



Tiny Habits

The Small Changes That Change Everything

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The Book in 3 Sentences: The author argues that everyone seeks to make positive changes in their personal and professional lives. The book highlights the value of approaching change through his Behavior Design framework, a system that thoughtfully considers human behavior and designs simple ways for transformation. Rather than tackle change through big goals or bursts of motivation, the path to success comes from starting small, attaching new actions to existing behavior, and celebrating progress.

The 3 Most Important Concepts:

The ABC Formula: Anchor + Behavior + Celebrate is Fogg's core philosophy, based on years of extensive research as a behavior scientist. The idea is that behaviors are most successfully converted to habits and routines when they are small, specific, and anchored to something you already do.

- **Anchor:** Attach the new habit to an existing routine (e.g., "Before I go to bed, I will set my alarm.")
- **Behavior:** Start so small that it feels almost too easy. Success will build momentum.
- **Celebrate:** Immediately praise yourself by reinforcing your behavior. Write it down, clap your hands, or smile and say "Yes!". Do anything that gives a burst of positive emotion. Emotion is what wires habits in the brain.

The idea of "**Focus on Ability, Not Motivation**" suggests your environment should be designed to make the desired behavior easy to achieve. Relying solely on motivation is not realistic because it fluctuates.

- **Make the habit convenient** and straightforward.
- **Remove friction** (e.g., keep the alarm clock on the nightstand).
- **Create tiny habits** until they fit your real life. They will grow organically as success builds.

Emotions Create Habits, Not Willpower, is the theory that positive emotion, not discipline, is the real driver. When you feel good about the tiny changes you are making, your brain signals you to repeat them. This new mindset shifts you from being self-critical to taking a more compassionate and naturally enthusiastic approach, helping new habits stick and old ones fade away.

The Book's 3 Most Essential Claims:

1. Small Changes Lead to Big Results. Fogg claims that breaking down a desired behavior into its simplest form creates momentum and builds confidence. Over time, the small wins compound, and big change happens organically. Example: Setting your alarm before you go to bed will help you get to work on time. Over time, you may find yourself at the gym each morning. Starting the day off with exercise.

2. Emotion Drives Behavioral Change. Relying purely on motivation is impractical because it fluctuates. Feeling good and celebrating small successes neurologically encourages your brain to repeat them.

3. The Right Environment Is Essential. Creating simplified steps and attaching new habits to already existing routines creates a natural structure for success. By doing so, you rely less on willpower and more on the support of your organic environment.

3 Surprising Facts or Insights:

You don't need to be highly motivated to start a new habit. Fogg illustrates this with his "one-tooth" example. Each night, after brushing his teeth, he commits to flossing just one tooth. This tiny, easy action removes resistance and builds consistency. Over time, success leads to momentum, and soon he is flossing all his teeth twice a day, not out of obligation but because the habit has taken root. (Anchor + Behavior + Celebration).

Behavior occurs when the three elements of MAP (Motivation, Ability, and Prompt) come together simultaneously. Behavior = Motivation (M) + Ability (A) + Prompt (P).

Celebration is the best way to create a positive feeling that wires in new habits. But it does not come naturally to many people. Fogg offers three techniques to overcome this: recruit a kid to celebrate with you, perform a physical movement (like smiling), and, when celebrating, imagine it is someone you love.

3 Actionable Recommendations:

Understand that the end goal is identity, not outcome. Shift your mindset from "I want to lose weight" to "I am a person who takes care of my body."

Focus on what interests you. Is it a long list of tiny habits or a shorter, more challenging list? Find out what motivates you. Start with three effortless habits. Work on them until they lead to change. Then, pick three more. Repeat the process.

Be flexible. Your preferences and needs may change. Don't be too rigid in your habits or behaviors. For example, you may not care about flossing after a few weeks.

3 Questions the Book Raises:

What if lasting change has less to do with willpower and more to do with design? The book challenges the idea that self-discipline drives success, suggesting that environment and simplicity matter more than sheer determination.

How can small, consistent wins shape how we see ourselves? Fogg argues that success breeds identity change. When we experience tiny victories, we start to believe we are capable of more.

Why do we focus on fixing what's wrong instead of building on what's working? Fogg pushes readers to see that progress comes from recognizing and expanding success, not from dwelling on failure.

3 Criticisms of the Book:

The book is long and repetitive. Fogg could get his point across in three chapters.

The book could be interpreted as a sales pitch for Fogg's coaching services. The examples all tie back to Fogg's framework, which is essentially a group of charts and graphs.

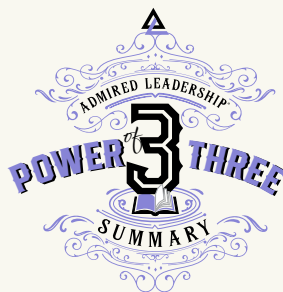
The content is not unique to Fogg. It is very similar to Mini Habits by Stephen Guise, Atomic Habits by James Clear, or The Power of Habit by Charles Duhigg.

3 Quotations Worth Remembering:

"Help people do what they already want to do." (Chapter 2)

"If there's one concept from my book I hope you embrace, it's this: People change best by feeling good, not by feeling bad." (Chapter 5)

"Here's a related insight that might begin to transform your life (it transformed mine): The easier a behavior is to do, the more likely the behavior will become a habit. This applies to habits we consider 'good' and 'bad.' It doesn't matter. Behavior is behavior. It all works the same way." (Chapter 3)



The Latest and Greatest Books for Leaders

The idea of using threes has evolved over many centuries and appears in the teachings of Greek philosophers, folk and fairy tales, religious texts and many cultural proverbs. **Current day research confirms** that ideas and messages grouped in threes assist in understanding, improve comprehension, boost retention, and elevate engagement. The brain is wired to recognize patterns, and three is the smallest recognizable grouping. Perhaps that is why **ideas presented in threes tend to be more persuasive and satisfying.**