful strategy when attempting to create, change, or eliminate a habit. When it comes to personal progression, what is the difference between being in motion vs. being in action? Clear describes motion as planning, strategizing, and learning. It's easy to get bogged down in this phase as you try to find the optimal plan for change. However, these things don't produce a result. In all the time spent trying to figure out the best approach, you fail to start or act.

Action is the type of behavior that will deliver an outcome. Action is completing the behavior change (i.e., eating a vegetable, writing an article, taking the picture, etc.).

**Read the following examples to help you identify motion vs. action.**

### **Motion**

### **Action**

Researching the best way to save money.

Saving money by not eating out.

Outlining twenty ideas for articles you want to write.

Writing an article.

Searching for recipes and meal plans.

Eating a healthy meal.

Talking to a personal trainer.

Completing a workout.

Identifying business contacts.

Calling a business contact.



If motion doesn't lead to results, why do we do it? Sometimes we do it because we actually need to plan or learn more. But more often than not, we do it because motion allows us to feel like we're making progress without running the risk of failure. Motion makes you feel like you're getting things done. But really, you're just preparing to get something done. When preparation becomes a form of procrastination, you need to change something.

Excerpt from *Atomic Habits*

Are you in a motion or action phase regarding your desired behavior change? Take a moment to identify helpful motions and actions and start checking off the items in your “action” column.

Motion	Action
<hr/>	<input type="checkbox"/> <hr/>
<hr/>	<input type="checkbox"/> <hr/>
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# The Two Minute Rule



When you start a new habit, it should take less than two minutes to do.

Excerpt from *Atomic Habits*

Nearly any habit can be scaled down into a two-minute action. For example, reading before bed becomes read one page. Exercise each day becomes put on your exercise clothes. Study for class becomes open your notes. You get the idea. The hope is to make a new behavior as simple as possible by creating a “gateway habit” that naturally leads you down a more productive path. These two-minute habits should be the easiest part of your routine, hopefully motivating you to continue a new behavior by following the simplest action.

Clear provides an exercise that is beneficial in identifying the two-minute habit for your desired behavior change. He suggests mapping out your goals on a scale from “very easy” to “very hard”. The very easy action should become your two-minute habit. For example, if your goal is running a marathon, your map may look something like this.

<b>Very Easy:</b>	Put on my running shoes
<b>Easy:</b>	Walk Ten Minutes
<b>Moderate:</b>	Walk 10,000 Steps
<b>Hard:</b>	Run a 5k
<b>Very Hard:</b>	Run a Marathon

Identify the two-minute habit for your desired behavior change by designing your own habit path.

<b>Very Easy:</b>	_____
<b>Easy:</b>	_____
<b>Moderate:</b>	_____
<b>Hard:</b>	_____
<b>Very Hard:</b>	_____



GBS HEALTH & WELLNESS

# *Increase & Decrease Friction*

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It is human nature to follow the Law of Least Effort, which states that when deciding between two similar options, people will naturally gravitate toward the option that requires the least amount of work.

Excerpt from *Atomic Habits*

The greater the obstacle, that is the more difficult the habit, the more friction there is between you and your desired end state. This is why it is crucial to make your habits so easy that you'll do them even when you don't feel like it. The inverse is also true, if you are trying to eliminate a habit, increasing friction makes it more difficult to complete the behavior.

Let's revisit our environment. During week one we learned about making a desired behavior the obvious choice, now let's talk about making it the easy choice. Review the changes you've already made to your environment after week one to make your desired habits more obvious through visual cues. Now let's take this a step further by priming the environment even more to make these behaviors as easy (or difficult if you are trying to eliminate a behavior) as possible. Review the following examples:

### **Want to cook breakfast?**

Place the skillet on the stove, set the cooking spray on the counter, and get out all non-refrigerated items. Making breakfast suddenly seems much more possible.

### **Want to draw more?**

Put your pencils, pens, and notebooks not only where you can see them, but put them within reach. This small adjustment can make a big difference.

### **Want to eat more fruits and veggies?**

Chop up a variety of options on the weekends and pack them in containers so you have easy access.

### **Want to focus more during the workday?**

Place your phone in another room or ask a coworker to hold it for you during the morning.

### **Spending too much time scrolling?**

Move your most common apps to a different screen on your phone. Not having them in the same area that your fingers automatically open every time your phone turns on reminds you to spend less time scrolling. Consider deleting social media apps entirely.

Write down how you will take the changes you made in week one to the next level by priming your environment to make the easy choice.

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ATOMIC HABITS CAMPAIGN

Week Three: Make It Easy

## *Reflection & Planning*

A lot of information was covered in the third 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.

Did learning about motion vs. action shift your mindset regarding your habits? How are you going to transition or remain in “action” regarding your desired habits?

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What are your two-minute habits? Consider setting a reminder on your phone to complete them.

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How has your environment helped or hindered you in this process?

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**Don't forget to continue utilizing the strategies we learned in previous weeks like habit stacking, implementation intentions, shifting your environment, temptation bundling, and reprogramming your brain.**