

Stick to the Plan

*A speed course on how to achieve personal goals
using behavioural psychology*

Just a quick Hi!

Hi, my name is Astrid. Thank you so much for downloading our free training. We're always thrilled if someone is interested behavioural design.

I am the founder of the Behavioural Design Academy, and our mission is to help people unlock the power of behavioural psychology to help them make more positive choices in work, life and play.

We genuinely believe behavioural psychology is the missing layer to turn great ideas into a success, or to be more successful yourself. If you understand how the mind works, and how people make decisions, you can influence these. And therefore help yourself or others to make better choices.

We want this knowledge to spread; better work will be created, people will live a happier, healthier, more creative, more productive life; and more ideas that people put their heart and soul into will have a chance to succeed. That's why we provide free training, like the one you've downloaded just now.

So, I sincerely hope you'll enjoy this speed-course on achieving personal goals using behavioural psychology.

Happy learning!
Astrid

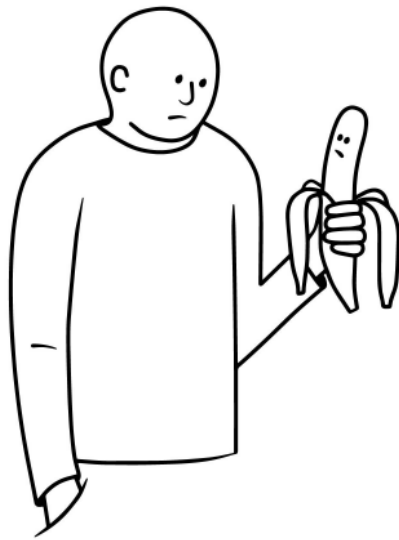


Astrid Groenewegen
FOUNDER BEHAVIOURAL DESIGN ACADEMY

What is this speed-course all about?

This speed-course is an introduction in how to achieve personal goals using behavioural psychology.

We all have goals in life. Some are bigger (go on retirement before the age of 50), some are small (floss daily). But we also all fail. All of us. This course will help you to reach your personal goals by unlocking the power of behavioural psychology.



Why behavioural psychology? Recently the knowledge on how the human brain works, and how we make decisions has skyrocketed. And the simple fact is: **If you know how the mind works, you also know how to influence it.**

Behavioural psychology is the science of human decision making and influence.

But science can be overwhelming. In this course, we'll make things easier for you. We'll show you how to use a simple behavioural design technique that will boost the success rate of your personal goals: **HABITS.**

Let's get started

It all starts with personal goals. Just think of one you have right now. Do you want to fight your mobile phone addiction? Do you want to go to the gym? Do you want to read more?

Fill in your personal goal here, I want to:

Action

If you set a goal, **you need to get into action**. You either have to do something new, or you have to stop doing something. It's all about changing your behaviour.

Motivation

Behavioural psychology teaches us there are two important drivers that influence our behaviour. The first is **motivation**. You have to want to achieve your goal. If you don't want to stop smoking, you never will. If you don't want to be active, you won't. The higher your motivation, the higher the chance you'll alter your behaviour.

Ability

But there is a second driver for behavioural change that is called **ability**. You should be able to perform the desired behaviour. Behaviour can either be easy or hard to do. The easier behaviour is to do, the higher the chance you'll reach you will change your behaviour.

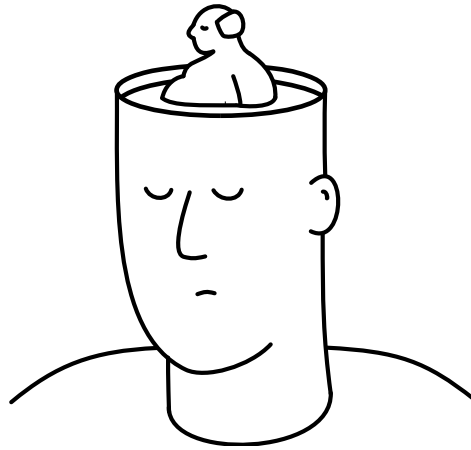
Source: BJ Fogg, Stanford University, Behavior Model

Motivation Speech

But the thing is: motivation can drop. It can drop quite easily.

Sometimes all it takes is a rainy day, a bag of potato chips, a bad day at work, drinks with friends, a headache, or an 'I deserve this moment' to shatter your motivation.

This is because motivation requires an active cognitive activity. You have to **remind** yourself why you wanted to reach your goal.



But the one essential insight from behavioural psychology is this:

95% of all our decisions are made unconsciously.

We don't think actively that much. We are all automatic, irrational creatures. So, no wonder your motivation tends to drop now and then.

Are we all lost then? Do only the super-motivated achieve their goals? No. Luckily not. Not if you unlock the power of behavioural psychology.

Easy does it

Let's not forget about the other driver of behaviour: ability. Or making the desired behaviour easier to do.

If you can make the desired behaviour easy to do, it literally becomes a **no-brainer**.

If I put a bowl of cookies in front of you, I'll bet you'll grab a cookie.

If I put a bowl of apple slices in front of you, I'll bet you'll eat the apple.

Just think about how you sometimes thoughtlessly eat a bag of potato chips. Emptying it without realizing it. That's ability at work.

Now let's make ability work for you. Let's making achieving your goal something you don't need your motivation for, but let's turn it into an **automatic behaviour**.

The king of automatic behaviour is called: **a habit**

A habit is a settled or a regular tendency or practice, that is hard to give up. In other words, it are the processes operating in the unconscious background of our lives. Source: Wikipedia.



If you want to reach your goals, the first step is to stop focusing on your goals and start creating habits.

While goals rely on motivation, habits are automatic. They literally reprogram our brains.

Goals vs. Habits

The main difference between a goal and a habit is that they require different forms of action.

A goal could be:
Shake your social media addiction.

A habit would be:
Check social media only at 9AM and 9PM for half an hour.

A goal could be:
Keep in touch with friends more often.

A habit would be:
Plan a dinner date with a friend every other week.

A goal could be:
Read more novels.

A habit would be:
Read 15 pages a day.

A goal could be:
Work out three times a week.

A habit would be:
Do 10 push-ups every time I have brushed my teeth.

Habits, not goals, make otherwise difficult things easy.

Charles Duhigg, The Power of Habits

Good habits help us reach our goals. Bad ones stop us from doing so. Habits therefore effectively influence our behaviour.

The cool thing is: Once we have developed a habit, our brains actually change to make the behaviour easier to complete. **After about 30 days of practice, performing a habit becomes easier than not doing so.** Source: Charles Duhigg, The Power of Habits.

How to build habits

The main goal of the Behavioural Design Academy is to transform theory into a practice. So, to wrap things up we'll give you some advice on how to build a habit.

The best piece of advice if you want to build a habit, is:

- 1 Start small. BJ Fogg promotes 'Tiny Habits', such as reading 10 pages a day. Once a tiny habit becomes rooted, you can increase the complexity. After the 10 pages become part of your routine, you can increase the page count to reach your final goal.
- 2 Connect your new behaviour to an existing behaviour. Our brain reprograms more easily if we build upon an existing routine. So, for example say you'll drink a glass of water every time you have washed your hands after a toilet visit.
- 3 Write down the habit on paper. Our mind loves consistency. If you made a written commitment to do something, your mind likes to be consistent with this. It's a mind trick that can work wonders.
- 4 Hold someone accountable. By telling someone you want to build a certain habit, the actual thought of social pressure, makes us want to stick to a habit. The principle of loss aversion kicks in: We rather avoid losses than we want gains. You can lose face by not living up to your intentions.

Now it's up to you: Your written tiny habit commitment

Every time I I will do

I will tell about my intention to perform
the behaviour for 30 days starting

Cheat Sheet

What do you need to remember if you want to succeed in achieving your personal goals.

-
1. Most of our behaviour is automatic;
 2. Behaviour can be changed by boosting motivation or ability;
 3. Motivation isn't automatic behaviour. So, you're not a wimp if when losing your motivation. Science backs you up that conscious motivation is hard;
 4. If you want to reach a goal, you'll be most likely successful if you change your unconscious behaviour;
 5. The best way to do this is to translate your goal into a clear tiny habit;
 6. That you connect to an existing behaviour;
 7. Perform that habit for 30 days and it will become automatic;
 8. Write your habits down and hold someone accountable;
 9. You will reign and everyone will admire your achievements;
 10. To conclude: If you want to change your behaviour, you'll boost your success ratio by forming positive habits rather than focusing on a specific goal.

Sources and further reading

Nir Yal – Hooked

BJ Fogg – Tiny Habits & The Behavior Model

Charles Duhigg – The Power of Habits

Daniel H. Pink – Drive

Daniel Kahneman – Thinking Fast and Slow

Want to know more about making behavioural psychology work for you or your business?

Join our **two-day program** teaching the essential principles and techniques of behavioural psychology that are unified in a pragmatic method that you can start using right away. Making you radically human-centered and an official certified behavioural designer. Check out www.behaviouraldesignacademy.com for more information and enrollment.



You'll learn how human thinking and decision making works and master the breakthrough knowledge and easy-to-use tools to nudge minds, change behaviour and get the most out of your employees, customers or yourself. We're an official educational institution.

" Incredibly educative days that flew by. I cannot wait to share my enthusiasm and inspiration with my colleagues.

The Behavioural Design Academy Master Classes hand you the latest insights in persuasive marketing. Thanks to practical models you can start working with them right away. Really useful and absolutely worth the time and money.

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