

What prevents new **behaviour**?!

No **plan**

New behaviour is never **planned** as part of the **operations**

Cognitive **pain**

Doing something **new** “**hurts**” - it is **easier** to **do** as **usual**

Loss **aversion**

The **feeling** of **loss** is stronger than the **feeling** of the **same** amount of a **win**.
New **behaviour** gives you the **feeling** of **loss** of control

Status quo **bias**

A **preference** for the **known**, as long as it **works** just **50-60%**

Social **proof**

A **tendency** to maintain the **same** behaviour as the **sum** of the group, you belong to



What starts your new **behavior**?!

You have a **plan**

You make your **new** behavior **part** of your daily **operations**

Expected cognitive **pain**

You expect that the new "**hurts**" cognitively - and **you** have **decided** to **endure** the **pain**

Consciousness of loss **aversion**

You are conscious of the fact that **loss** feels stronger than the **same** amount of a **win**, and you **know**, that it is **illogical** and **irrational** - a passing **emotion**

Knowledge about status quo **bias**

Your **preference** for the **known** is an **illusion** - do whatever **brings** long-term value, never just what you **know** and are **used** to

Break patterns/be a culture bearer

Focus on your **own** behaviour and change. **Courage** to **be** the **change**, you **want**

