

THE POWER OF
habitTM

*The greatest predictor
of high performance*



Success Follows Self-Mastery



Habits are unparalleled predictors of long-term outcomes. They affect performance more than talent, intelligence, luck, or decision-making. Most know this, yet we struggle to take control of our habits to get the outcomes we want. If knowing is half the battle, the other half is doing. Success is predicated on self-mastery; high performance is a matter of habit.

“There are no organizations or individuals without habits. There are only those who deliberately design them and those who do not.”

—Charles Duhigg, author of *The Power of Habit*

Tools for Total Performance

Based on the bestseller by Charles Duhigg and the latest science in habit formation, *The Power of Habit* teaches how habits work and how to develop effective habits using skill instead of willpower. The course teaches a skillset for mastering *any* habit. You might call this skillset the habit of all habits. The one to rule them all.

Whether participants take the course online, live online, or in person, they learn the skills through instruction, reflection, practice, and coaching. The result: greater performance and continuous improvement.

01 SPOT THE LAG

- Identify where you're frustrated, stuck, or otherwise not getting the results you want or need.

05 REDUCE THE NOISE

- Get rid of or avoid the cues that trigger bad routines.

02 SPOT THE LOOP

- Learn the Habit Loop—cue, routine, reward.
- Identify the habits holding you back, including the hidden cues and rewards.
- Identify the habit(s) you need to develop to get the future results you want.
- Learn how to replace bad habits with good habits by using existing cues and rewards.

06 WRITE A REWARD STORY

- Identify the psychological drives behind your habits—both good and bad.
- Clarify your “why.” Connect the dots between the outcomes you want and your psychological drives and needs.
- Write down your “why.”

03 SHRINK THE ROUTINE

- Simplify the routine so it's easier to do.

07 TURN BAD DAYS INTO GOOD DATA

- Become both the scientist and the subject to learn from setbacks.

04 CUE THE ROUTINE

- Create a prompt or trigger to set your routine into motion.

08 REPEAT. REPEAT. REPEAT.

- Use visualization to increase your reps.

Delivery Options and Participant Materials

The Power of Habit is available in three modalities to meet the unique needs of your team or organization. Each modality is optimized for skill transference and an engaging learning experience.



ONLINE

On-demand training offers 4–6 hours of instructional time and 60 days of access.

MATERIALS

- The Power of Habit Digital Handbook
- The Power of Habit model card
- eBook of the *New York Times* bestseller, *The Power of Habit*
- Certificate of completion
- Access to YourHabitHome.com

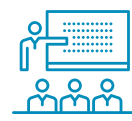


LIVE ONLINE

Virtual, instructor-led training is delivered in three two-hour sessions.

MATERIALS

- The Power of Habit Digital Toolkit
- The Power of Habit model card
- eBook of the *New York Times* bestseller, *The Power of Habit*
- Certificate of completion
- Access to YourHabitHome.com

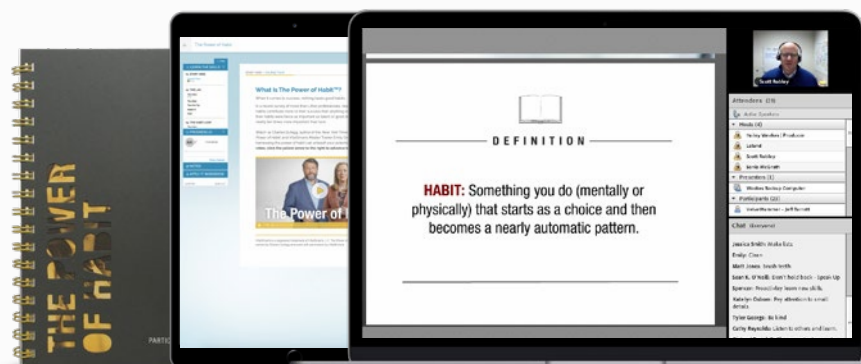


LIVE

Instructor-led, in-person training is delivered as a one-day (six hour) classroom course.

MATERIALS

- The Power of Habit Toolkit
- The Power of Habit model card
- Copy of the *New York Times* bestseller, *The Power of Habit*
- Certificate of completion
- Access to YourHabitHome.com



Three Implementation Options

We also offer three ways to experience training: attend a public workshop, bring in a VitalSmarts trainer, or have an internal leader get certified to train employees.



PUBLIC WORKSHOP

Your employees attend an Online, Live Online, or Live public workshop.

Visit vital-smarts.com/events to find a workshop near you.



IN-HOUSE TRAINING

Bring in a VitalSmarts Master Trainer to train the Live or Live Online course or roll out Online Training across your organization.



TRAINER CERTIFICATION

Certify an internal leader to train the Live or Live Online course to employees. Certification courses are offered both Live and Live Online.



Trusted By



The Power of Habit Equals High Returns

The Power of Habit skills help organizations meet challenges related to efficiency, agility, compliance, safety, development, and more.

AGILITY & ADAPTABILITY

Employees can better adapt to changing circumstances with skills to control their habits. The case study of Travis Leach, who made a dramatic change after learning a few skills at Starbucks, demonstrates how simple shifts in habits can drastically alter workplace performance and life outcomes.¹

SKILL DEVELOPMENT

A recent survey reveals that newly promoted leaders take more than six months on average to develop the skills they need to succeed in the new role. Conversely, when employees know how to leverage the power of habit, they can more quickly adopt new skills and turn them into habits.

EFFICIENCY

Habits are automatic routines that occur with very little thought or effort. Leaders and employees can leverage course skills to automate behaviors for increased efficiency. For example, workers at the Alcoa Corporation automated a behavioral safety routine that dramatically improved efficiency, productivity, and revenue.²

¹ Charles Duhigg, "Starbucks and the Habit of Success," in *The Power of Habit: Why We Do What We Do in Life and Business* (New York, NY: Random House, 2014), pp. 128–153.

² *Ibid.*, pp. 97–126.

³ *Ibid.*, pp. 154–181.

ENGAGEMENT

The skills for habit control are empowering by their very nature. As people increase their ability to build good habits, they become more engaged in work and life and take greater responsibility for outcomes.

QUALITY & SAFETY

Organizations don't instill workplace behaviors simply because leaders order it. Only by implementing measures and training that foster habit formation can they successfully help employees meet quality, safety, regulatory, or cultural standards.³



What People Are Saying

Training participants agree that The Power of Habit addresses challenges related to leadership, skill development, responsibility, and performance.

“The course equips people with the framework and skills to make other learning and training actionable.” —Training participant

“The training builds awareness around personal business habits that could change interaction at home and work.” —Costco employee

“Gives you the tools you need to improve all aspects of your life.”
—HEB employee

“The course offers a way to find sustainable and actionable ways to change the behaviors you want to change.” —Princeton employee



The VitalSmarts Touch

We offer a best-in-class learning experience, stellar customer support, and tangible results. Discover what sets us apart from the rest.



Award-Winning Instructional Design

From our innovative training platform to our award-winning original video content, our courses are some of the highest-rated in the industry.



Research-Backed Skills

The skills and principles we train are rooted in social science and have been demonstrated and replicated in peer-reviewed academic journals.



Customer Satisfaction

More than 93% of our customers say they are likely to very likely to recommend VitalSmarts.



Results

We've helped more than 300 of the Fortune 500 realize significant results using our proven methods.

The VitalSmarts Suite

While a powerful solution in its own right, The Power of Habit belongs to a family of courses that together help organizations build healthy and high-performance cultures that spur flawless execution and consistent innovation.

COMMUNICATION



Dialogue



Accountability

EFFECTIVENESS



Productivity



Performance

LEADERSHIP



Change

THE POWER OF **habit**[™]

Take the Next Step

Bring The Power of Habit to your organization
and cultivate a culture of **high performance**.

Call 1.800.449.5989 or visit us at vital-smarts.com.

About VitalSmarts

Named a Top 20 Leadership Training Company, VitalSmarts is home to the award-winning Crucial Conversations®, Crucial Accountability®, Getting Things Done®, The Power of Habit™, and Influencer Training® and *New York Times* best-selling books of the same titles. VitalSmarts has consulted with more than 300 of the Fortune 500 companies and trained more than 2 million people worldwide.

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