



JAMES CLEAR

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James Clear is one of the world's leading experts on habit formation. His *New York Times* best-selling book, *Atomic Habits*, has sold over 10 million copies worldwide, has been translated into more than 50 languages, is the number one best-selling book of 2021 on Amazon, and also the number one audiobook on Audible. Known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work, Clear's "3-2-1" email newsletter is sent to more than 1 million subscribers each week. He has presented his teachings to audiences at many Fortune 500 companies, including Microsoft, Facebook, and Google. His work has been featured in *Time*, *The New York Times*, *The Wall Street Journal*, and on *CBS This Morning*.

Harnessing the Power **OF ATOMIC HABITS**

Our success is a product of our daily habits. Every action you take is a vote for who you want to become. James Clear has become the expert on helping us understand the process behind results and seeing the value in making tiny changes that get remarkable results. In this talk, whether the CEO, volunteer or new college graduate, walk away with a proven framework for getting better every day, explore the four laws of habits and identify how habits actually work in your life.

Outline

- The aggregation of marginal gains
- The power of habits
- Emphasize trajectory rather than position
- The problem of systems
- The four stages to habit formation
- The four laws of behavior change
- Identity-based habits

1. Who would you like to become in one year? Think in terms of identity, the person you aim to be. (e.g. an empathetic leader, a people specialist, a connected parent, a marathon runner, etc.)
2. What are the habits that this "future you" exhibit? What consistent actions define his/her character?
3. What current habits are steering you away from who you aim to become in the future and therefore need to break?
4. Choose one key habit that you need to develop, starting today, to become the person you envision.

Key Habit: _____

5. How will you...

	CHARACTERISTIC	ACTION
Cue	Is it obvious ?	
Craving	Is it attractive ?	
Response	Is it easy ?	
Reward	Is it satisfying ?	

TAKING ACTION

What will you start doing in the next seven days to initiate 1% daily growth?