



There are no organizations or individuals without habits; there are only those who deliberately design them and those who do not.

—Charles Duhigg

# Habits By Design, Not By Default

Small, daily habits are unparalleled predictors of long-term outcomes. What we do today determines what we achieve tomorrow. This is true for individuals and organizations. Yet people often find themselves at the mercy of habit, stuck in routines that yield unwanted results. What might they achieve if instead they were the master of their habits?



## What Is The Power of Habit Training?

Based on the *New York Times* bestseller by Charles Duhigg, The Power of Habit™ Training teaches skills to identify and create the habits needed for success within your organization. The course draws on the science of habit formation to help learners recognize when they need to change, what behaviors they ought to change, and how to make desired behaviors stick.

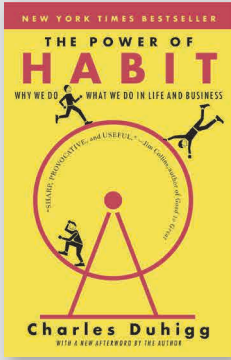
## Who Needs The Power of Habit Training?

Adaptability is critical to success in our fast-paced, ever-changing world. Organizations, teams, and individuals often fail to make required—or even aspirational—changes because they are stuck in their habits. This space between knowing and doing represents a behavioral lag. And living in the lag threatens engagement, innovation, performance, productivity, health, and happiness.

## What Does The Power of Habit Training Teach?

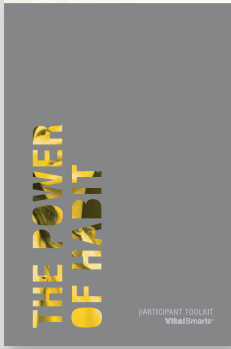
The course teaches how habits work and how to unlock the power to change them. **Learn to:**

- Identify the habits that disproportionately impact performance, engagement, and happiness.
- Use skill instead of will to replace limiting habits with effective habits.
- Adapt when faced with change.
- Create new routines that produce desired outcomes.



## About the Book

A companion to the training course, Charles Duhigg's *New York Times* bestseller, *The Power of Habit*, is an essential book for understanding how habits work.



## Participant Materials Include:

- Participant Toolkit
- Habit Loop Card
- *The Power of Habit* Book
- Access to My Habit Home website

## Get Started

To bring *The Power of Habit* to your organization, contact us to learn more.

## What Should I Expect From Training?

The Power of Habit Training is available as a 1-day Live workshop. The training incorporates video case studies and engaging exercises that encourage reflection and interaction, all in an intuitive learning experience. Participants apply insights from the course in real time to work on a habit that will improve personal and professional results.

### COURSE OVERVIEW

Lesson 01 <b>Leave the Lag Behind</b> Control Your Habits Before They Control You	<ul style="list-style-type: none"> <li>• Learn how and why habits control us</li> <li>• Identify which areas of your work and life are lagging behind your hopes and expectations</li> <li>• Spot habit loops</li> <li>• Create a Habit Loop for a desired Starter Habit</li> </ul>
Lesson 02 <b>Make It Doable</b> Take Willpower Out of The Equation	<ul style="list-style-type: none"> <li>• Create routines you can actually do</li> <li>• Recognize and identify the cues that invite us to action</li> <li>• Learn how to use cues to automatically trigger you into effective routines</li> </ul>
Lesson 03 <b>Make It Desirable</b> Train Your Brain to Want Your Habit	<ul style="list-style-type: none"> <li>• Understand what makes a good reward</li> <li>• Identify the Master Scripts you rely on to create effective rewards</li> <li>• Learn how to connect rewards with your Master Scripts and new routines</li> <li>• Refine the Habit Loop for your Starter Habit</li> </ul>
Lesson 04 <b>Make It Habitual</b> Turn a One-Time Loop into a Forever Habit	<ul style="list-style-type: none"> <li>• Learn how to turn bad days into good data</li> <li>• Discover how to stay focused to achieve your goals</li> <li>• Create an action plan for your Starter Habit</li> </ul>

### TRAINING YOUR WAY

**Public Workshop**—Your employees attend a prescheduled public training workshop.

**In-House Workshop**—One of our experts trains the program at a location you specify.

**Trainer Certification**—Individuals or trainers from your organization get certified to teach the course within your company.

**About VitalSmarts** Named one of the Top 20 Leadership Training Companies, VitalSmarts is home to the award-winning *Crucial Conversations*, *Crucial Accountability*, *Influencer*, and *Getting Things Done Training* and *New York Times* bestselling books of the same titles. When used in combination, these courses enable organizations to achieve new levels of performance by changing employee behavior. VitalSmarts has consulted with more than 300 of the Fortune 500 companies and trained more than 2 million people worldwide. [www.vital-smarts.com](http://www.vital-smarts.com)

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Singapore Office  
 Hong Kong Office  
 Enquiry

60 Paya Lebar Road, #04-26 Paya Lebar Square, Singapore 409051  
 20/F Central Tower, 28 Queen's Road, Central, Hong Kong  
[info@tnleadership.com](mailto:info@tnleadership.com)

Tel (65) 6384 3348  
 Tel (852) 2159 9164

Fax (65) 6384 6643  
 Fax (852) 2159 9688  
[www.tnleadership.com](http://www.tnleadership.com)

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