

THE SCIENCE OF BEHAVIOR CHANGE

# LASTING CHANGE

## THE WORKBOOK

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The Proven System for Rewiring Your Brain,  
Building Automatic Habits, and Becoming  
the Person You Were Always Meant to Be

### INSIDE THIS PREVIEW:

- ✓ Full Table of Contents
- ✓ Complete Introduction
- ✓ Chapter 1 Preview
- ✓ Sample Exercises

**Full workbook: 78 pages · 13 chapters · 25+ exercises**

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# The Book That Changes How You Change

Let me tell you about the morning that changed my understanding of human behavior forever.

It was 6:47 AM. I was lying in bed, staring at the ceiling, having an argument with myself. The same argument I had every morning.

"Just get up. You said you would exercise today. Just get up."

"But the bed is warm. And you're tired. You can exercise tomorrow."

"You said that yesterday. And the day before. Just get up."

"Five more minutes."

I wish I could tell you I won that argument. I didn't. I snoozed my alarm three more times, stumbled to the coffee machine, and told myself I would definitely, absolutely, for sure start exercising next week.

That was a Tuesday in March. I know because I had just read my fourteenth book on habits and productivity. Fourteen books. Hundreds of highlighted passages. Dozens of Post-it notes with inspiring quotes.

And there I was, unable to get out of bed.

**Something was very, very wrong.**

Not with my willpower. Not with my motivation. Not with my desire to change. Something was wrong with the entire way I was thinking about change.

# The 92% Problem

Here is a statistic that should disturb you:

Ninety-two percent of people who set goals fail to achieve them.

Not ninety-two percent fail to achieve their goals perfectly. Ninety-two percent fail entirely. They give up. They quit. They slide back into exactly the patterns they swore they would change.

And it's not for lack of trying.

These are people who genuinely want to change. They buy gym memberships. They download meditation apps. They read books—lots of books. They watch YouTube videos about morning routines and productivity hacks and the secrets of successful people.

They try. They really do.

And they fail anyway.

## ■ RESEARCH:

A University of Scranton study tracked 200 people with goals. After one week, 77% were on track. After one month, 64%. After six months, 46%. After two years, only 19% succeeded.

Why?

The answer is both humbling and liberating:

## ◆ KEY INSIGHT:

The problem isn't you. The problem is that almost everything you've been taught about behavior change is wrong.

# Why You Do What You Do

Before we can change behavior, we need to understand it.

And here's the uncomfortable truth: Most of us don't understand our own behavior at all.

We think we make rational decisions. We think we're in control. We think that if we just knew what to do, we'd do it.

We're wrong on all counts.

In 1998, a Stanford professor named BJ Fogg started asking a simple question: What causes behavior?

Twenty-five years and thousands of studies later, he found the answer:

$$\mathbf{B = MAP}$$

$$\text{Behavior} = \text{Motivation} \times \text{Ability} \times \text{Prompt}$$

This simple equation explains everything:

- Why you check your phone 96 times a day without thinking
- Why you can't stick to a gym routine despite wanting to
- Why some habits form effortlessly while others never stick
- Why willpower fails you every single time

When you understand this model, you stop fighting yourself—and start designing behaviors that happen automatically.

## ■ THE SCIENCE:

Your brain processes 11 million bits per second. Your conscious mind handles about 50. That means 99.9996% of what you do is automatic. This isn't a flaw—it's a feature you can leverage.

# The Three Components Explained

## Motivation: The Energy Source

Motivation is your desire to perform a behavior. Think of it as the energy available for action.

Here's what most people miss: Motivation is not stable.

It fluctuates wildly based on your sleep, your blood sugar, your stress levels, what you just saw on your phone, the weather, the time of day—hundreds of factors, most of which you can't control.

This is why any strategy that depends on motivation will eventually fail.

But there's something you CAN control. Something that makes motivation almost irrelevant...

The secret lies in the second component of the equation.  
When you master Ability, everything changes. You no longer...  
need to rely on feeling motivated. You simply...

...

## Want to keep reading?

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13 chapters · 25+ exercises · 30-day contract · PDF + EPUB

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