




# Living Better



A Playbook



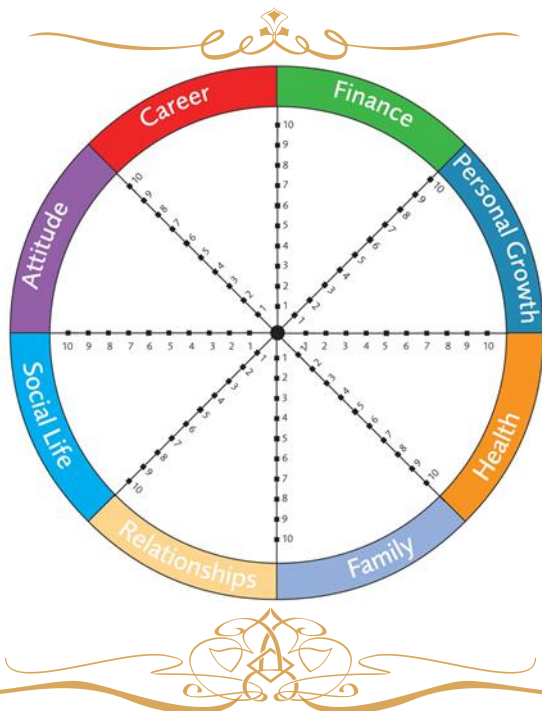
"Nothing is **impossible**, the word itself says '**I'm possible**!'" - Audrey Hepburn



## Week 1: What's my goal?

We routinely choose goals that will not make us happier - we underestimate the role relationships, health and giving have on our wellbeing. It is important to prioritise the goal that will help us live better the most.

Action: use the wheel of life to give yourself an overview of how happy you are with different areas of your life. On a scale of 0 (not at all satisfied) to 10 (completely satisfied), mark on the wheel how satisfied you are with each area of your life. Consider prioritising the area you're least satisfied with (it may not be the area you thought you'd focus on!)



Use wellbeing research to figure out what tends to give people the highest wellbeing boost. According to the Annual Population Survey 2011-21:

“Self-reported health had the strongest association with all the measures of personal well-being, the second strongest association was employment status and the third was relationship status.”

So perhaps when making a decision on what to focus on out of the wheel of life areas, give a little bit extra consideration to goals in health, your job and your relationship.

Once you're chosen one thing, focus on **just doing that one thing**— trying to pursue several ambitious goals at once sets one up for feeling overwhelmed and achieving none of them.

Visualise how your life will be different when you achieve your goal. Find your emotional reason e.g. “I want to quit smoking to see my children grow up”, “I want to buy a house to feel that security and freedom”. This will help you when the going gets tough.

<sup>1</sup><http://webarchive.nationalarchives.gov.uk/20160105231902/http://www.ons.gov.uk/ons/rel/wellbeing/measuring-national-well-being/what-matters-most-to-personal-well-being-in-the-uk-/art-what-matters-most-to-personal-well-being-in-the-uk-.html#tab-Key-points>

## Week 2: Creating a plan

Goals can look very different – stopping something, starting a new habit, a one-off goal. Identify what type of behaviour you're trying to achieve using BJ Fogg's Behavioural Grid.

Use the Behavioural Wizard (<http://www.behaviorwizard.org/wp/>) to identify what might help with you achieve that type of behaviour.

If you're trying to create a new habit... Break down into "tiny habits" (something that can be done in 30 seconds, identify a trigger). You can join a community of people doing the same at <http://tinyhabits.com/join/>

If you're trying to complete a one-off goal... develop a week-by-week set of targets and WHEN you will do it.

Create task list with a few easy tasks to tick off at the beginning to give you a sense of progress.

There will be times when you're tired and stressed or in situations where your willpower will be tested. Create an "if this, then that" plan for these situations. "If someone asks me to do some work as I'm leaving, I will explain that I have an appointment, ask them the deadline and make plans to do it before the deadline."

The Behavior Grid by BJ Fogg

The Behavior Grid maps 15 types of behavior change. The items in *italics* are sample behaviors, all related to eco-friendly actions. For more, see [www.behaviorgrid.org](http://www.behaviorgrid.org)

|   | <b>Green behavior</b><br><small>Do <i>new</i> behavior, one that is <i>unfamiliar</i></small>      | <b>Blue behavior</b><br><small>Do <i>familiar</i> behavior</small>                                 | <b>Purple behavior</b><br><small><i>Increase</i> behavior intensity or duration</small>             | <b>Gray behavior</b><br><small><i>Decrease</i> behavior intensity or duration</small>              | <b>Black behavior</b><br><small>Stop doing a behavior</small>                                     |
|---|--|--|---|--|---|
| <b>Dot behavior</b><br><small>— is done <i>one-time</i></small>                         | <b>GreenDot</b><br>Do new behavior one time<br><i>Install solar panels on house</i>                | <b>BlueDot</b><br>Do familiar behavior one time<br><i>Tell a friend about eco-friendly soap</i>    | <b>PurpleDot</b><br>Increase behavior one time<br><i>Plant more trees and local plants</i>          | <b>GrayDot</b><br>Decrease behavior one time<br><i>Buy fewer boxes of bottled water</i>            | <b>BlackDot</b><br>Stop doing a behavior one time<br><i>Turn off space heater for tonight</i>     |
| <b>Span behavior</b><br><small>— has <i>duration</i>, such as 40 days</small>           | <b>GreenSpan</b><br>Do new behavior for a period of time<br><i>Carpool to work for three weeks</i> | <b>BlueSpan</b><br>Do familiar behavior for a period of time<br><i>Bike to work for two months</i> | <b>PurpleSpan</b><br>Increase behavior for a period of time<br><i>Take public bus for one month</i> | <b>GraySpan</b><br>Decrease behavior for a period of time<br><i>Take shorter showers this week</i> | <b>BlackSpan</b><br>Stop a behavior for a period of time<br><i>Don't water lawn during summer</i> |
| <b>Path behavior</b><br><small>— is done from now on, a <i>permanent change</i></small> | <b>GreenPath</b><br>Do new behavior from now on<br><i>Start growing own vegetables</i>             | <b>BluePath</b><br>Do familiar behavior from now on<br><i>Turn off lights when leaving room</i>    | <b>PurplePath</b><br>Increase behavior from now on<br><i>Purchase more local produce</i>            | <b>GrayPath</b><br>Decrease behavior from now on<br><i>Eat less meat from now on</i>               | <b>BlackPath</b><br>Stop a behavior from now on<br><i>Never litter again</i>                      |

## Week 3: Measuring Progress

Set yourself a specific target (within 8 weeks I want to have done x).

What's your success metric so you know you're on the right track week to week? This may just be ticking through your week-by-week targets. Or if it's a more subjective goal (e.g. self-reported health, feeling more in control of life), ask yourself on a scale of 0-10 every day to track how you're doing. Mood tracking apps can help you if it's an emotional goal.



## Week 4: Enlisting Support

We are so affected by our physical and social environment. What can you change your physical environment? E.g. moving the biscuit tin!

What support can you enlist around you? This support may be cheerleading or holding you accountable. Remember your partner or close family are not necessarily the best people to hold you accountable as they are more likely to let you off when you're tired!

What can you publicly commit to? (Just telling people can backfire as it feels like you've done something so ask someone to hold you accountable). Can you agree to donate to a cause you hate if you don't achieve your goal?




## Week 5: Soliciting Feedback

You're over half way!

Reflect on what you've learnt so far. What has worked well, and what has worked less so? What will you do differently from now on? Can you be motivated by comparing your progress to others'?

As well as reflecting on this yourself, what feedback can you ask for from those around you? Ask for timely, specific, actionable feedback that is focused on effort.




## Week 6: Rewarding Small Wins

Maybe willpower is starting to fade... Go back to your "if this, then that" plan and adjust as necessary.

Often it is difficult to keep in mind the benefits that will come in the long-term from achieving your goal. What rewards can you link to the small targets? E.g. really good shower after a run. E.g. going to your favourite café to write your blog.

Sometimes it's just reminding yourself to pay attention to how you feel e.g. how great it feels to wake up in the morning after an early night.

Keep in mind that monetary rewards can often backfire as they can undermine your intrinsic motivation (your internal reward). Making your reward an experience can overcome this.






## Week 7: Experimenting

Time for some more reflection. In what way can you experiment different ways to get to your goal? Sometimes things don't work and that's OK - by experimenting you can rule out and stop doing those things.

Try small changes one by one and track the change to see what works for you. E.g. record how many days you take a healthy lunch to work if you prepare it before work vs the night before.



## Week 8: Celebrate!

Celebrate if you meet your goal! This will help you remember why you went through all the pain! Commemorate it e.g. with a photo in a prominent place.

What is important that you keep doing to continue with this new habit?

How can you “10x” your goal? (Make it 10 times bigger than you’ve just achieved).

Or, what's the next goal?

