

Tiny Habits

Professor BJ Fogg, Ph.D., has spent close to two decades founding and directing the Persuasive Technology Lab at Stanford University, studying human behavior and behavior change.

His expertise is in creating systems that change human behavior, which he calls Behavior Design.

Fogg found a particular method that worked extremely well. He called it Tiny Habits. Fogg says. "It is a way to change your behavior without relying on willpower."

- Start Small
- Find an anchor
- Celebrate immediately

Self-efficacy- snowball effect: achieving small goals gives you confidence to create and achieve bigger goals.

Don't overreach!

<http://tinyhabitsacademy.org>