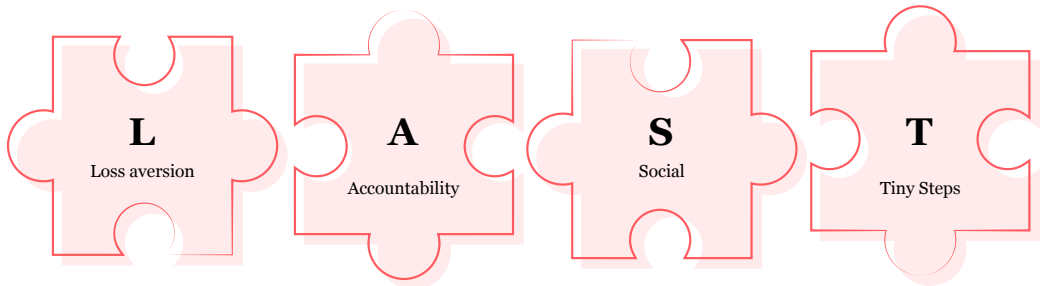


How to make habits LAST

*Do you struggle with building new habits? We all know creating new routines can be difficult. That is where Behavioural Design can help you out. We've created a new tool with four easy questions to answer to help you build new habits. This cheat card will help make your habits LAST! Every letter stands for a principle you should apply in practice (**loss aversion – accountability – social – tiny**).*



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Loss aversion

If you put something at stake that you don't want to lose, it will drive your willingness to change. We humans simply don't like losing something; therefore, it will activate our loss aversion.

For example, commit to donating money to a charity you don't like. Or promise your partner you will cook for a month if you don't keep up with your new habit. As long as it is something you dislike to do or lose, you design a context in which you want to sustain the desired behaviour.



Accountability

Changing a habit on your own can be difficult. Find someone who can keep you accountable for your behaviour. Tell them to check on you once a week. The actual thought of social pressure makes us want to stick to a habit. Also, by adding accountability, you design a context in which you can lose face by not living up to your intentions.

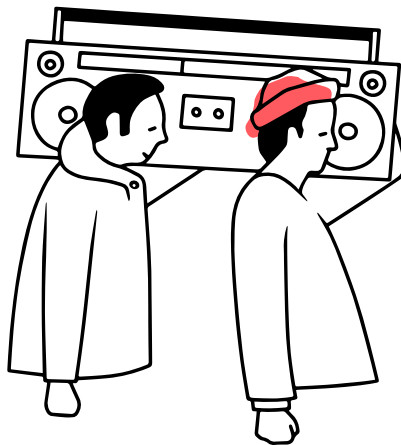
Social

Our mind loves consistency. If we say we will do something, we want to stick to this behaviour to appear consistent. Therefore, one way to stick to your new habits is by expressing your desired new behaviour in public. Better still, you can write the new habit down on paper. It is a mind trick that works wonders, especially when making it social.

Another way to add a social aspect is by designing behaviour for positive feedback. Engage your social network for them to give you compliments and cheers. This will trigger positive emotions that help stick to the new behaviour. If something feels good, you are inclined to keep on doing it.

Tiny

The key to creating new habits is by starting small. Little steps will build up exponentially. Creating a new habit is difficult, so don't design for disappointment by making the change too big. You can make it easier by connecting the new behaviour to the existing behaviour. Our brain will reprogram more quickly if we build upon our current routine. For example, say you'll drink a glass of water every time you have washed your hands after a toilet visit.



Now that you know the theory, you can start creating a new habit on your own by completing these four steps below.

LOSS AVERSION

First, let's start by boosting your willingness to stick to a new habit. Think about something that you don't want to lose or do. Make sure it is something you actually can do in case you fail to stick to your new habit.



ACCOUNTABILITY

Next, you need to find a habit buddy. Who can you tell about your new habit? Make sure it is someone you think will keep you accountable for your actions. You might ask your partner, a friend, or a colleague. But be sure to ask someone prepared to help stick to your new habit by checking up on you.

WHO ARE YOU GOING TO ASK?

WHEN SHOULD THEY CHECK ON YOU?

WHEN ARE YOU GOING TO ASK?



SOCIAL

Time to make it social. Activate commitment/consistency by making your new habit public. It could be telling someone or sharing it with us (academy@sueamsterdam.com) or in the alum group. But already writing your new habit down below will trigger your brain to keep your actions consistent with your intentions.



TINY

Last but certainly not least, make your new habit tiny. Don't say: 'I want to run 10K', but say, 'I want to go running every day for ten minutes'. Trust us; you will build up from there. And see if you can connect the new habit to a current behaviour to make it easier for you to start with your habit. It helps to use this equation: Every time I... I will...

EVERY TIME I (CURRENT BEHAVIOUR)	I WILL (TINY DESIRED BEHAVIOUR)
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Finished all the steps? You can mail this document to academy@sueamsterdam.com to put the 'making it social' step immediately into action. **Your behaviour will be more consistent once you share it publicly!**