

Wouldn't it be great if every day and every week you achieved greater results for your business?

Why not change a bad business habit into a good one today!

As covered in your Business Bitesize report - here's how to change a habit in more detail...

The framework:

1. Choose a new habit
2. Identify the old routine you want to replace
3. Identify the reward you get from your old routine
4. Identify the cues for your existing routine
5. Have a plan for your new habit

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### 1. Choose a new habit

Maybe you'd like to...

- Eat healthier food...have an apple instead
- Take up more exercise
- Read more books
- Always arrive on time

Let's choose a habit example to work with here-and-now – ... ***"I'd like to give up biscuits!"***

Alternatively write your chosen 'new habit' below:

**What new habit would you like to benefit from?...**

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### 2. Identify the old routine around the habit you want to change

Using our example... ***"I'd like to give up biscuits!"***

What **'EXACTLY'** are you doing when you do the habit you want to change?

***"Between 2.15pm and 3pm I leave my desk and go to the canteen and get a fresh coffee and a biscuit. I chat with a few people in the canteen, and drop off into a couple of offices to see a couple of people."***

Tracking the details of the old 'bad' habit aids your ability to recognise behaviours – rather than doing them automatically. Awareness leads to change, but isn't enough on its own.

**What are the EXACT, SPECIFIC, DETAILED actions you take when 'doing' the routine you want to change?**

### 3. Identify the reward you get from your old routine

The importance of this section is to determine the reward you are craving. The payoff you get from performing the habitual routine. How you benefit from the habit you have and want to change.

Using our example... *“I’d like to give up biscuits!”*

**Is it the urge to have a few minutes to socialise, then maybe you have the craving for interaction? Is it you’re feeling ‘peckish’ and need a sugar rush? Or do you want to reward yourself for doing a good job, or working hard?**

Now you can isolate what you are actually craving...which is essential in re-designing your habit change. Getting to the bottom of ‘why’ you do what you do helps you recognise and acknowledge the reason you have for doing what you do. You can then work out another way of getting the same payoff without running the ‘bad’ habit.

**What craving is driving your existing routine? What payoff do you get?**

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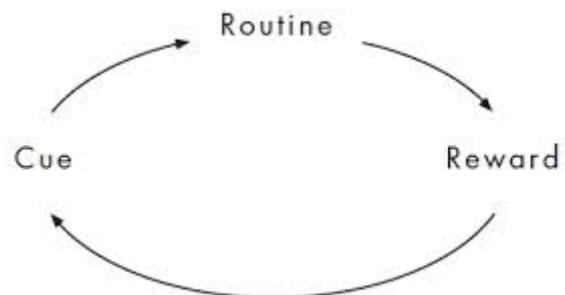
### 4. Identify the cues for your existing routine

Referring back to “The Power of Habit Change” by Charles Duhigg...

***“A habit is a formula our brain automatically follows: when I see a CUE, I will perform a ROUTINE in order to get a REWARD. To re-engineer that formula, we need to begin making choices again”***

Experiments have shown there are five recognisable habitual cues. Using our example... *“I’d like to give up biscuits!”*...

- Location
- Time
- Emotional state
- Other people
- Immediately preceding action



**Where are you? (In your office, walking back from lunch, sat in front of your PC?)**

**What time is it? (2.15pm)**

**What’s your emotional state? (Bored, fed up, lonely, isolated, tired, excited?)**

**Who else is around? (No one, your immediate colleagues, your spouse?)**

**What action preceded the start of the routine? (Church bells chime, finish a call, empty your inbox?)**

**What is your cue for your habit?** Mid-afternoon desire to mix with a few people outside your team

**What is your routine for your habit?** Go to the canteen vending machine, get biscuits, go and chat

**What is your reward?** Feel better for 'chewing the fat' for a few minutes

Answer these questions and you have clarity on your habit loop.  
Now plan your 'alternative routine'...

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### 5. Have a plan for your new habit

Get a bottle of water from the vending machine instead of the biscuits. Recognise the timing trigger (cue) and canteen location. Choose water. Set an alarm on your phone and in outlook (location cue) telling you to choose water at 2.15pm every day.

Now decide on your plan to deliver your habit change...

You can master the habit change you seek by recognising the three components of your habit loop and using your new-found awareness to stimulate your habit change.

**BE WARNED:** Old habits don't die! They are waiting in the shadows of new habits to trip you up unless you stay vigilant, stay conscious, stay aware.