

Teaching Old Dogs New Tricks

**Yes, it can be done.
Really.**



Do you struggle to make
changes in your life and in
your business?

- I'm just not organized
- I can't seem to find the time to...
- I'm just not good at...
- I know, I need to get around to...
- I'm afraid to...

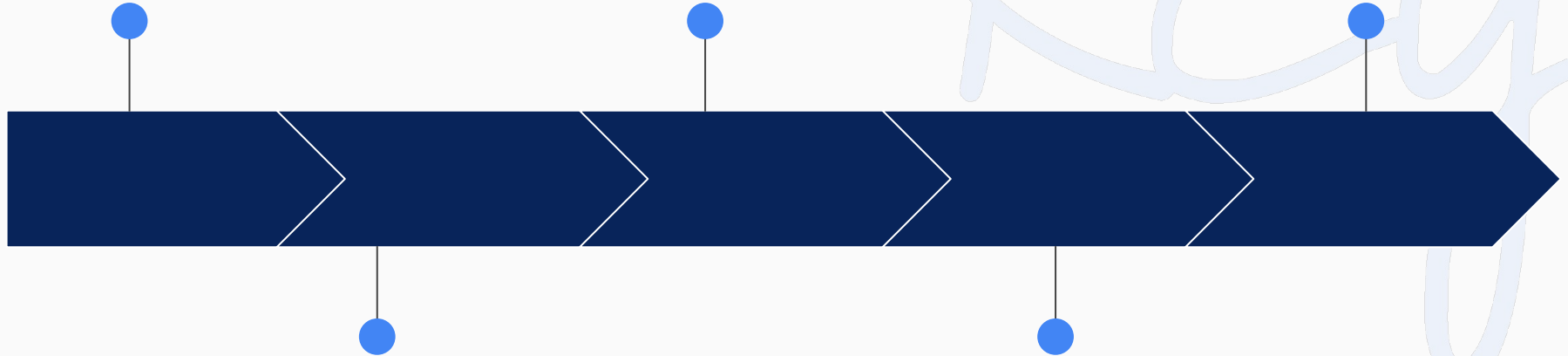
**Have you
ever said any
of these?**



We try something new

Fail to meet said expectations

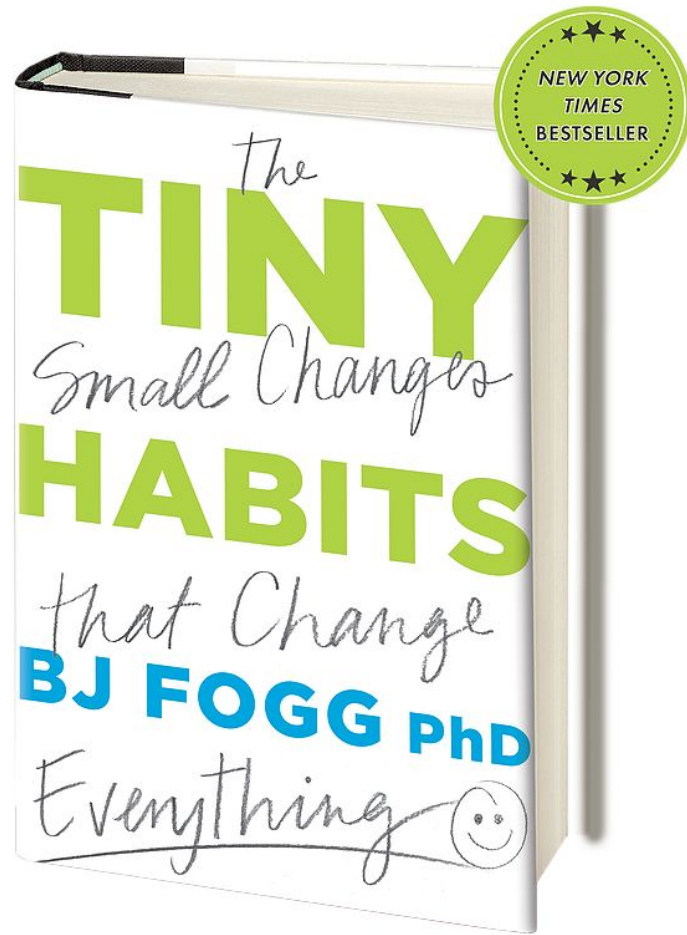
Inner critic reinforces self-doubt



Set expectations too high

Feel bad

key





Parts to Behavior Design

B=MAP

Behavior = Motivation + Ability + Prompt

Motivation = desire to do the behavior

- Usually agents are motivated to find new business
- Beware of competing or conflicting motives
 - I want to talk to FSBOs, but I'm scared
 - I want to sell more, but I like my laid-back schedule
- Watch out for motivational waves and fluctuations

3 Sources of Motivation

1. Yourself (what you already want)
2. A benefit or punishment you would receive by doing the action
3. Your context (ex: all your friends are doing it.)



Tip: Motivating toward an abstraction doesn't yield results.

Ability = capacity to do the behavior

- Simplicity is the key to making behaviors stick
- 3 Ways to make behaviors easier
 - Increase your skills
 - Get tools and resources
 - Make the behavior tiny
- Remember: simplicity changes behavior

Ability Factors

Time

Money

Physical Capacity

Mental Energy

Fit into Routine

Note: the perception of difficulty can be just as important as the actual difficulty - this will produce procrastination.

Solution: Find a starter step.

Prompts = your cue to do the behavior

- No behavior happens without a prompt
- Don't leave prompts to chance
- Best prompt is an anchor behavior in your routine
- Second best is a reminder (alarm, sticky note...)
- People tend not to be a good source of prompts

Finding the right anchor

After I do _____, I will _____

Keys to making this work:

- Match the physical location
- Match the frequency
- Match the theme/purpose

Make sure your anchor behavior is specific



Steps to Behavior Design

Start with Aspirations

Get clear on what you want to happen

Be specific - think about the why

Another way of thinking about an aspiration is to think about the desired outcome of changing behavior



Explore Behavior Options

Think of every possible behavior to achieve goal

Then eliminate the fantasy ones and get realistic

Ask: Can i do it?

Do i want to do it?

Assess the Behaviors



They must meet the following criteria:

Behavior is effective in realizing your aspiration (impact)

You want to do the behavior (motivation)

You can do the behavior (ability)



The Secret to Making a Habit Stick?

Clues



- Not repetition
- Not frequency
- Not a magical 21 or 40 days

Immediate Celebration



More about Celebration

Celebration must follow
immediately

It must be authentic

Every attempt must be
celebrated - even
failures



More about Celebration



- When you celebrate effectively, you tap into the reward center of your brain
- Just like a rat getting a treat at the end of a maze, the reward causes the brain to recognize and encode the sequence of behaviors
- It's a little hack that will reinforce a behavior and create a habit

More about Celebration

Example: Babies
learning to walk

Every attempt is
celebrated

Result? They do it again
and again, even though
most attempts end in
failure.





Emotions create habits

Anatomy of Tiny Habits

- The Anchor Moment
- Tiny Behavior
- Instant Celebration

Make It Happen



- Stop judging yourself.
- Take your aspirations and break them down into tiny behaviors.
- Embrace mistakes as discoveries and use them to move forward.

Agent x

Can't seem to find the time to prospect. She wants to call her large sphere of influence on a regular basis. How do you use the Tiny Habits Method to help her?



You got this.