

The Wellness Movement Atomic Habits



Mindfulness



Mindful Moment



1. Sit comfortably, with your back straight but relaxed.

2. Close your eyes or lower your gaze.

3. Focus your awareness on your breath, staying attentive to the sensations of the inhalation and exhalation, and start again on the next breath.

4. Do not judge your breathing or try to change it in any way.

See anything else that comes to mind as a distraction- thoughts, sounds, whatever. Let them go and return your attention to your breath.

Bio

Sha Hussain

Founder, The Wellness Movement and Be More You

Passions: Running, Community and Mental Health



Yale University

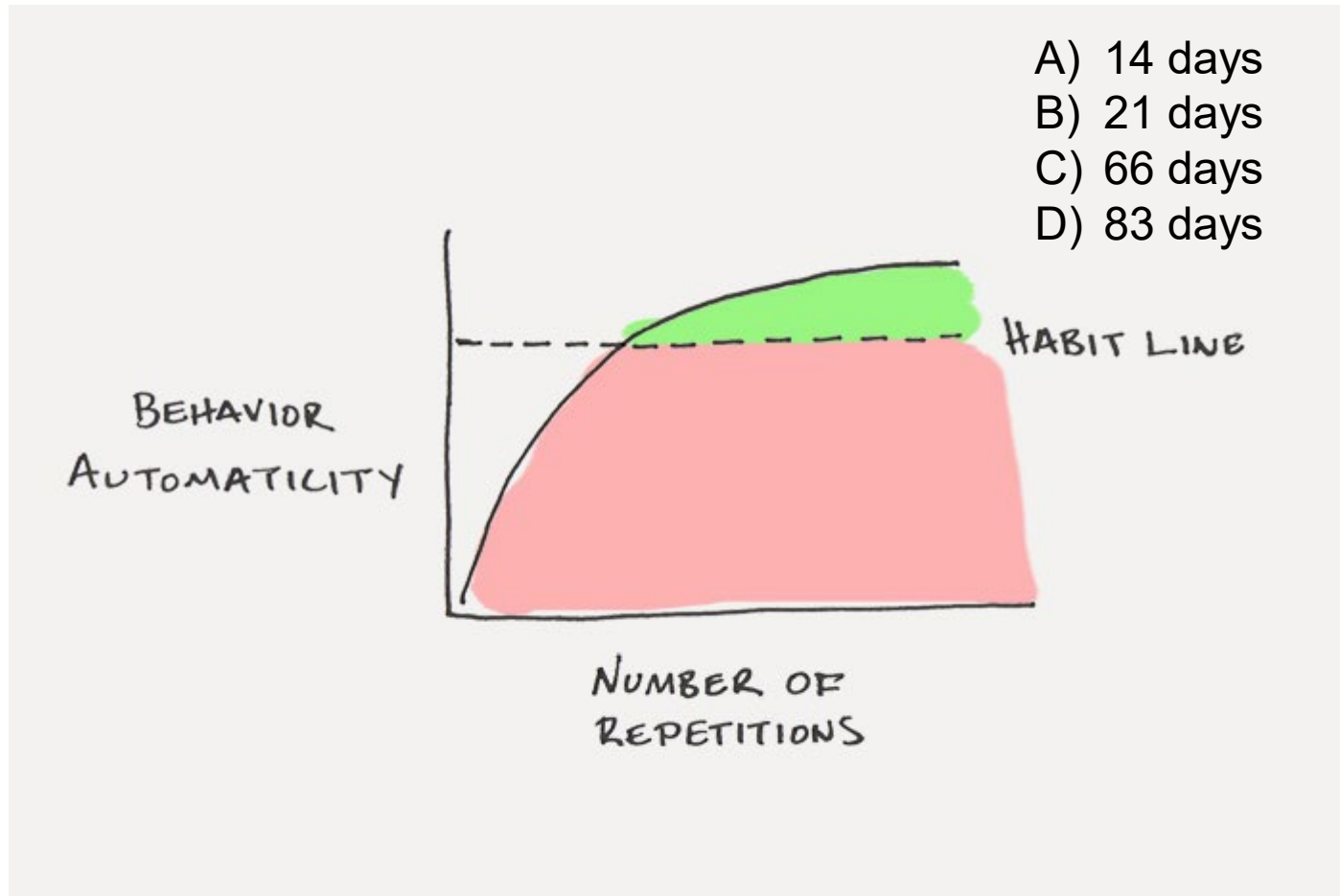


Highlights

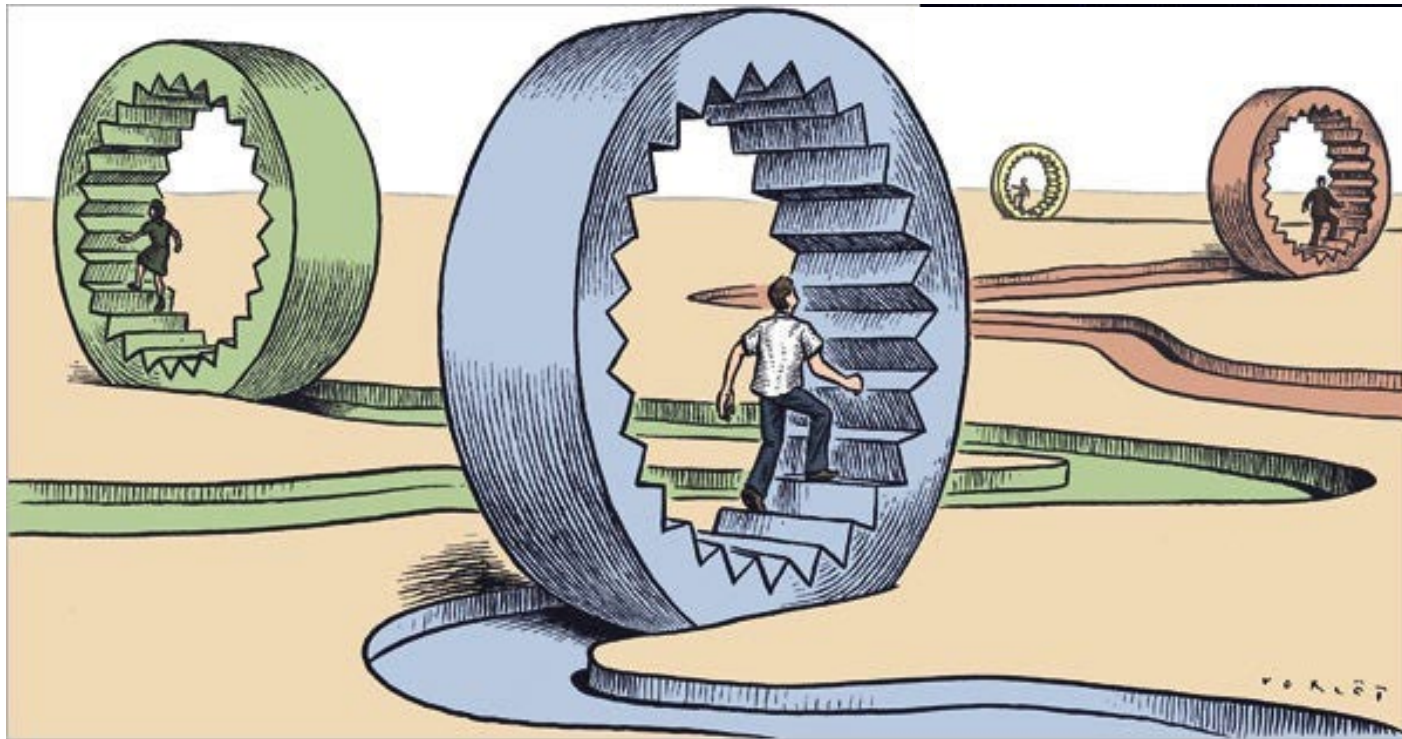
1. Wordplay
2. Aggregation of Marginal Gains*
3. How to Build Habits in Four Simple Steps
4. Three Layers of Behavioural Change
5. Journaling – defining your values

***Aggregation of Marginal Gains Descriptor:** the practice of making small improvements in various areas to achieve a significant overall improvement.

Q1. How long does it take to form a healthy habit?



Creatures of Habit



Human Beings and Habits



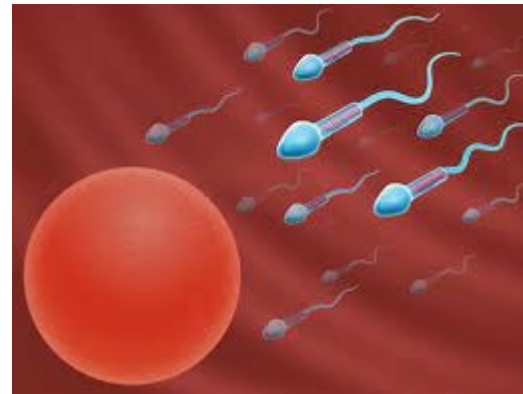
Creatures of Habit



STATUS



Creatures of Habit



Wordplay



Wordplay

1. Focus
2. Environment
3. System
4. Goal
5. Priority
6. Mindfulness
7. Mental Health
8. Habit Stacking
9. Keystone Habits
10. Productivity
11. Delay/Procrastinate
12. Flow

Please choose a word and describe what it means to you in the context of building a good habit or breaking a bad one.

Feel free to introduce an alternative word that comes to mind.

British Cycling Team



British Cycling Team



British Cycling Team



Dave Brailsford, Team GB - Performance Director

British Cycling Team



Aggregation of Marginal Gains Descriptor: the practice of making small improvements in various areas to achieve a significant overall improvement



British Cycling Team



2007-2017

- 178 World
championship
Medals

- 66

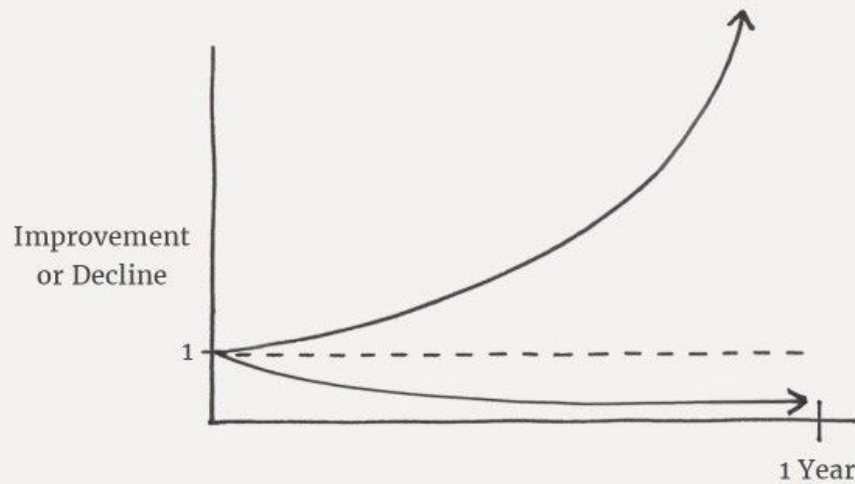
Olympic/Paralympic
Medals

- 5 Tour De
France

Aggregation of Marginal Gains Descriptor: the practice of making small improvements in various areas to achieve a significant overall improvement

The Power of Marginal Gains

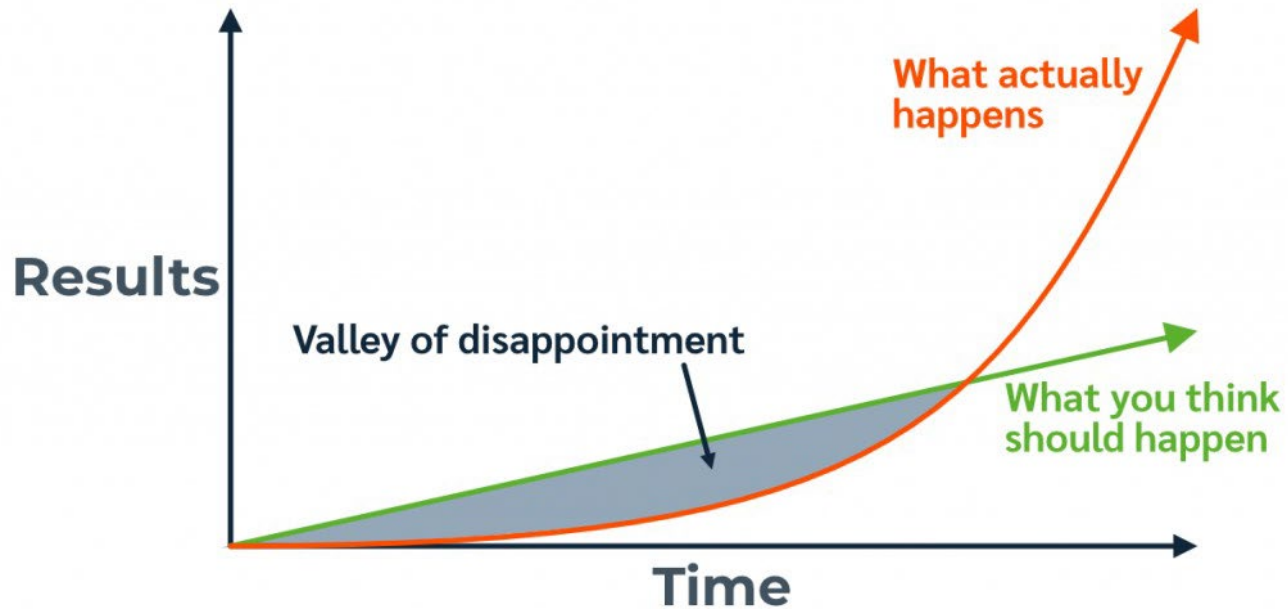
1% better every day $1.01^{365} = 37.78$
1% worse every day $0.99^{365} = 0.03$



Plateau of Latent Potential



Plateau of Latent Potential



Plateau of Latent Potential: Hidden Growth Opportunity

Source: JamesClear.com

Plateau of Latent Potential

The Big Half, 03 Sept



1:29:53

Royal Parks Half, 08 Oct



1:29:19

Battersea Half, 22 Oct



1:26:35

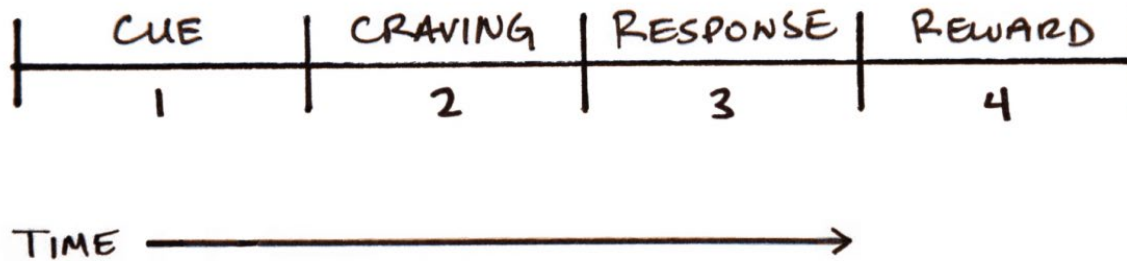
Plateau of Latent Potential



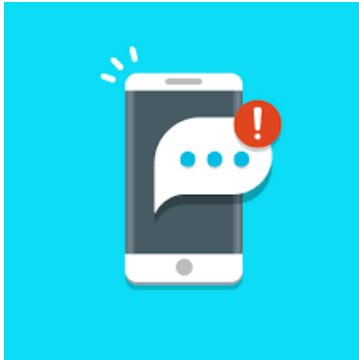
How to Build Habits in Four Simple Steps



The Four Stages of Habit



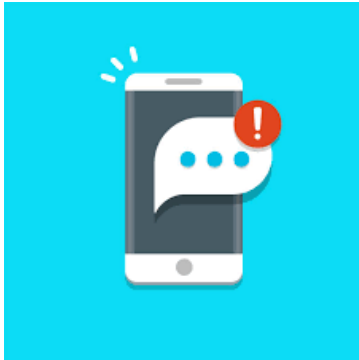
The Four Stages of Habit



Cue



The Four Stages of Habit



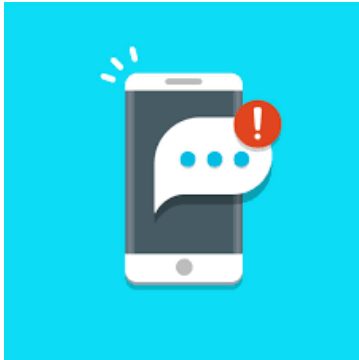
Cue



Craving



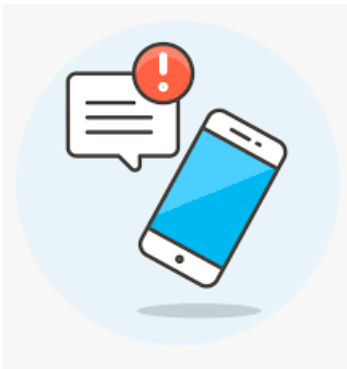
The Four Stages of Habit



Cue



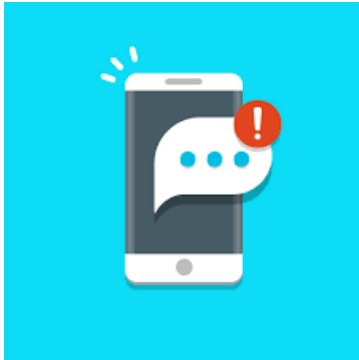
Craving



Response



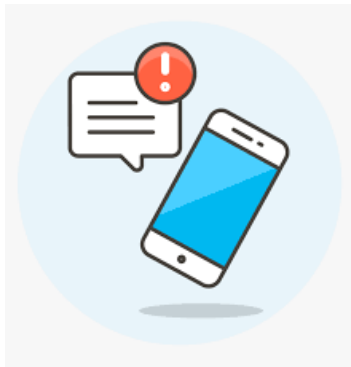
The Four Stages of Habit



Cue



Craving



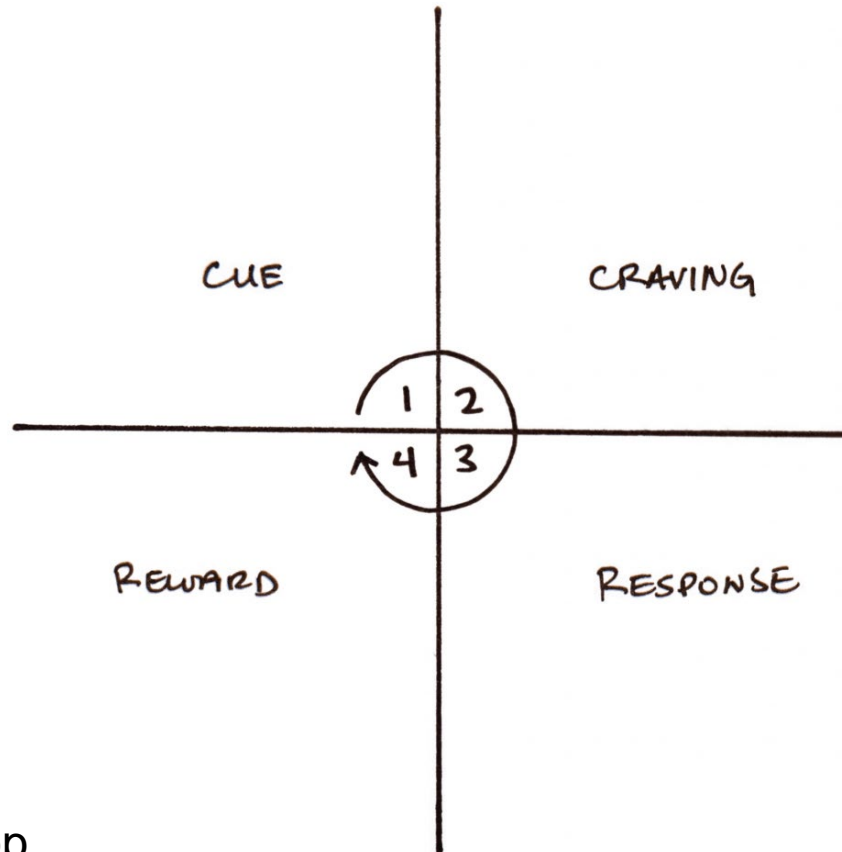
Response



Reward



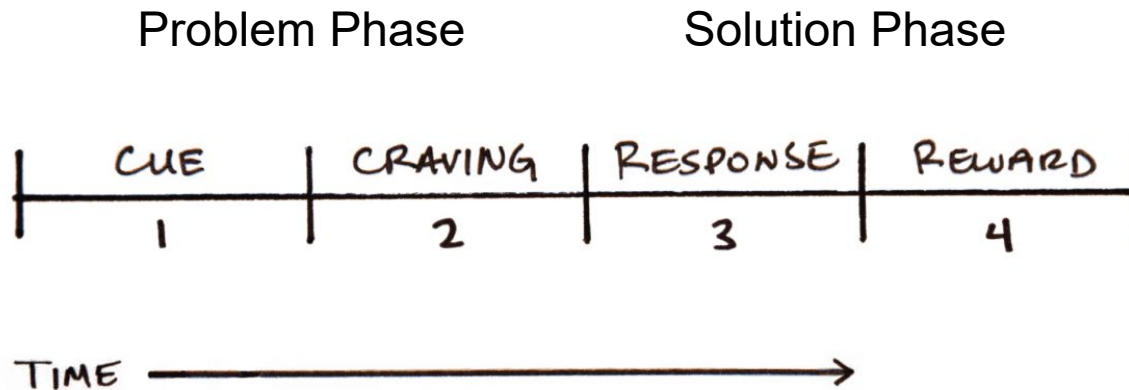
Habit Loop



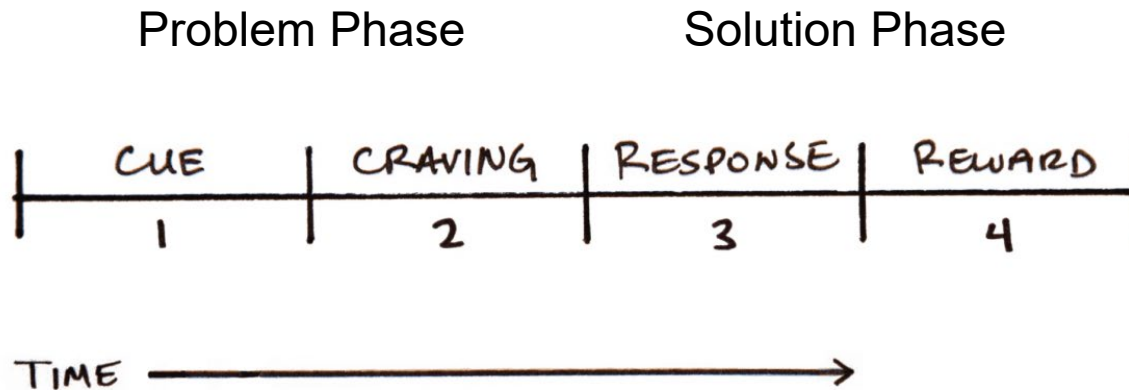
Feedback loop

The loop forms an endless cycle that is running every moment you are alive. This “habit loop” is continually scanning the environment, predicting what will happen next, trying out different responses, and learning from the results.

The Four Stages of Habit

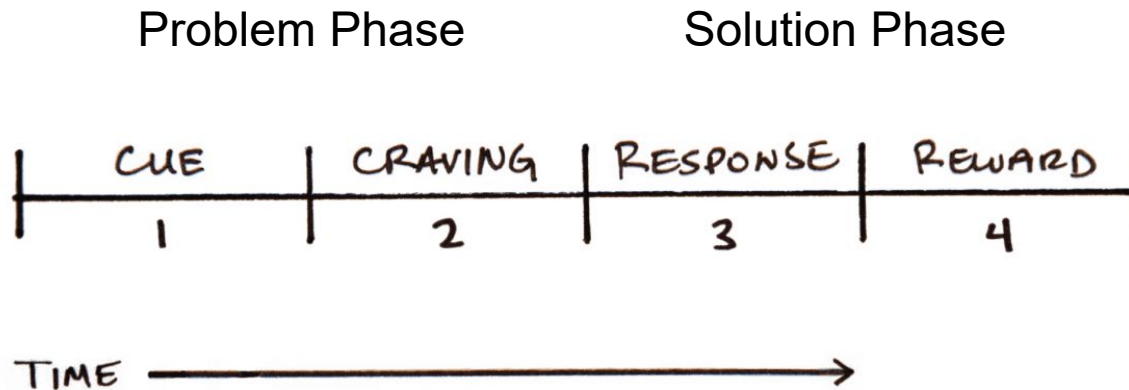


The Four Stages of Habit



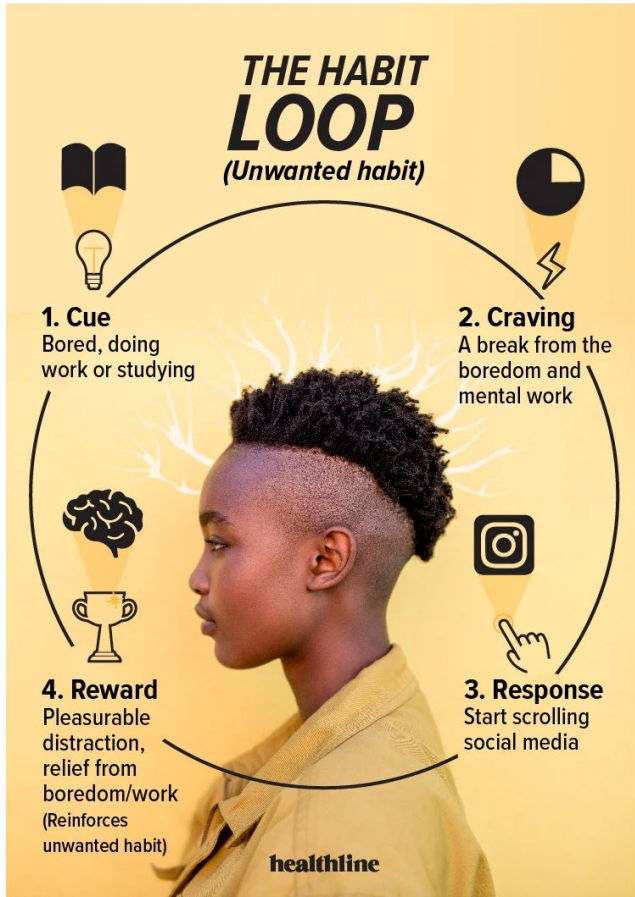
1. Problem phase is when you realise something needs to change.

The Four Stages of Habit



1. Problem phase is when you realise something needs to change.
2. Solution phase is when you take action and achieve the change you desire.

Habit Loop



The Four Laws of Behavioural Change

	Building new habits	Destroying the bad ones
Cue	Make it obvious	Make it invisible
Craving	Make it attractive	Make it unattractive
Response	Make it easy	Make it difficult
Reward	Make it satisfying	Make it unsatisfying

The Four Laws of Behavioural Change

Whenever you want to change a behaviour, you can simply ask yourself the following four questions:

1. How can I make it obvious?
2. How can I make it attractive?
3. How can I make it easy?
4. How can I make it satisfying?

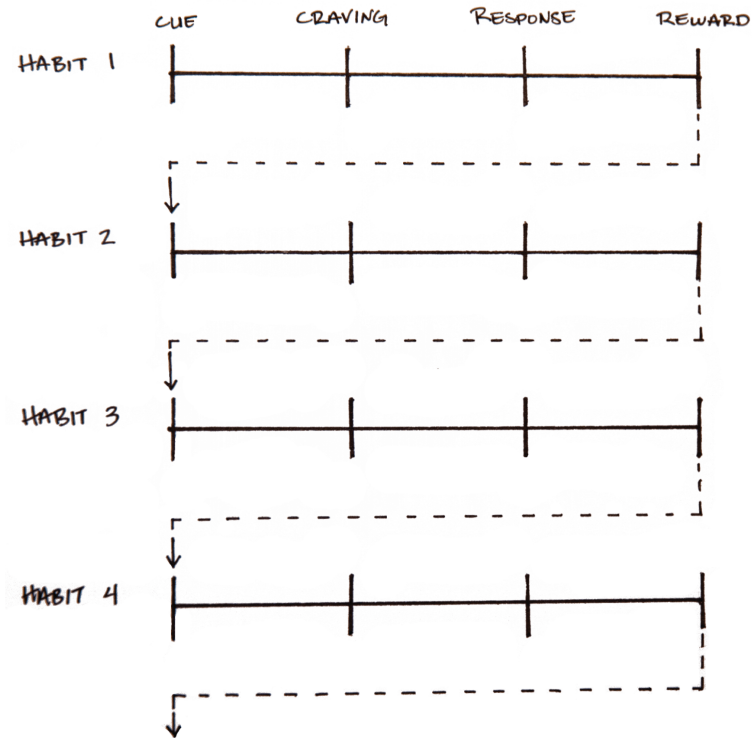
How to Create a Good Habit
Practice yoga daily



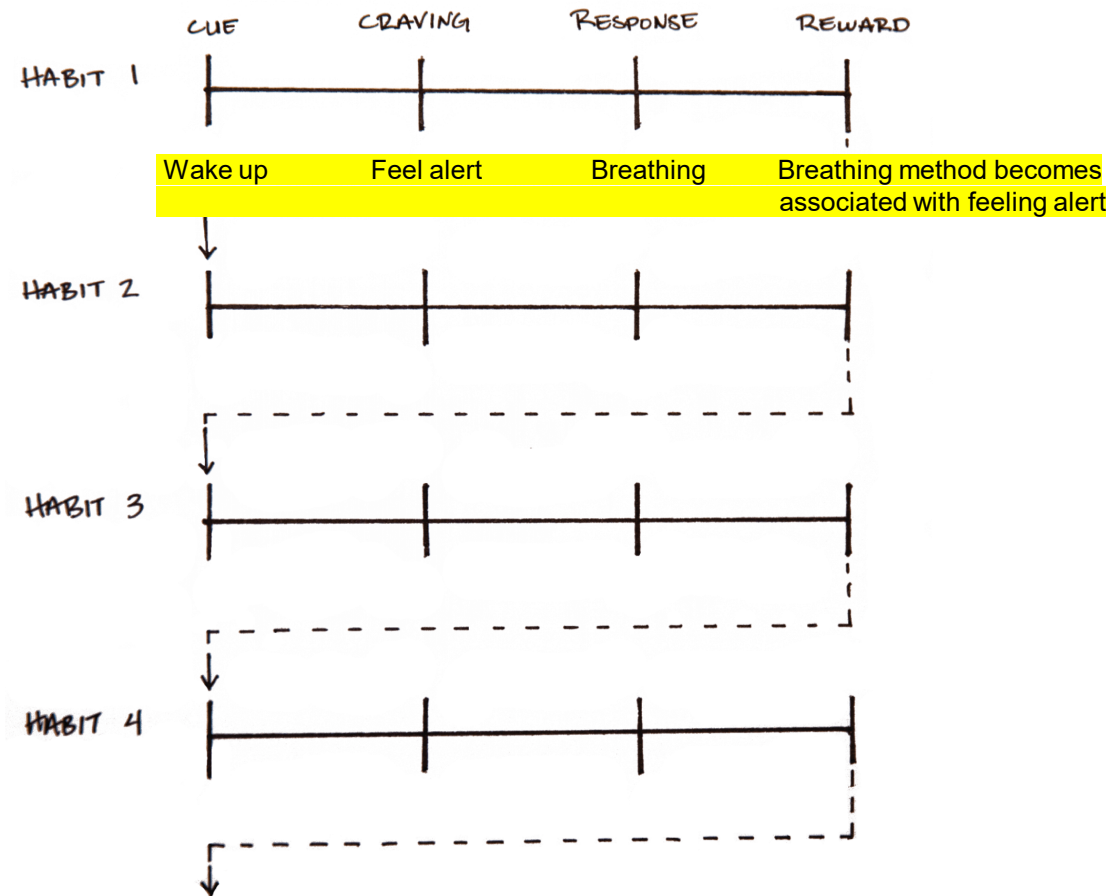
Make it Obvious

1. Use the implementation intentions: “I will [Behaviour] at [Time] in [Location].”
2. Use habit stacking: “After [Current Habit], I will [New Habit].”
3. Design your environment. Make the cues of good habits obvious and visible.

Habit Stacking



Habit Stacking



Habit Stacking

The habit stacking formula is:

“After (CURRENT HABIT), I WILL (NEW HABIT)”

For example:

- Breathing. After I wake up each morning, I will practice 10 minutes of Wim Hof Breathing Method in bed

Habit Stacking

The habit stacking formula is:

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For example:

- Breathing. After I wake up each morning, I will practice 10 minutes of Wim Hof Breathing Method in bed
- Yoga. After my breathing practice, I will practice 10 minutes of yoga in my living room

Habit Stacking

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For example:

- Breathing. After I wake up each morning, I will practice 10 minutes of Wim Hof Breathing Method in bed
- Yoga. After my breathing practice, I will practice 10 minutes of yoga in my living room
- Shower. After yoga, I will take a cold shower for 5 minutes

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- Breakfast. After my shower, I will have a healthy breakfast

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- Yoga. After my breathing practice, I will practice 10 minutes of yoga in my living room
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- Breakfast. After my shower, I will have a healthy breakfast
- Work. After breakfast, I will set up my laptop and start work

Make it Attractive

1. Use temptation grouping/bundling. Pair an action you want to do with an action you need to do.
2. Join a culture where your desired behaviour is the normal behaviour.
3. Create a motivational ritual. Do something you enjoy immediately before a difficult habit.
4. Align it with your values.

Make it Easy

1. Reduce friction. Decrease the number of steps between you and good habits.
2. Prime the environment. Prepare your environment to make future actions easier.
3. Use the two-minute rule. Downscale your habits until they can be done in two minutes or less.

2-minute rule

Yoga:

Very Easy: roll out your mat

Easy: change into your yoga outfit, sit on your mat and set an intention

Moderate: Sit on your mat and stretch for 10-15 minutes

Hard: Register and turn up at your local studio and join a class twice a week

Very Hard: Go on a yoga retreat or teaching course to improve your knowledge and practice

2-minute rule

Very easy	Easy	Moderate	Hard	Very hard
Put on your running shoes	Walk ten minutes	Walk ten thousand steps	Run a 5K	Run a marathon
Write one sentence	Write one paragraph	Write one thousand words	Write a five-thousand word article	Write a book
Open your notes	Study for ten minutes	Study for three hours	Get straight A's	Earn a PHD

Make it Satisfying

1. Use reinforcement. Give yourself an immediate reward when you complete your habit.
2. Make “doing nothing” enjoyable. When avoiding a bad habit, design a way to see the benefits.
3. Use a habit tracker. Keep track of your habit streak and “don’t break the chain”.
4. Never miss twice. When you forget to do a habit, make sure you get back on track immediately.

Habit-Tracker

YOUR HABIT-TRACKER

HABIT	M	T	W	T	F	S	S

Habit-Tracker

Example:

HABIT	M	T	W	T	F	S	S
Practice yoga daily		X	X		X	X	X
Develop a healthier diet	X		X		X		X



How to Break a Bad Habit

Make it Invisible

- Reduce exposure. Remove cues of your bad habits from your environment.

Make it unattractive

- Reframe your mind-set. Highlight the benefits of avoiding your bad habits.

Make it Difficult

- Increase friction. Increase the number of steps between you and your bad habits.

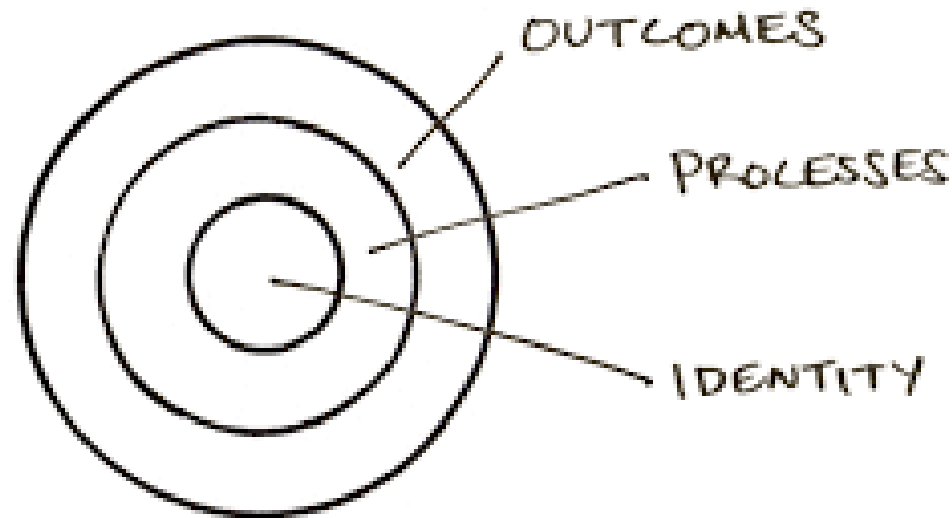
Make it Unsatisfying

- Get an accountability partner. Ask someone to watch your behaviour.
- Create a habit contract. Make the costs of your bad habits public and painful.

Three Layers of Behavioural Change



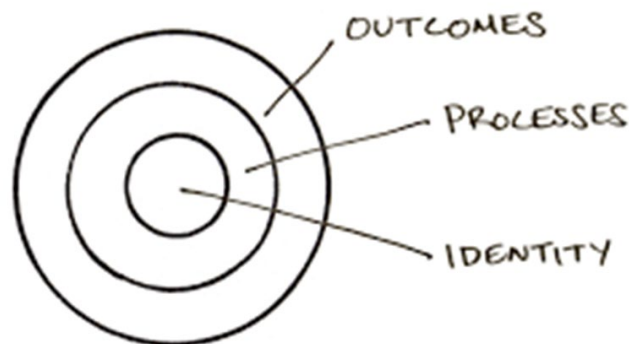
Three Layers of Behavioural Change



Three Layers of Behavioural Change

The first layer is changing your outcomes:

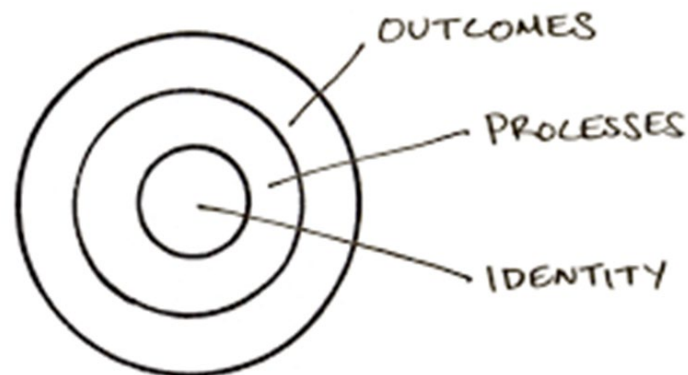
1. This level is concerned with changing your results: losing weight, lifting heavier weights, learning to cook. Most goals you set are associated with this level of change.



Three Layers of Behavioural Change

The second layer is changing your process:

2. This level is concerned with changing your habits and systems: implementing a new training routine, focusing on a balanced diet, decluttering your desk, developing a meditation practice. Most habits you build are associated with this level.

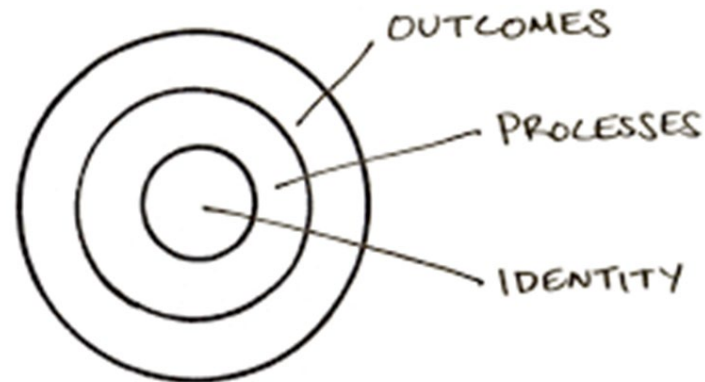


Three Layers of Behavioural Change

The third layer is changing your Identity:

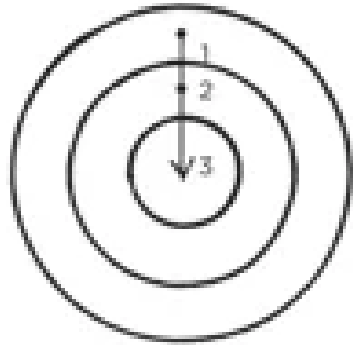
3. This level is concerned with changing your beliefs: your worldview, your self-image, your judgements about yourself and others.

Most of the beliefs, assumptions and biases you hold are associated with this level

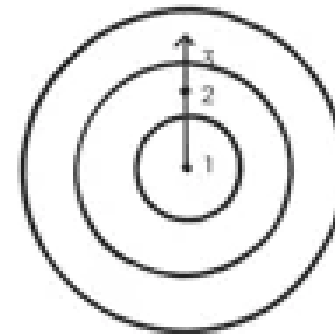


Three Layers of Behavioural Change

OUTCOME-BASED HABITS



IDENTITY-BASED HABITS



With outcome-based habits, the focus is on what you want to achieve.
With identity-based habits, the focus is on who you wish to become.

Journaling



Journaling

Priorities + Goals are easier to set, keep and progress when rooted in our values:

1. Describe who you are and how you act when you feel at your best

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Priorities + Goals are easier to set, keep and progress when rooted in our values:

1. Describe who you are and how you act when you feel at your best
2. Describe who you are and how you act when faced with a challenge

Journaling

Priorities + Goals are easier to set, keep and progress when rooted in our values:

1. Describe who you are and how you act when you feel at your best
2. Describe who you are and how you act when faced with a challenge
3. How would you describe the person you aspire to be like

Journaling

Priorities + Goals are easier to set, keep and progress when rooted in our values:

1. Describe who you are and how you act when you feel at your best
2. Describe who you are and how you act when faced with a challenge
3. How would you describe the person you aspire to be like
4. Pause.Reflect. What words/attributes stand out for you? List 3-5.

Journaling

Priorities + Goals are easier to set, keep and progress when rooted in our values:

1. Describe who you are and how you act when you feel at your best
2. Describe who you are and how you act when faced with a challenge
3. How would you describe the person you aspire to be like
4. Pause.Reflect. What words/attributes stand out for you? List 3-5.
5. With those key words/attributes – define them for yourself. These are your present values.

How to Form Good Habits

Running!



Cue

1. Leave my running kit out the night before on my chair



Cue

1. Leave my running kit out the night before on my chair
2. Leave running shoes at bottom of the stairs



Cue

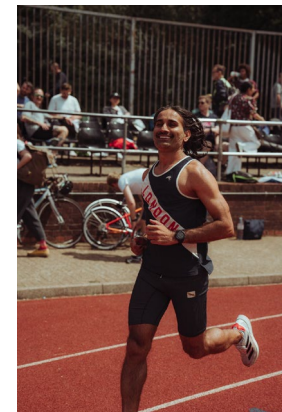


1. Leave my running kit out the night before on my chair
2. Leave running shoes at bottom of the stairs
3. Implementation technique I will (behaviour) at (time) in (location)



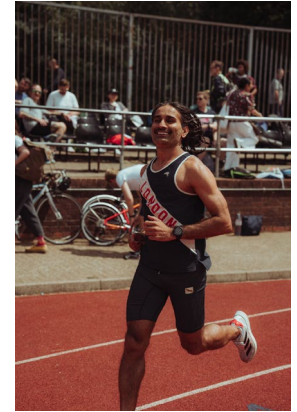
I will (run 5K) at (7:00am) in the local (nature reserve)

Craving



1. Bundle with podcast or playlist that I enjoy

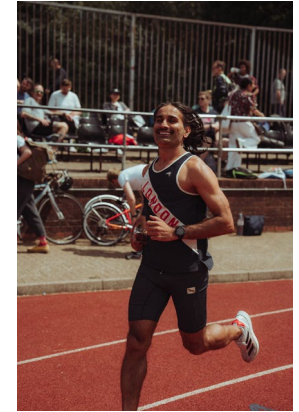
Craving



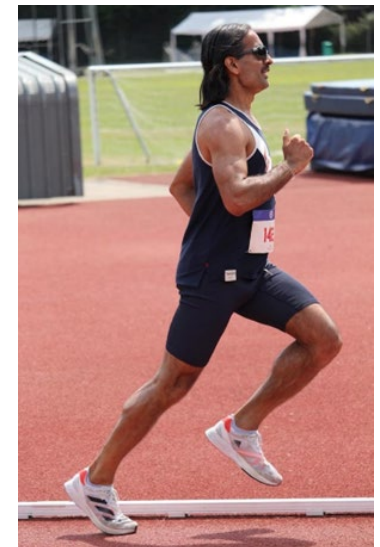
1. Bundle with podcast or playlist that I enjoy
2. Reprogram brain and think instead of "I have to go for a run"
I tell myself "I get to build a stronger and healthier body",



Craving



1. Bundle with podcast or playlist that I enjoy
2. Reprogram brain and think instead of "I have to go for a run" I tell myself "I get to build a stronger and healthier body",
3. Join my local community for motivation and a sense of belonging



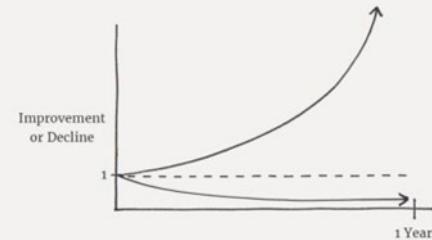
Response

1. 2-minute rule (put on clothes and stretch)



Response

$$\begin{aligned} 1\% \text{ better every day } & 1.01^{365} = 37.18 \\ 1\% \text{ worse every day } & 0.99^{365} = 0.03 \end{aligned}$$

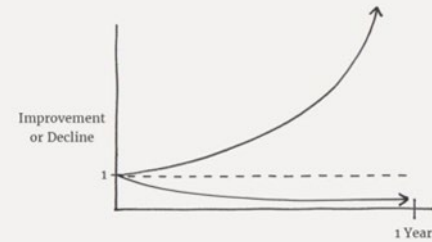


1. 2-minute rule (put on clothes and stretch)
2. Mindset is focused on small and meaningful changes over time - using the 1% rule



Response

$$\begin{aligned} 1\% \text{ better every day} & \quad 1.01^{365} = 37.18 \\ 1\% \text{ worse every day} & \quad 0.99^{365} = 0.03 \end{aligned}$$



1. 2-minute rule (put on clothes and stretch)
2. Mindset is focused on small and meaningful changes over time - using the 1% rule
3. Main focus is to show up and anchor this habit into place



Reward

HABIT	M	T	W	T	F	S	S
Run X3 per week	X			X			X
Read 1 page each night	X	X	X	X	X	X	X



1. Habit tracker acts as a reward

Reward

HABIT	M	T	W	T	F	S	S
Run X3 per week	X			X			X
Read 1 page each night	X	X	X	X	X	X	X



1. Habit tracker acts as a reward
2. Log my workout on Strava



Strava is a popular fitness tracking and social networking platform for athletes and active individuals.

Reward

HABIT	M	T	W	T	F	S	S
Run X3 per week	X			X			X
Read 1 page each night	X	X	X	X	X	X	X



1. Habit tracker acts as a reward
2. Log my workout on Strava
3. Post my workout on Instagram

Sha Hussain
Yesterday at 8:32 AM · London, England

Easy Run W/Hill Sprints

Nice and easy 10K with 8x10 sec hill sprints thrown in to get the weeks' training up and running.

Read more...

Distance **10.01 km** Pace **5:17 /km** Time **52m 56s**



52 gave kudos

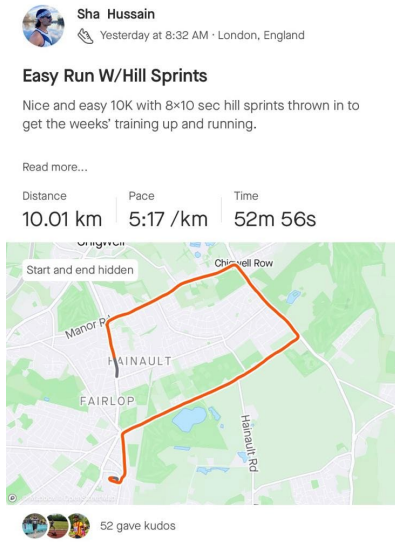


Reward

HABIT	M	T	W	T	F	S	S
Run X3 per week	X			X			X
Read 1 page each night	X	X	X	X	X	X	X



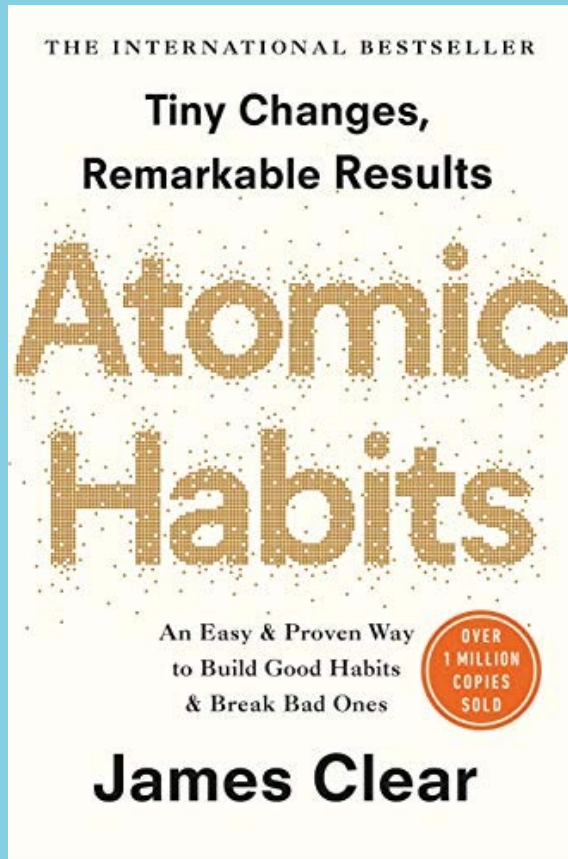
1. Habit tracker acts as a reward
2. Log my workout on Strava
3. Post my workout on Instagram
4. Mindset - remind myself the type of person I want to become, someone that enjoys a healthy lifestyle and stays active

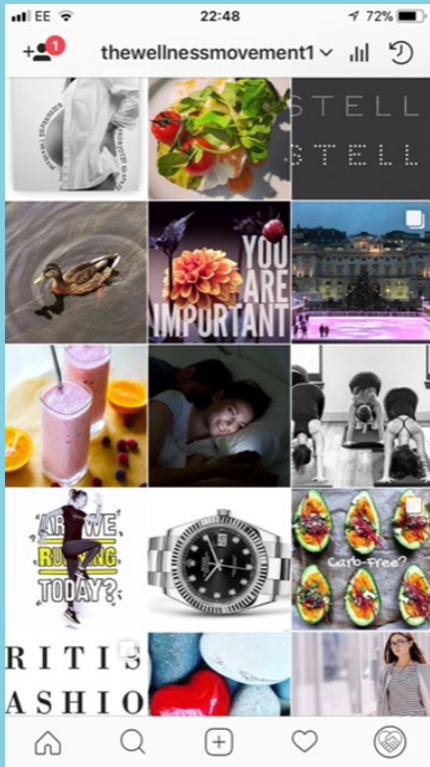


What has been your biggest
takeaway from today?



Further reading...





Contact Us

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#thewellnessmovement

   @thewellnessmovement1

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Thank you

