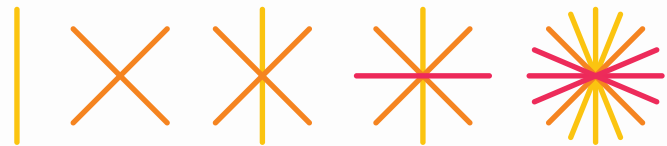
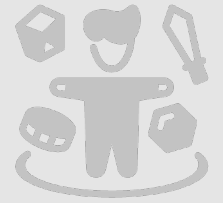


Science-backed resources to
transform your health

The Health HABIT Downloads



Dr AMANTHA IMBER



The Habit Heroes

Amantha

Dr. Amantha Imber



Make it desirable

Overcoming Motivational Hijackers



Motivational Habit 1: Bundle a temptation

Combine the unpleasurable behaviour you want to do more of with an activity that brings you joy.



Motivational Habit 2: The uncomfortable advantage

When adopting your new Health Habit, identify any negative thoughts and emotions that arise. Reframe the discomfort as a sign of growth and progress.



Motivational Habit 3: The game changer

Turn your Health Habit goal into a challenge or competition. Ensure that your game has a scoring system and an associated reward.



Motivational Habit 4: Streak board mastery

Track your new health habit using a streak board – a visual representation of completing a task or activity every day.



Motivational Habit 5: The why factor

When faced with challenges, shift your focus from immediate needs to the bigger purpose behind your health goals.



Motivational Habit 6: Question-powered self-talk

If you are trying to break a habit, start your day by asking, What will I not do today?. If you are trying to start a new habit, instead of stating what you want to do, frame it as a question, such as, Will I eat fermented foods today?



Motivational Habit 7: Fine yourself

Make yourself pay a fine when you fail to stick to your health habit.



Make it social

Overcoming Relational Hijackers



Relational Habit Hero 1: The public pledge

Announce your health habit goal publicly, for all, or at least some, to see.



Relational Habit Hero 2: The buddy system

Find an accountability buddy and share your goals with them.



Relational Habit Hero 3: Guide and grow

Offer health advice and explain the science of your habit change to someone who may find it beneficial.



Relational Habit Hero 4: The prosocial approach

Reflect on the positive impact of adopting healthier habits on yourself and others, versus the consequences of not changing.



Relational Habit Hero 5: Curate your feed

Change your social media feed to include people who are engaging in the types of behaviours you are trying to adopt in your own life.



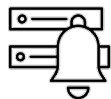
Make it natural

Overcoming Environmental Hijackers



Environmental Habit Hero 1: **Disrupt the default**

Design an intervention for yourself that will shift the default choice to the behaviour you want.



Environmental Habit Hero 2: **A timely reminder**

Set yourself a reminder (e.g. on your phone) to engage in your health habit so you don't forget.)



Environmental Habit Hero 3: **Position power**

For habits involving more consumption or activity, keep relevant objects easily accessible; for reducing behaviours or consumption, place such items out of easy reach.



Environmental Habit Hero 4: **Create some friction**

Put a physical barrier in the way that makes it hard or unpleasant to do the behaviour you are trying to stop doing.



Environmental Habit Hero 5: **Break down the barriers**

Change your external environment to make it easy to do the behaviour you want to do.



Environmental Habit Hero 6: **Set an implementation intention**

Think about a cue that would present a good opportunity to engage in your health habit. Write your implementation intention as an if-then statement: if X happens, then I will do Y.



Environmental Habit Hero 7: **Create a cue-based plan**

Create a cue-based plan by linking a daily, natural occurrence as a trigger to initiate your desired behaviour: When X happens, I will do Y.



Make it easy

Overcoming Cognitive Hijackers



Cognitive Habit Hero 1: Make a fresh start

Identify an upcoming date (e.g. the start of the month or week) or event (e.g. moving house) that represents a good opportunity to act as a fresh start. Begin your Health Habit on this date.



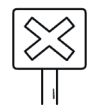
Cognitive Habit Hero 2: Recreate your identity

Visualise and describe your future self following months of your health habit, and congratulate yourself for behaviours that align with this new identity.



Cognitive Habit Hero 3: Harness hall passes

Set a month-long goal for your health habit with a 'hall pass' to miss it twice weekly, marking or acknowledging missed days as 'hall pass' days.)



Cognitive Habit Hero 4: The power of don't

Develop a 'don't' self-talk phrase, like 'I don't use my phone in bed', to resist temptations and respond to questions about the behaviour you're avoiding.



Cognitive Habit Hero 5: The 'some other time' approach

When you feel the urge to engage in a behaviour that is counter to your Health Habit, tell yourself that you will do it 'some other time'.

Questions? I love answering those.

Let's Connect:

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Need more info?

Visit my website
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