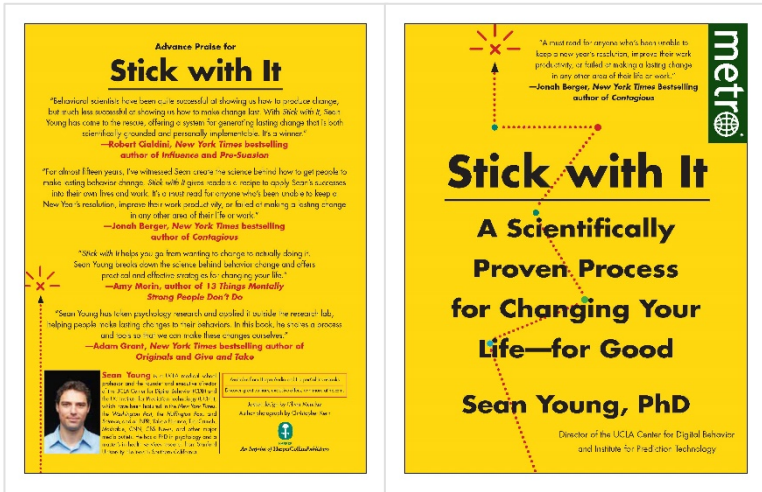


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How to change your behavior & finally meet your goals

By Stick with it Published: October 09, 2017

Raise your hand if you followed through on your New Year's resolutions this year. If you failed, you're not alone; experts say that only 8 percent of people actually cross the finish line.

Similarly, with the season fast approaching, you might have every intention of getting a flu shot. Still, the CDC reports that about 60 percent of adults in the U.S. failed to do so last year, which begs an obvious question: Why?

"It's something we're aware of, but many of us often overlook it or think we simply don't have time to get a flu shot," says Sean Young, Ph.D., Executive Director of the University of California Institute of Prediction Technology and the UCLA Center for Digital Behavior.

Young is the UCLA Medical School professor who penned *Stick with It*, a groundbreaking new book that unpacks clear, actionable ways to change our behavior. According to Young, the reasons we fail to get a flu shot are the same ones that hold us back with other goals.

"Whether your goal is to exercise more, dial down your screen time or keep your kids engaged in school all year long, many of us come out strong and stick with it for a week or two before eventually abandoning it," he says. "*Stick with It* explores the science behind lasting change, bringing together decades of psychological research on how to get people to actually stick with certain behaviors."

Conventional wisdom teaches us that the only way to change our behavior is to maintain constant motivation and discipline. The problem is that this simply isn't true.

"It's actually the wrong science," adds Young. "You can't change who you are, and you don't have to. You can't stay motivated and excited all the time, but there are ways to get yourself to stick with it anyway."

First pinpoint what behavior you want to change, which will fall into one of three categories:

- Automatic behaviors:** Things we do without thinking, think slouching, nail biting and the like.
- Burning behaviors:** Things we're aware we're doing, but feel like we can't stop; addiction falls under this umbrella.
- Common behaviors:** Things we just can't muster the motivation to do, like exercising daily.

From there, there are seven research-backed forces to help you make a change. They're so effective, in fact, his studies find that people who use them are two to three times more likely to change their behavior and have it stick than those who don't. Just remember the acronym SCIENCE:

- S - Step ladder:** Do things in small, incremental steps.
 - C - Community:** If we do things in a community environment, it's more likely to result in lasting change.
 - I - Important:** If we care about the change, we'll be more likely to follow through.
 - E - Easy:** Make it so you don't have to overly go out of your way to change your behavior. For example, if you're trying to exercise more, bring your gym bag to work so that popping in on the way home is easy.
 - N - Nerve hacks:** This refers to quick mental shortcuts that can change our brains and get us to think and behave in ways we've never been able to before. You can't use your mind to change your behavior, you first change your behavior and then your mind will follow.
 - C - Captivating rewards:** If things are rewarding, we'll be more likely to do them.
 - E - Engrained:** If something becomes routine or a repetitive behavior, it has more sticking power.
- Ready to change your behavior once and for all? *Stick with It* is the best tool in your arsenal.

HarperCollins “Stick with It” (Oct-17)

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How to change your behavior & finally meet your goals

By Stick with It Posted October 2, 2017

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Conventional wisdom teaches us that the only way to change our behavior is to maintain constant motivation and discipline. The problem is that this simply isn't true.

"It's actually the wrong science," adds Young. "You can't change who you are, and you don't have to. You can stay motivated and excited all the time, but there are ways to get yourself to stick with it anyway."

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Getting a jump on New Year's resolutions
By Stick with It Posted October 2, 2017

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By Stick with It Monday, October 2, 2017

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