

# Bitesize Business Breakthrough



...in the time it takes to drink a cup of tea

## Build Better Habits

Support tools and resources

## Can you transform the success of your business by unlocking the power of habit change?

Can you really change the fortunes of your business simply by changing a few small habits?

The answer is, of course, yes. It requires focus, discipline, and a determination to be better than yesterday, but it can be done.

Whether it's how your team works together, the way you handle day-to-day tasks, or how you make key decisions, habits play a significant role in how your business runs.

By recognising and changing the patterns that hold you back, and by replacing bad habits with good habits, you can boost productivity, minimise challenges and stress, and make real progress towards your goals. Small shifts in behaviour can lead to big changes in business success.

So, think about your business and ask yourself this one key question:

**How can I replace bad habits with good ones to maximise the success of my business?**

### CONTENTS:

- 1. The one 'BREAKTHROUGH QUESTION' you must ask to help yourself...**
- 2. The Habit Loop and 5 Habit Triggers**
- 3. How to redirect your autopilot – change the habit**
- 4. 1% can make a difference**
- 5. Shift from Goals to Identity**
- 6. The books, and 3 worksheets to use with your team**

**STOP** thinking that just because something has always been done one way it cannot be changed

**START** investing time, effort and energy into making small steps towards changing the habits in your business.

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### 1. The one 'BREAKTHROUGH QUESTION' you must ask to help yourself...

**How can I replace bad habits with good ones to maximise the success of my business?**

Imagine starting each day, not with stress or uncertainty, but with positive momentum and a clear sense of progress.

What if, instead of reacting to chaos, you built routines that moved your business forward, step by step, every single day?

Habit change isn't just a personal development tool; it's a strategic lever and can be a competitive advantage.

When small, purposeful behaviours are repeated consistently, they create systems that drive growth, sharpen focus, and transform disorder into direction.

What this means is that you CAN change the way things are done in your business, even if they have been done a certain way over a long period of time.

The question above is one every ambitious business owner should be asking themselves. Often, it's not a lack of effort or vision that holds a business back, but the day-to-day routines and patterns that go unnoticed.

From the pointless, inefficient meetings to the rushed and reactive decision-making, these ingrained behaviours can quietly limit growth and performance.

The good news is that bad habits aren't permanent and can be replaced by good ones.

When you identify and understand the bad habits and intentionally replace them with good ones, you create a stronger foundation for long-term success.

In these tools, we will provide some practical tips, worksheets, and steps you can use with your team to embed new habits in your business, using the research, wisdom and books of Charles Duhigg and James Clear.

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### 2. The Habit Loop and 5 Habit Triggers (from Charles Duhigg's book, *The Power of Habit*)

*"Change might not be fast and it isn't always easy. But with time and effort, almost any habit can be reshaped."*

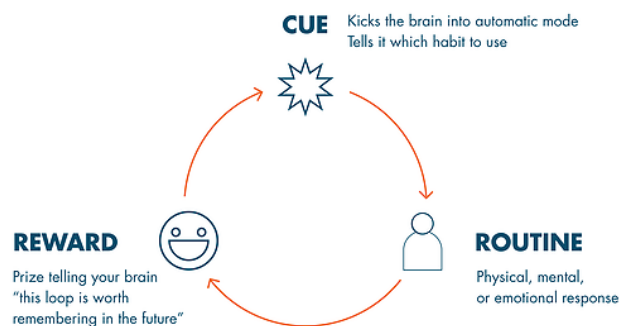
— Charles Duhigg, *The Power of Habit*

In *The Power of Habit* by Charles Duhigg, he explains that every habit functions as a loop made up of three components. The Habit Loop consists of:

**Cue (Trigger)** – what initiates the habit

**Routine** – the behaviour itself (the habit you perform)

**Reward** – what you gain from the behaviour (the brain's reason for repeating it)



*Image adapted from Charles Duhigg's Habit Loop*

However, Duhigg expands on the cue by noting that most triggers fall into one of five categories:

1. **Location** – Where are you?
2. **Time** – What time is it?
3. **Emotional state** – How are you feeling?
4. **Other people** – Who else is around?
5. **Immediately preceding action** – What did you just do?

These categories help you identify the cue that's driving a habit, which is the first step toward changing it.

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### 3. How to re-direct your autopilot – change the habit (from Charles Duhigg's book, *The Power of Habit*)

*"The truth is, the brain can be reprogrammed. You just have to be deliberate about it. Habits aren't destiny."*

— Charles Duhigg, *The Power of Habit*

Charles Duhigg outlines a 4-step process for changing habits:

#### 1. Identify the Routine

Pinpoint the behaviour you want to change – the “autopilot” action.

#### 2. Experiment with Rewards

Try different rewards to understand what craving the habit is satisfying; for example, is your afternoon cookie run about hunger or boredom, or is it a social break?

#### 3. Isolate the Cue

Use the 5 categories noted above to find the trigger. What consistently leads to the routine?

#### 4. Have a Plan

Once you have identified the cue and the reward, create a new routine that delivers the same reward when the cue arises.

This is called a “habit replacement” strategy.

Example:

- Cue: 3 pm (time)
- Routine: Walk to the cafeteria and buy a cookie
- Reward: Mental break and chance to chat with colleagues

New plan: At 3pm, take a quick walk to a friend's desk to chat for 10 minutes. You get the same reward (social break) without the cookie.

In the resources below, you will find a worksheet template that you can use with your team to start the habit change process using Charles Duhigg's framework.

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### 4. 1% can make a difference (adapted from James Clear's book, *Atomic Habits*)

*"You do not rise to the level of your goals. You fall to the level of your systems."*

— James Clear, *Atomic Habits*

James Clear's book, *Atomic Habits*, is centred around the idea that small, consistent changes lead to remarkable results, but the real power of habit change comes from shifting your identity, not just your actions.

Clear argues that habits compound like interest. If you improve 1% each day, over time, those improvements lead to massive transformation.

But the key to lasting change is not simply focusing on goals, but on becoming the type of person who can sustain the behaviours. That means building habits that reinforce the identity you want to embody.

These 'laws' are the backbone of *Atomic Habits*. Each law helps you **build a good habit**, and its inverse helps you **break a bad one**.

Law	Build a Good Habit	Break a Bad Habit
1. Cue	Make it obvious	Make it invisible
2. Craving	Make it attractive	Make it unattractive
3. Response	Make it easy	Make it hard
4. Reward	Make it satisfying	Make it unsatisfying

#### 1. Make It Obvious (Cue)

Design your environment to trigger the behaviour.

Use habit stacking: "After I [current habit], I will [new habit]."

*Example: After I brush my teeth, I'll meditate for 2 minutes.*

#### 2. Make It Attractive (Craving)

Use temptation bundling: pair a habit you want to form with something you enjoy.

*Example: I'll only watch Netflix while on the treadmill.*

#### 3. Make It Easy (Response)

Reduce friction.

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Start with habits so small they feel trivial (Clear calls this the “2-minute rule”).

*Example: Read one page, not one chapter.*

### 4. Make It Satisfying (Reward)

Use immediate reinforcement (e.g., check off a habit tracker).

Celebrate the action to reinforce the identity.

*Example: Tracking progress gives your brain a reward signal.*

## 5. Shift from goals to identity (adapted from James Clear's book, *Atomic Habits*)

*“Every action you take is a vote for the type of person you wish to become.”*

— James Clear

Clear’s biggest insight is that **habits stick when they become part of your identity**, not just a means to an end.

### Old Model: Outcomes-Based

Goal – Process – Identity

“I want to lose 20 pounds.” (goal)

“So I’ll go to the gym.” (process)

“Hopefully I’ll become healthy.” (identity)

### New Model: Identity-Based

Identity – Process – Outcome

“I’m a healthy person.” (identity)

“So I go to the gym.” (process)

“As a result, I lose weight.” (outcome)

### How to Make the Identity Shift:

Decide the kind of person you want to become.

- Not: “I want to write a book.”
- But: “I’m the kind of person who writes every day.”

Prove it to yourself with small wins.

- Each habit is a vote for the type of person you want to be.

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- You don't need to be perfect, just consistent.

*Every time you go for a run, you're proving to yourself: "I'm a runner."*

In the resources below, you will find a worksheet template that you can use with your team to start the habit change process using James Clear's framework.

## 6. The books, worksheets and other resources



### *The Power of Habit*, by Charles Duhigg

*The Power of Habit* is a compelling exploration of how habits shape our lives, our businesses, and our societies – and how we can harness their power for positive change. Drawing on cutting-edge research in neuroscience, psychology, and behavioural science, Duhigg introduces the concept of the “habit loop,” a cycle of cue, routine, and reward that drives automatic behaviour. Through engaging real-world case studies – from how Febreze became a household name to how Starbucks trains employees to handle stress – he shows how individuals and organisations alike can identify and reshape the patterns that influence performance and decision-making. Practical, insightful, and widely accessible, the book offers a roadmap for

anyone looking to understand how habits work – and, more importantly, how to change them.

[Click here to read this book.](#)

What people are saying about this book:

*“This is a first-rate book – based on an impressive mass of research, written in a lively style and providing just the right balance of intellectual seriousness with practical advice on how to break our bad habits.”* – The Economist

*“Few [books] become essential manuals for business and living. *The Power of Habit* is an exception.”* – Andrew Hill, Financial Times

*“A fresh examination of how routine behaviours take hold and whether they are susceptible to change ... The stories that Duhigg has knitted together are all fascinating in their own right, but take on an added dimension when wedded to his examination of habits.”* – Associated Press

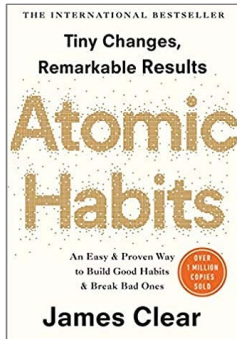
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### *Atomic Habits*, by James Clear

*Atomic Habits* is a practical and insightful guide to breaking bad habits and building better ones by focusing on small, incremental changes. Rather than relying on willpower or motivation alone, Clear emphasises the power of systems, showing how tiny improvements, made consistently over time, can lead to remarkable results. At the heart of the book is the idea that habits are not just actions, but a reflection of our identity, and by shifting how we see ourselves, we can create lasting behavioural change. Drawing on research in psychology, neuroscience, and personal development, Clear offers a clear, actionable framework – the Four Laws of Behaviour Change – to help readers design habits that stick. With real-life examples

and a conversational style, *Atomic Habits* is both accessible and deeply transformative for individuals and professionals alike.

[Click here to read this book.](#)

What people are saying about this book:

*James Clear's Atomic Habits is one of the most practical and insightful books on habit formation, offering a science-backed approach to making small changes that lead to big results. With its clear writing, actionable strategies, and real-life examples, this book is a must-read for anyone looking to improve their daily routines, break bad habits, and achieve long-term success.*

– Forbes

*“One of the 17 best books ever written on management and productivity.”*

– John Rampton, Entrepreneur Magazine

Please see the worksheets below...



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# Habit Change Worksheet: Charles Duhigg Framework

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## Step 1: Identify the Habit Loop (Cue - Routine - Reward)

Choose a habit you want to change or build.

- ◆ Cue: What triggers the behaviour?

Example (Personal): Feeling stressed after work

Example (Business): Daily team check-in at 9 AM

Your Cue: \_\_\_\_\_

- ◆ Routine: What behaviour follows the cue?

Example (Personal): Scrolling social media

Example (Business): Sharing status updates

Your Routine: \_\_\_\_\_

- ◆ Reward: What's the benefit or feeling from the routine?

Example (Personal): Temporary distraction

Example (Business): Clear visibility of progress

Your Reward: \_\_\_\_\_

## Step 2: Diagnose the Habit Loop

Observe the craving behind your habit. What are you really seeking?

Example (Personal): Craving relaxation, not social media

Example (Business): Craving alignment, not just updates

My Real Craving: \_\_\_\_\_

## Step 3: Choose a New Routine

Design a better behaviour that delivers the same reward.

Example (Personal): 10-minute walk instead of phone

Example (Business): Daily 3-minute 'what I need' round vs. status-only

New Routine: \_\_\_\_\_

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### Step 4: Insert the New Routine into the Existing Loop

Keep the same cue and reward, but insert the new routine.

Cue: \_\_\_\_\_

New Routine: \_\_\_\_\_

Reward: \_\_\_\_\_

How will you reinforce this loop daily?

Example: Use a trigger (e.g., calendar alert, visual reminder)

Reinforcement Strategy: \_\_\_\_\_

### Step 5: Create a Keystone Habit (Optional for Business Leaders)

What habit will create a ripple effect?

Example: Start each meeting by reviewing one key metric

Example: Start your day by writing your top priority

My Keystone Habit: \_\_\_\_\_

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# Habit Change Worksheet: James Clear's *Atomic Habits*

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## Step 1: Identity-Based Habit

Start by defining the type of person you want to become.

- ♦ Identity: Who is the person you want to be?

Example: "I'm a consistent, focused leader."

My Identity Statement:

"I'm the kind of person who \_\_\_\_\_."

## Step 2: Habit Intention

Clarify your desired habit in a way that links it to time and place.

- ♦ Habit Intention:

Example: "I will write my top 3 priorities at my desk after my coffee."

My Habit Intention:

I will \_\_\_\_\_ at \_\_\_\_\_.

## Step 3: Apply the 4 Laws of Behaviour Change

- ♦ Law 1 – Make it Obvious:

How will you create a clear cue or visual reminder?

\_\_\_\_\_

- ♦ Law 2 – Make it Attractive:

How can you make the habit appealing or enjoyable?

\_\_\_\_\_

- ♦ Law 3 – Make it Easy:

How can you reduce friction or lower the barrier?

\_\_\_\_\_

- ♦ Law 4 – Make it Satisfying:



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What will make the habit feel rewarding?

\_\_\_\_\_

**Step 4: Habit Tracker (Optional)**

Use this to track your consistency and reinforce identity.

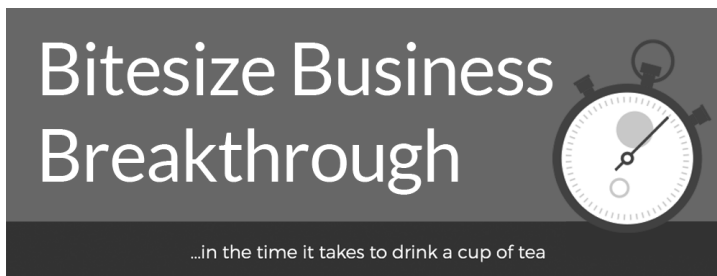
Day	Did I Do the Habit?	Identity Reinforced
1	Y / N	
2	Y / N	
3	Y / N	
4	Y / N	
5	Y / N	

**Bonus: Habit Stacking Formula (Optional)**

Use this to anchor your new habit to something you already do.

After I \_\_\_\_\_, I will \_\_\_\_\_.

Example: After I pour my morning coffee, I will open my notebook and plan the day.



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# Personalised Habit Change Plan

Frameworks Used:

Charles Duhigg's Habit Loop (Cue → Routine → Reward)

James Clear's Identity + 4 Laws of Behaviour Change

## 1. Define Your Identity

This sets the foundation for every habit.

Prompt: Who do you want to become?

Example:

- "I'm the kind of person who leads with focus and consistency."
- "I'm a calm, organized professional who creates value every day."

Your Identity Statement:

## 2. Choose a Keystone Habit

Pick one habit that has the power to spark positive change in other areas.

Example:

- "Every morning, I review my top 3 priorities for the day."
- "After each meeting, I document one key takeaway in our system."

Your Keystone Habit:

## 3. Design Your Habit Loop (Duhigg)

Element	Description / Your Input
<b>Cue</b>	What triggers the habit? Your Answer: _____
<b>Routine</b>	What is the specific action you want to take? Your Answer: _____
<b>Reward</b>	What benefit or feeling does it give you? Your Answer: _____

Tip: Keep the cue and reward similar to what you already experience with a current habit.

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### 4. Apply James Clear's 4 Laws of Behaviour Change

Law	Strategy Example / Your Strategy
<b>Make it Obvious</b>	Put your habit tool (e.g., planner) on your desk. Your Strategy: _____
<b>Make it Attractive</b>	Pair it with something enjoyable (e.g., coffee, music). Your Strategy: _____
<b>Make it Easy</b>	Reduce steps; prep materials ahead of time. Your Strategy: _____
<b>Make it Satisfying</b>	Track completion; celebrate wins with checkmarks or small reward. Your Strategy: _____

### 5. Use the Habit Stacking Formula

"After I [CURRENT HABIT], I will [NEW HABIT]."

Example:

After I pour my morning coffee, I will open my planner and write my top 3 tasks.

After I end a meeting, I will take 1 minute to capture the key action.

Your Habit Stack:

### 6. Track & Reflect

Use a simple tracker or calendar to mark daily progress.

Day	Did I do the habit? (✓/X)	How did it feel?
1		
2		
3		
4		
5		