

# Get Started: Handy Habit Design Tips

## **1. Harness motivation where it exists, now**

Plan complex actions when motivation is high; easy activities when motivation is low; celebrate the wins.

## **2. Design structured behaviors to guide people**

Helping people do what they already want to do; make it simple; create pathways with tiny steps (1, 2, 3).

## **3. Take baby steps on your way to lasting change**

Work in small, action learning cycles; remember that designing “too big” leads to discouragement.

Source: BJ Fogg, PhD, created the Tiny Habits method. He directs the Behavior Design Lab at Stanford University. Dr. Fogg's methods have helped thousands achieve lasting change. He authored the New York Times bestseller, *Tiny Habits: The Small Changes that Change Everything*.