

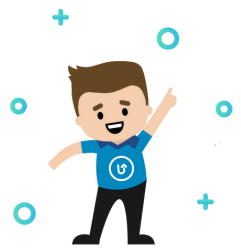
# CHANGES HABITS

**JUNE**

## • **CHANGING A HABIT**

### Why Do Habit Changes Require Planning?











Humans are creatures of habit, which is why changing a habit requires extra energy and focus. In short, the human brain has two systems available when making decisions:



- System 1: automatic, fast, intuitive, and unconscious.
- System 2: slow, deliberate, and conscious, and therefore the system that can store new information, make changes, and create new habits.

Only 5% of our actions are governed by System 2, which is why it might not be surprising that change processes require surplus energy in everyday life.

Our brain will quickly revert to old habits because it requires less effort. Therefore, it's crucial to be clear about the motivation behind your habit changes so you can remind yourself why you want to change your habit.

System 1	System 2
95% of our actions are governed by:	5% of our actions are governed by:
 Habits	 Attention
 We did that yesterday	 Concentration
 Intuition	 Planning
 Instincts	 Analysis
 Routines	 Logical thinking

*If you find this interesting, we recommend you read the book:*

*I'm afraid Debbie from marketing has left for the day*

*- How to Use Behavioural Design to Create Change in the Real World. By Morten Münster.*