

WORD ASSOCIATION

WHEN YOU THINK OF THE WORD
"HABIT", WHAT THREE OTHER WORDS
OR PHRASES COME TO MIND?

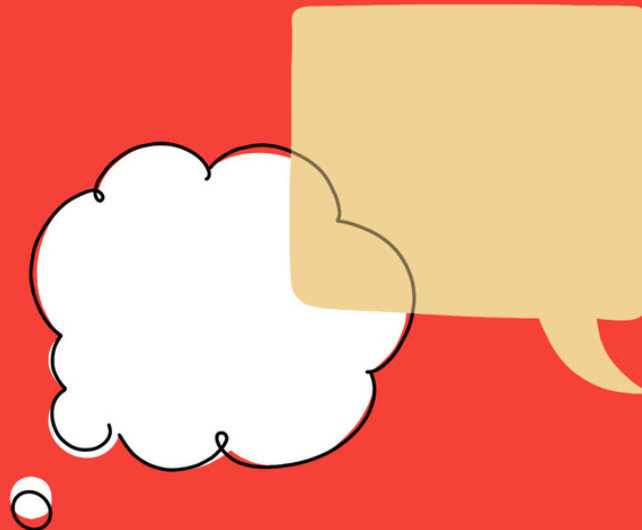
1. ?

2. ?

3. ?

WHAT IS A PODCAST?

Think Fast Talk Smart





Matt Abrahams, Lecturer in Organizational Behavior



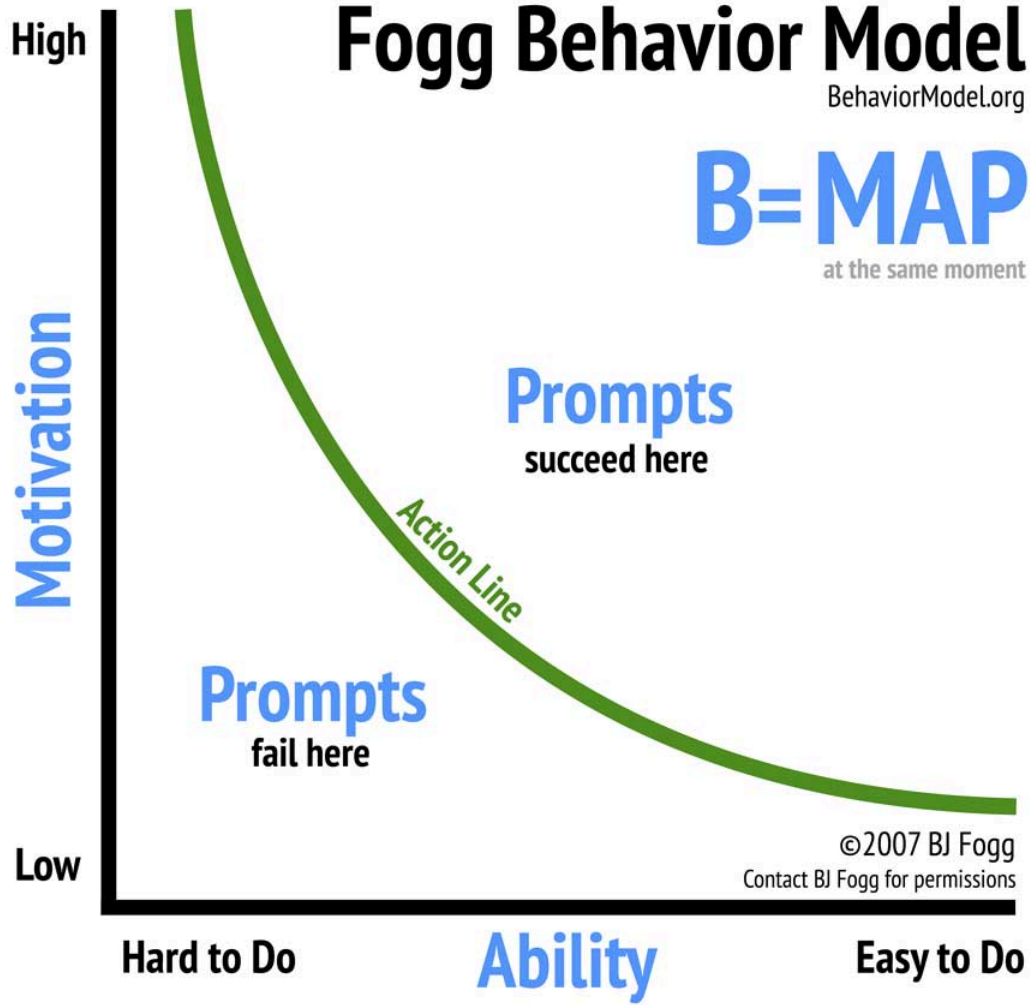
Dr. BJ Fogg, Behavior Scientist at Stanford University

Fogg Behavior Model

BehaviorModel.org

$$B = MAP$$

at the same moment



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DISCUSSION QUESTION

Have you ever successfully changed a bad habit or started a new habit? Why did you succeed?

VOCABULARY MATCH

VOCABULARY MATCH ANSWER KEY

1. Fallacy - **b.** A mistaken belief, especially one based on unsound argument.
2. Motivation - **a.** A strong desire or willingness to do something.
3. Prompt - **g.** A cue or stimulus that initiates a behavior.
4. Habit - **h.** A settled or regular tendency or practice, especially one that is hard to give up.
5. Maxim - **e.** A short statement expressing a general truth or rule of conduct.

VOCABULARY MATCH ANSWER KEY

6. Empathy - **f.** The ability to understand and share the feelings of another.
7. Specificity - **i.** The quality or state of being specific rather than general.
8. Repetition - **j.** The action of repeating something that has already been said or written.
9. Paraphrasing - **c.** To express the meaning of (something written or spoken) using different words, especially to achieve greater clarity.
10. Practicality - **d.** The quality or state of being practical.

GAP FILL

Many people believe that simply providing information is enough to change behavior, but this is a **fallacy** called the "information action fallacy". Behavior change expert BJ Fogg explains that behavior happens when three elements come together: **motivation**, **ability**, and a **prompt**.

Motivation refers to the desire to do something, ability is about making the behavior easy to do, and a prompt is a trigger that reminds you to do it. For example, if you want to read more, you need to be **specific** about which book you want to read (motivation), make it easily accessible (ability), and have a visual reminder like placing the book on your chair (prompt).

Fogg emphasizes that lasting behavior change often comes in the form of **habits**, which are actions we do automatically without thinking. He suggests two **maxims** for creating habits: help yourself do what you already want to do, and help yourself feel successful. This means choosing habits that you enjoy and find rewarding, making them easy to do, and celebrating your successes to reinforce the behavior.

Emotions, not just **repetition**, are crucial in wiring in habits. If you feel a strong positive emotion after doing a behavior, it's more likely to become a habit. Fogg also highlights the importance of **empathy**, **simplicity**, and **practicality** in effective communication.

GAP FILL ANSWER KEY

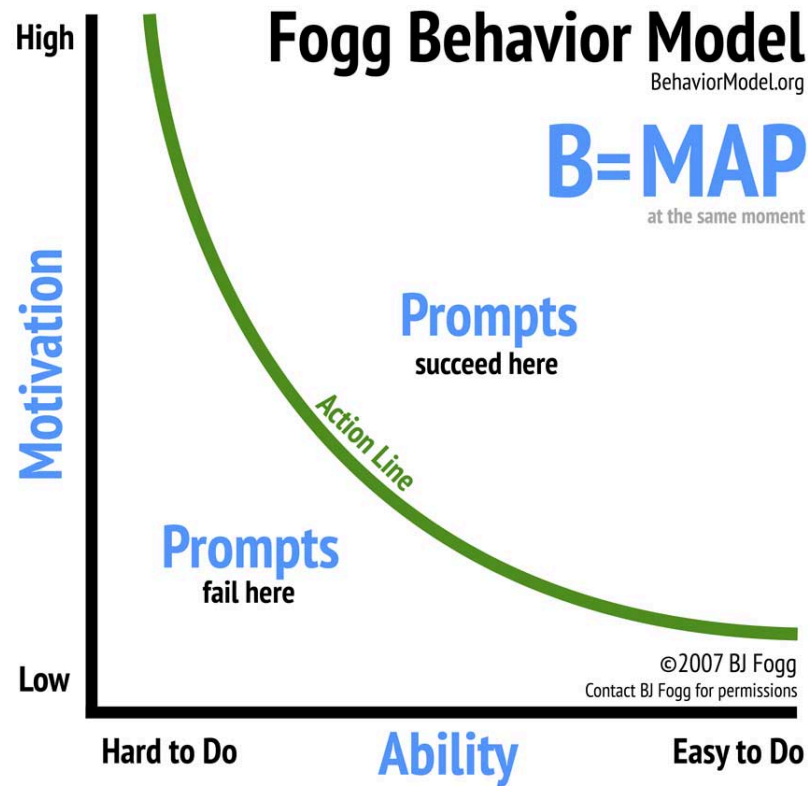
1. fallacy
2. motivation
3. ability
4. prompt
5. specific
6. habits

GAP FILL ANSWER KEY

7. maxims
8. emotions
9. repetition
10. empathy
11. simplicity
12. practicality

ANY OTHER DIFFICULT WORDS?

LET'S TRY USING THIS!



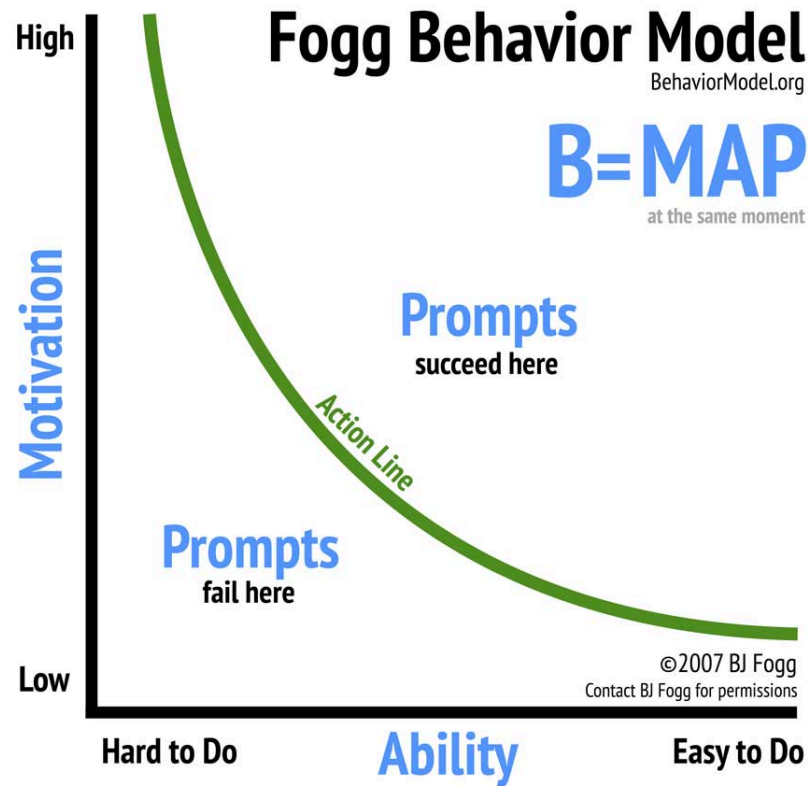
1. Think of a **good habit** you want to develop. How could you apply Fogg's Behavior Model to create a plan for forming this habit?
2. Identify a **bad habit** you want to break. How could you use the concept of "prompt removal" to help you break this habit?

FORMULA FOR FORMING A NEW GOOD HABIT

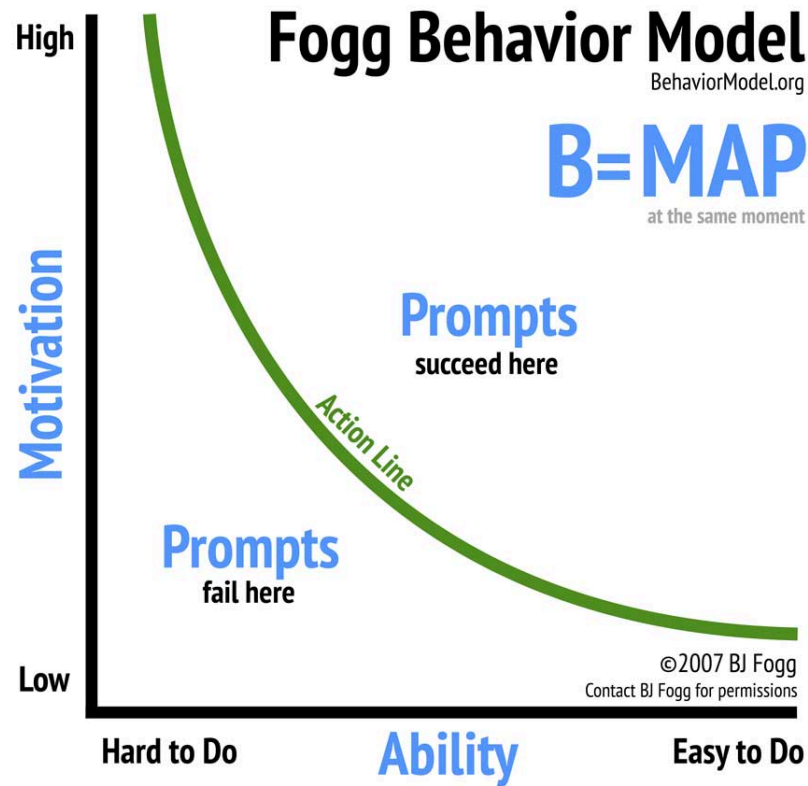
1. **Increase motivation** for the desired behavior
2. **Increase ability** by making the behavior easier to do
3. **Add effective prompts** that trigger the good habit
4. **Cultivate positive emotions** associated with the new habit

**WHAT ABOUT
EMOTIONS?**

POSITIVE EMOTIONS CAN INCREASE MOTIVATION AND MAKE TASKS FEEL EASIER.



NEGATIVE EMOTIONS CAN DECREASE MOTIVATION AND PERCEIVED ABILITY.



CELEBRATING SUCCESS:

- Links a positive emotion to a behavior
- Boosts your motivation
- Makes you believe in yourself more (boost perceived ability)
- Makes you more likely to do the behavior when you're prompted.

MY EXAMPLES

- I NEED TO **EXERCISE** MORE.
- I HAVE TO **STUDY JAPANESE** REGULARLY.
- I SHOULD READ LESS NEWS, AND **READ MORE BOOKS.**
- I HAVE TO **DO YARD WORK** MORE OFTEN.
- THERE ARE **HOUSEHOLD CHORES** I NEED TO DO.

INFORMATION ALONE DOESN'T:

- increase motivation
- increase ability
- provide a prompt

EXERCISING



● I HATE EXERCISING.

● I'VE ALWAYS HATED
EXERCISING.

● I WILL NEVER ENJOY
EXERCISING. (IS THIS TRUE?)

Fogg says:

- **Increase Motivation:** Find enjoyable forms of movement (dance, sports, hiking).
- **Increase Ability:** Start with very short, easy sessions.
- **Prompt:** Set a specific time and place for exercise.
- **Emotion:** Celebrate small successes to build positive associations.

STUDYING JAPANESE



● I HAVE TO STUDY JAPANESE,
BUT I DON'T.

● I KNOW I HAVE TO MAKE TIME
TO STUDY.

● WHY DON'T I DO IT?

Fogg says:

- Motivation: Connect language learning to personal goals or interests.
- Ability: Use a mobile app for quick, bite-sized lessons.
- Prompt: Set phone reminders or link studying to a daily activity.
- Emotion: Use gamification to make learning fun and rewarding.

I'M A NEWS ADDICT.



- I SPEND TOO MUCH TIME READING NEWS.
- I SHOULD READ MORE BOOKS INSTEAD.
- WHY CAN'T I CHANGE MY BEHAVIOR?

Fogg says:

- **Motivation:** Choose books on topics you're passionate about.
- **Ability:** Keep books easily accessible, use e-readers for convenience.
- **Prompt:** Place books where you usually use your phone.
- **Emotion:** Join a book club for social reinforcement and enjoyment.

YARD WORK



● I HAVE TO PULL WEEDS, SWEEP LEAVES, TRIM HEDGES MORE OFTEN.

● OUT OF SIGHT, OUT OF MIND.

● I HAVE TOO MANY OTHER THINGS TO DO.

Fogg says:

- **Motivation**: Visualize the satisfaction of a well-kept home.
- **Ability**: Break tasks into smaller, manageable chunks.
- **Prompt**: Schedule specific "outdoor maintenance" times.
- **Emotion**: Take before-and-after photos to feel accomplished.

● THINGS I NEED TO DO AROUND THE HOUSE (REPLACE WINDOW SCREENS, WASH WINDOWS).



Fogg says:

- **Motivation**: Link tasks to personal values (e.g., creating a comfortable home).
- **Ability**: Prepare tools and materials in advance.
- **Prompt**: Use a seasonal checklist or calendar reminders.
- **Emotion**: Invite friends over after completing tasks as a reward.

🟡 I NEED TO KEEP A TO-DO LIST.



Fogg says:

- **Motivation**: Focus on the benefits of being organized.
- **Ability**: Use a simple, user-friendly app or method.
- **Prompt**: Link checking the list to a daily habit (e.g., morning coffee).
- **Emotion**: Celebrate completed items, no matter how small.

YOUR TASK

1. Think of a habit you want to develop. How could you apply Fogg's Behavior Model to create a plan for forming this habit?
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BREAKING BAD HABITS

THE FORMULA:

1. Decrease motivation or decrease ability for the undesired behavior
2. Removing prompts that trigger the bad habit
3. Add prompts for alternative, positive behaviors
4. Addressing the emotional component that often reinforces habits

BREAKING THE HABIT OF LATE-NIGHT SNACKING:

- **Decrease Motivation:** Educate yourself about the negative health impacts of late-night eating.
- **Decrease Ability:** Remove unhealthy snacks from your home or lock the kitchen after dinner.
- **Remove Prompts:** Avoid watching TV shows that often trigger snacking.
- **Add positive prompts:** Place a glass of water or herbal tea by your bed as a healthier alternative.
- **Emotional component:** Practice mindfulness to recognize emotional eating triggers.

REDUCING EXCESSIVE SOCIAL MEDIA USE:

- **Decrease Motivation:** Reflect on how social media impacts your productivity and mental health.
- ****Decrease Ability:**** Use app blockers or remove social media apps from your phone.
- **Remove Prompts:** Turn off push notifications.
- **Add positive prompts:** Set reminders for alternative activities you enjoy.
- **Emotional component:** Keep a journal to track mood improvements as you reduce usage.

STOPPING PROCRASTINATION ON IMPORTANT TASKS:

- **Increase Motivation:** Visualize the benefits of completing tasks on time.
- **Increase Ability:** Break large tasks into smaller, manageable steps.
- **Remove Prompts:** Eliminate distractions in your work environment.
- **Add positive prompts:** Set specific times for starting tasks and use visual reminders.
- **Emotional component:** Celebrate small wins to build confidence and positive associations.

YOUR TASK

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**1. WHAT DO YOU LEARN FROM
THIS LESSON?**

**2. HOW DID YOU FEEL ABOUT
THIS LESSON?**