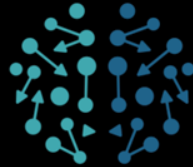


ICF CONVERGE

OCTOBER 23-25, 2025 • SAN DIEGO



Mini Habits: A Small Tool For Big Success



brain by design™

What good
are habits?

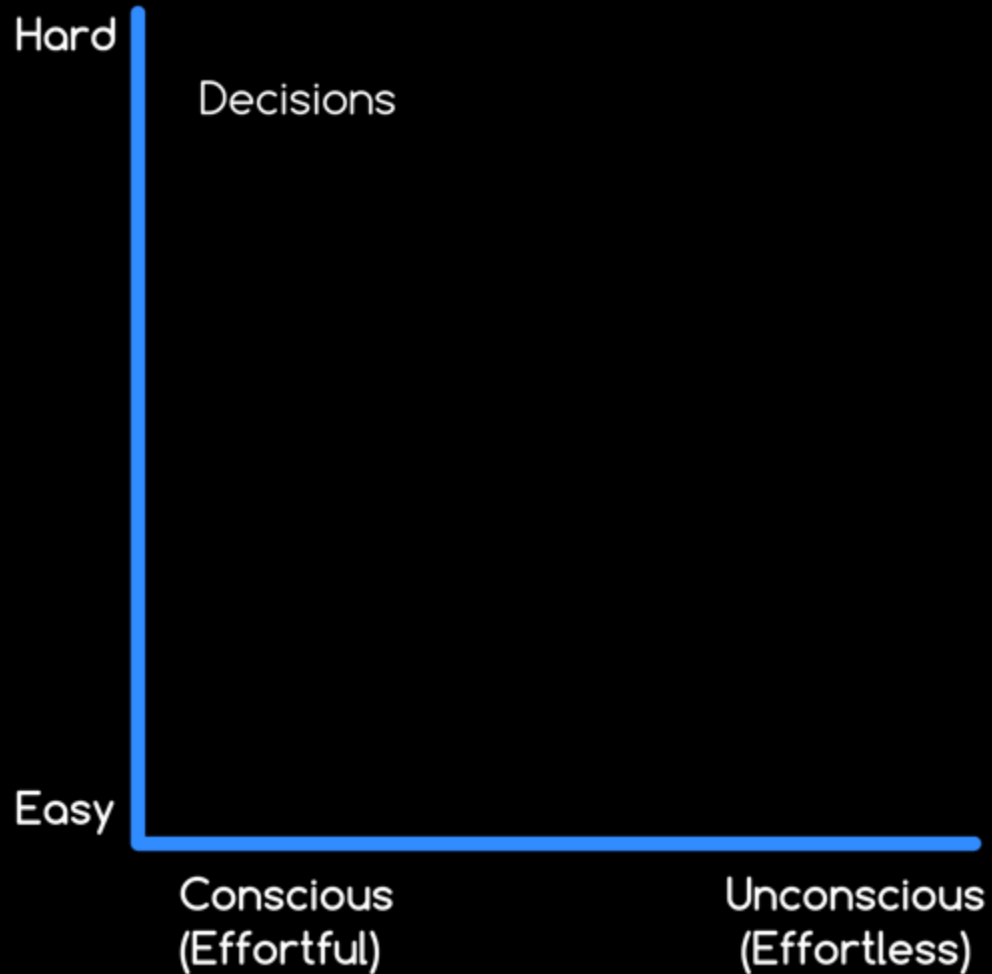
What would change
if your client got
better at habits?

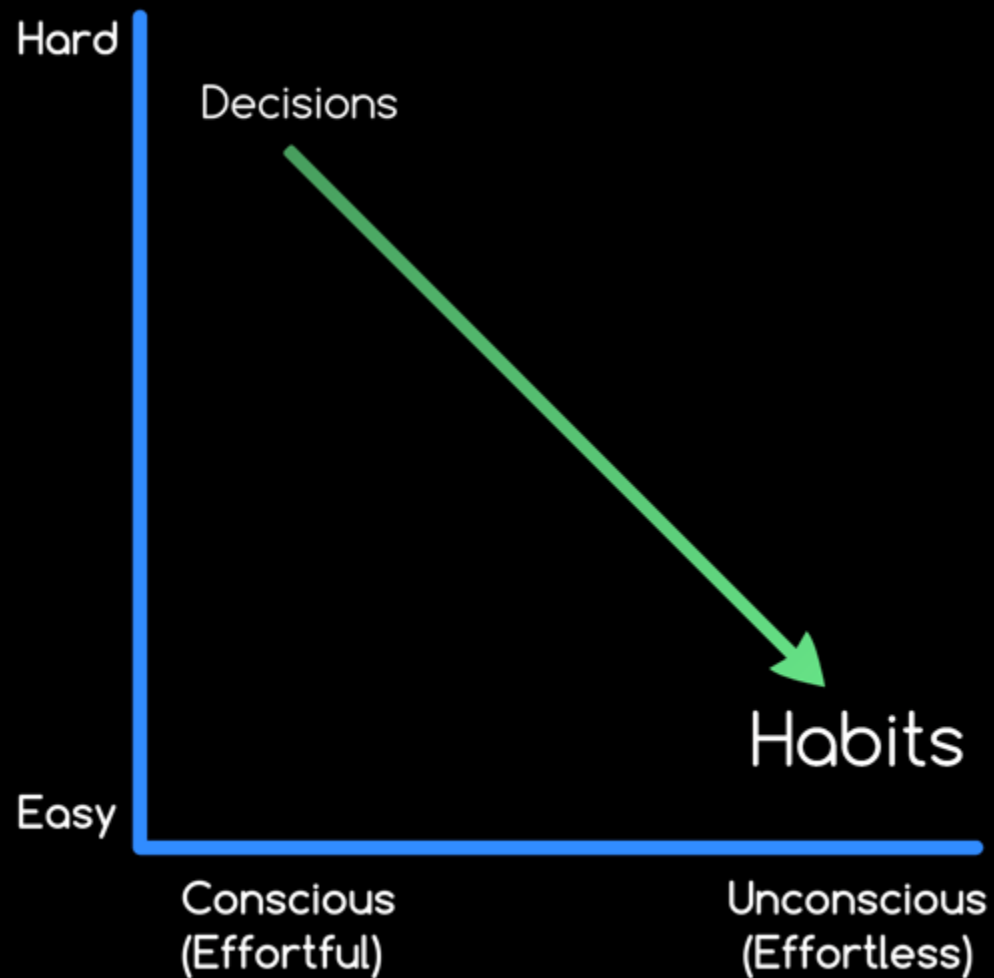
Your Brain is
an Energy Scrooge



Which is why it's a
habit-making machine







Habits by Default

Habits by Default
vs.
Habits by Design

New Habit =

New Habit = 66 Days!

New Habit = 66 Days!

- Harder habits = A little more

New Habit = 66 Days!

- Harder habits = A little more
- Easier habits = A little less



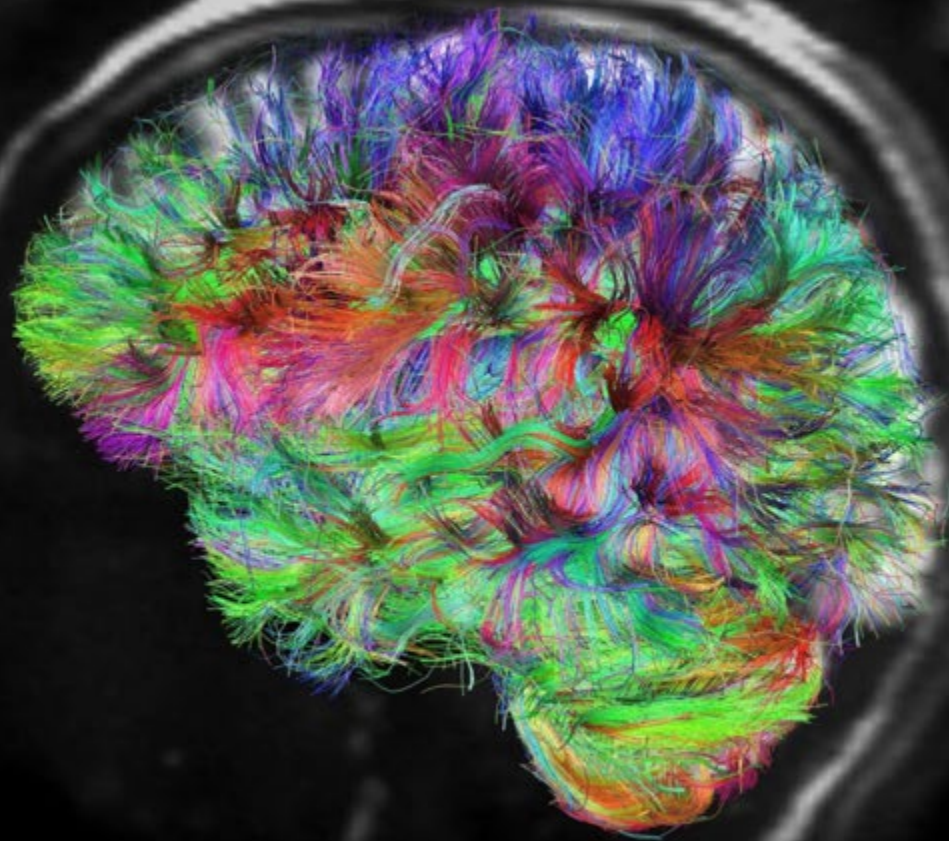


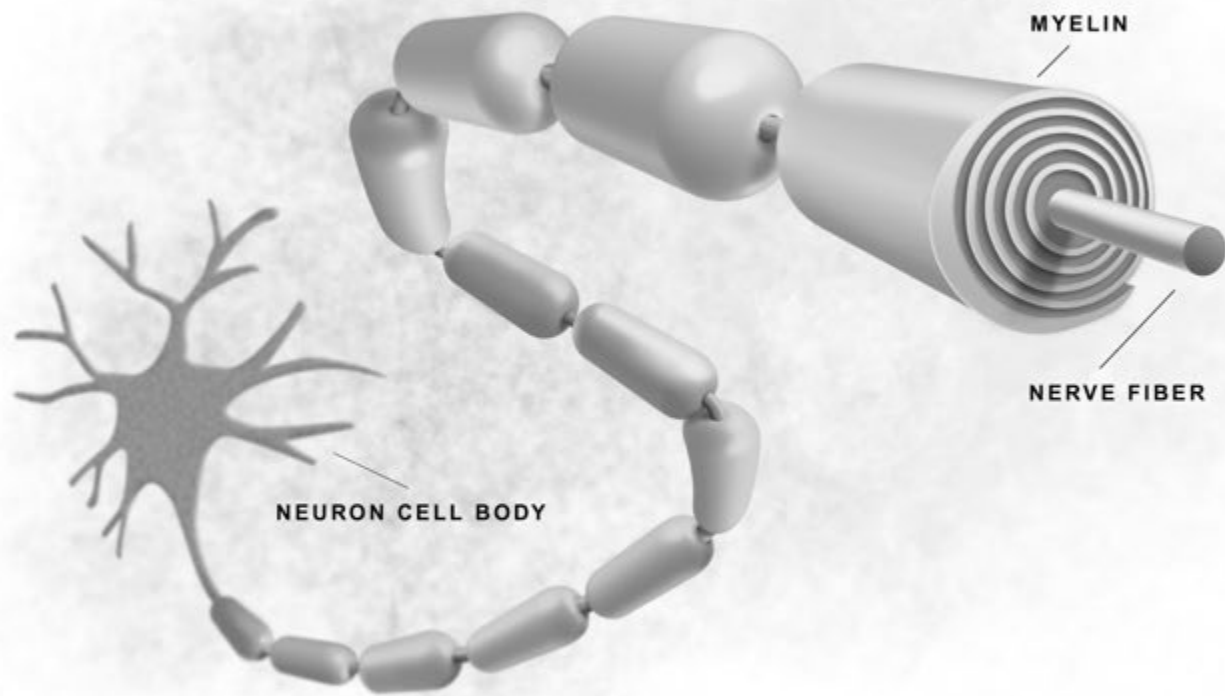


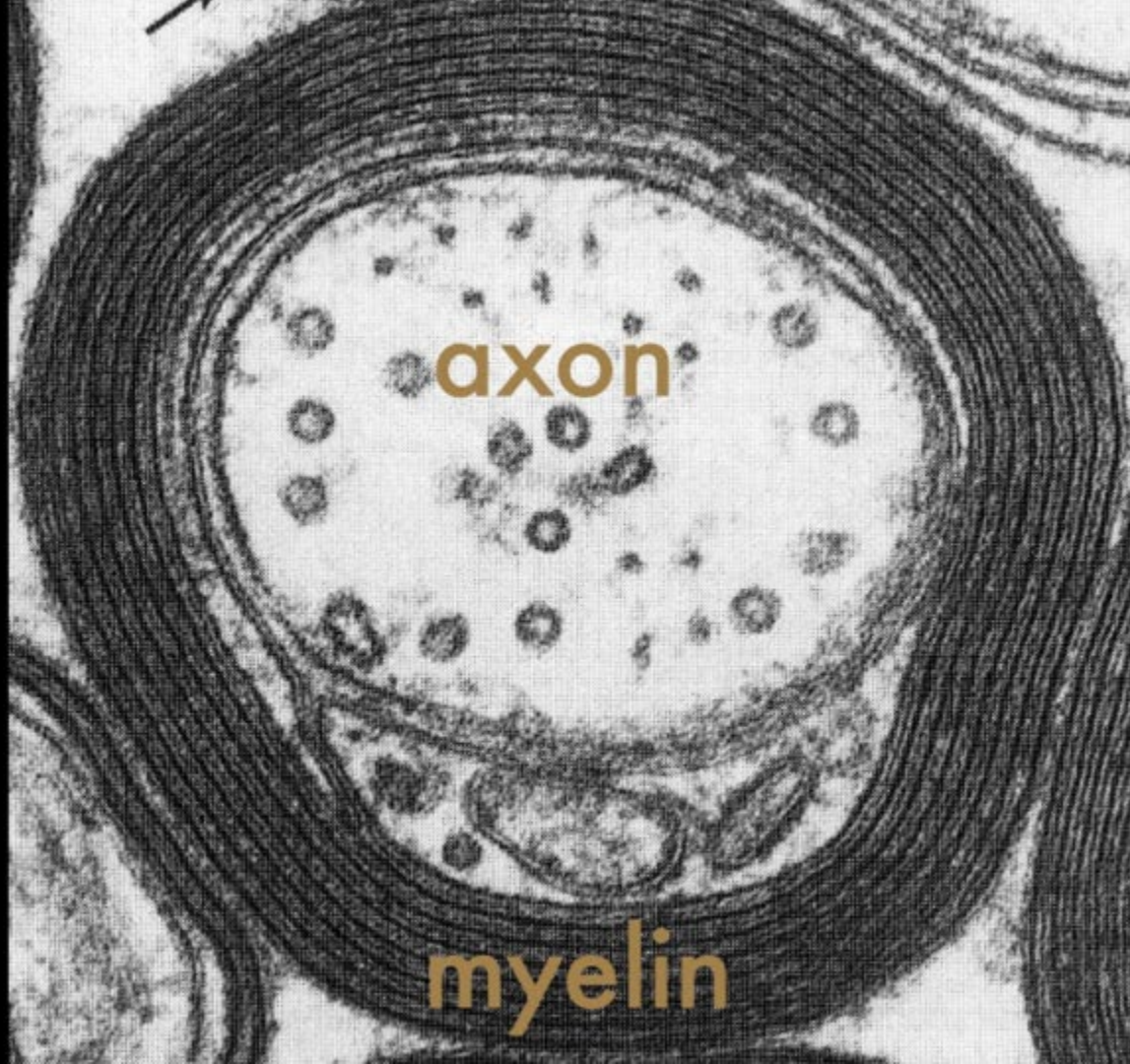












axon

myelin





"Make our nervous system our ally instead of our enemy."

-William James

2 Problems Forming Habits:

2 Problems Forming Habits:

1) Motivation is unreliable 

2 Problems Forming Habits:

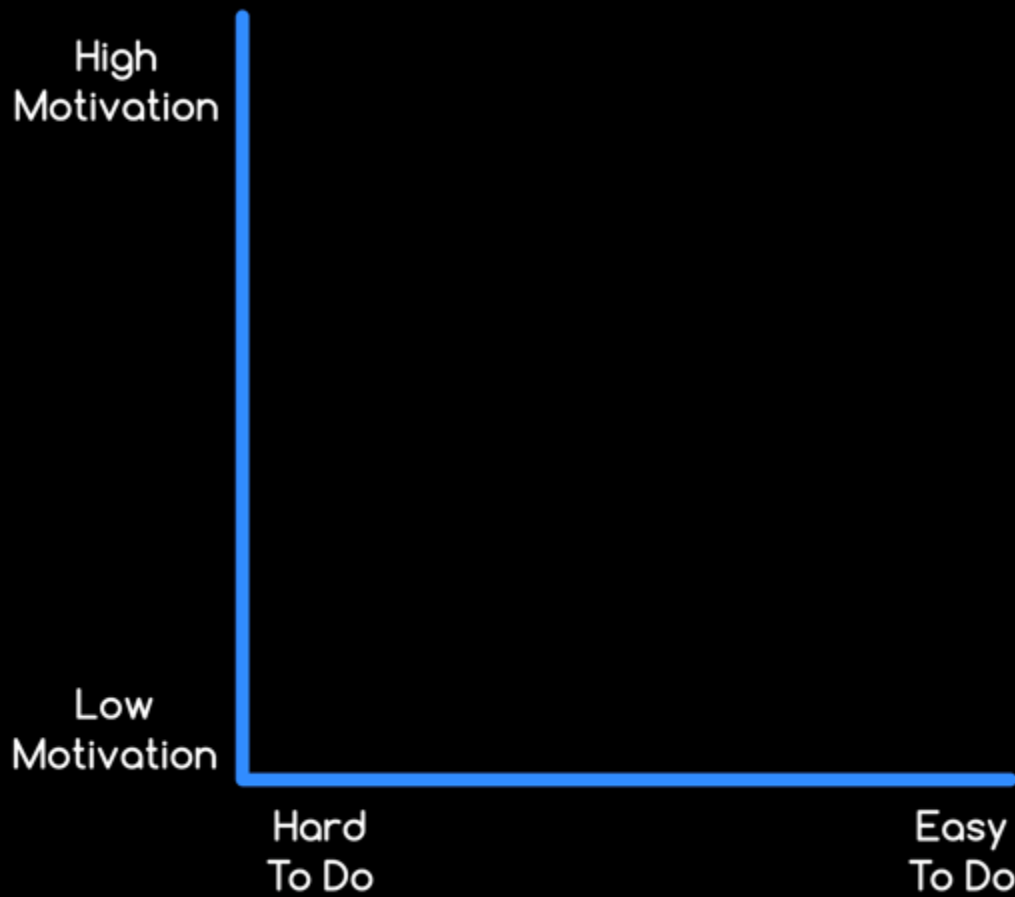
1) Motivation is unreliable 

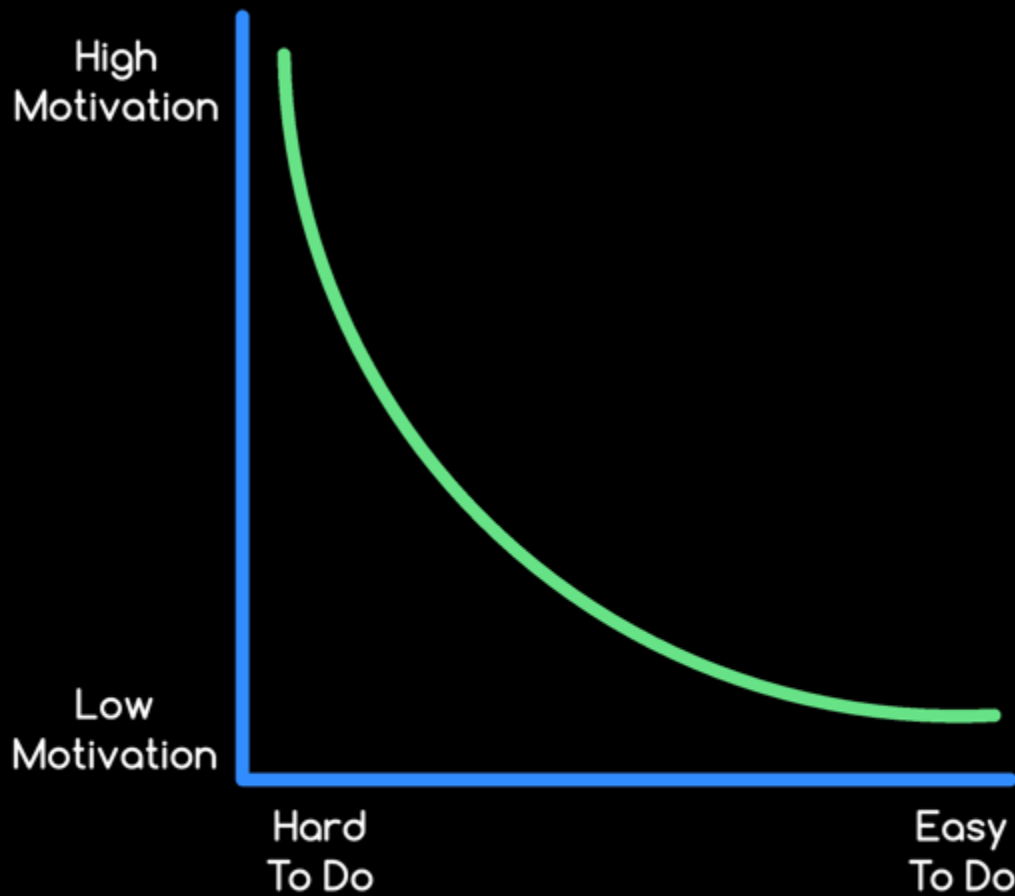
2) Willpower runs out

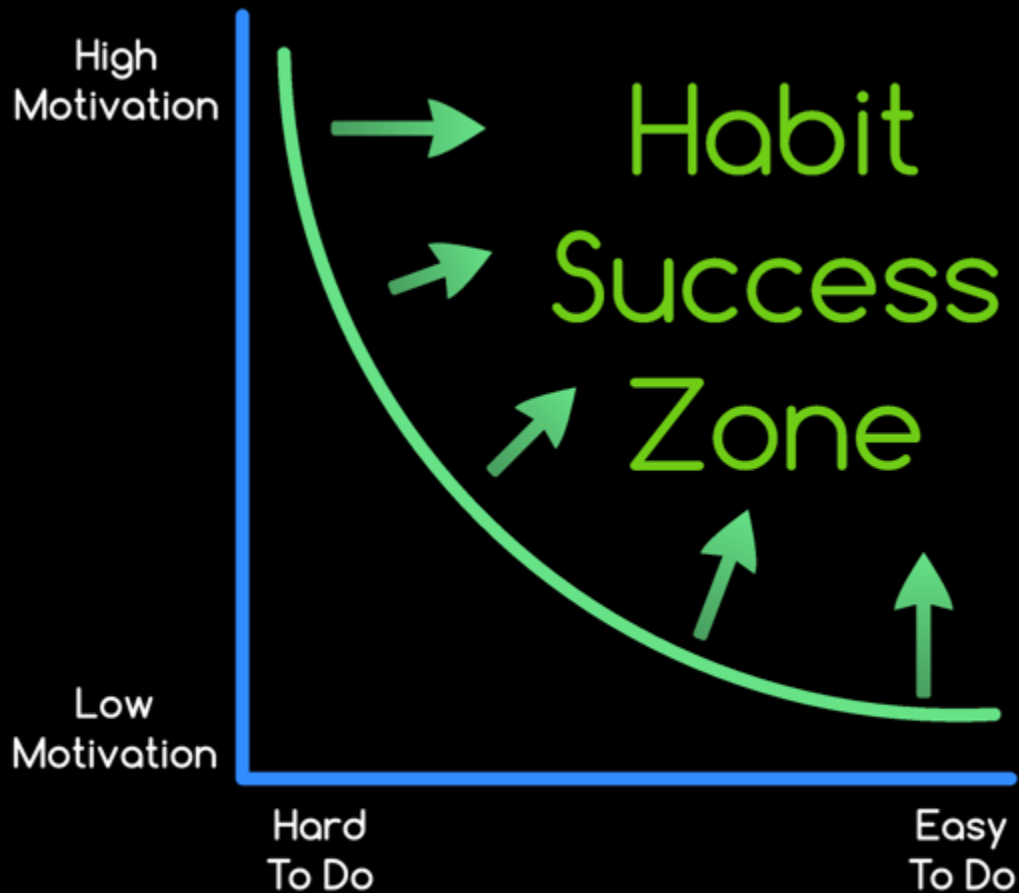


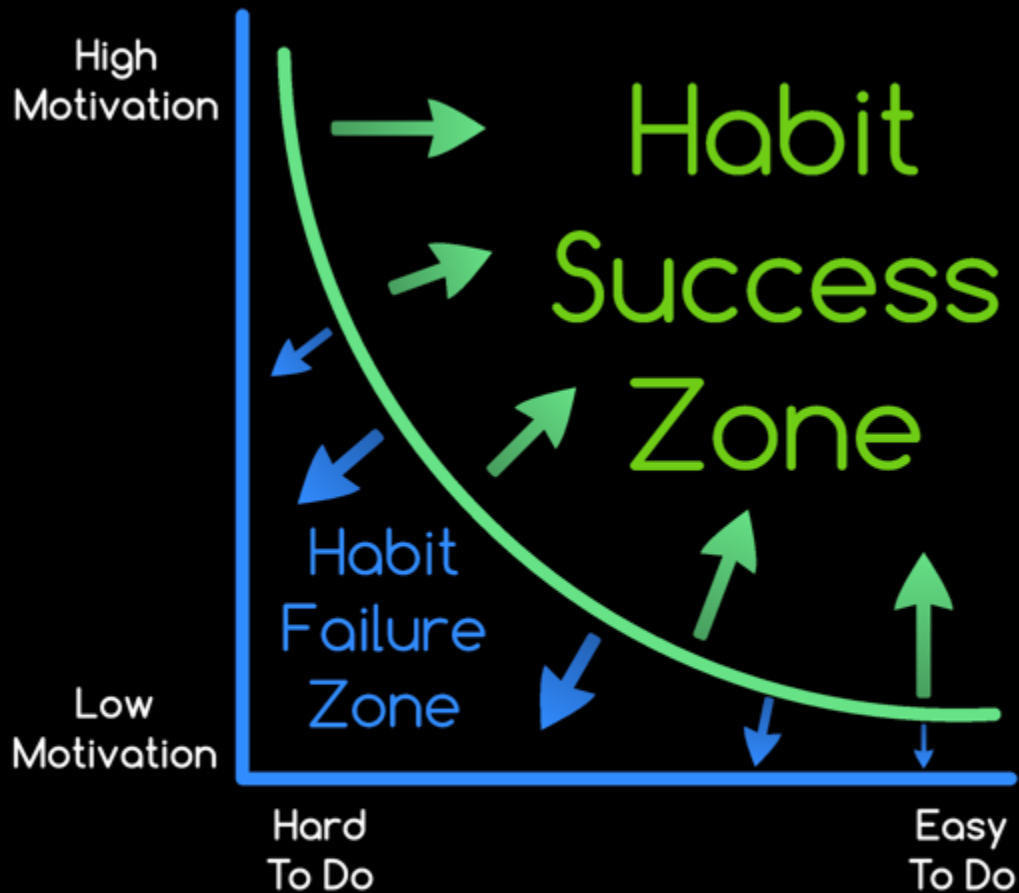
Mini Habits!









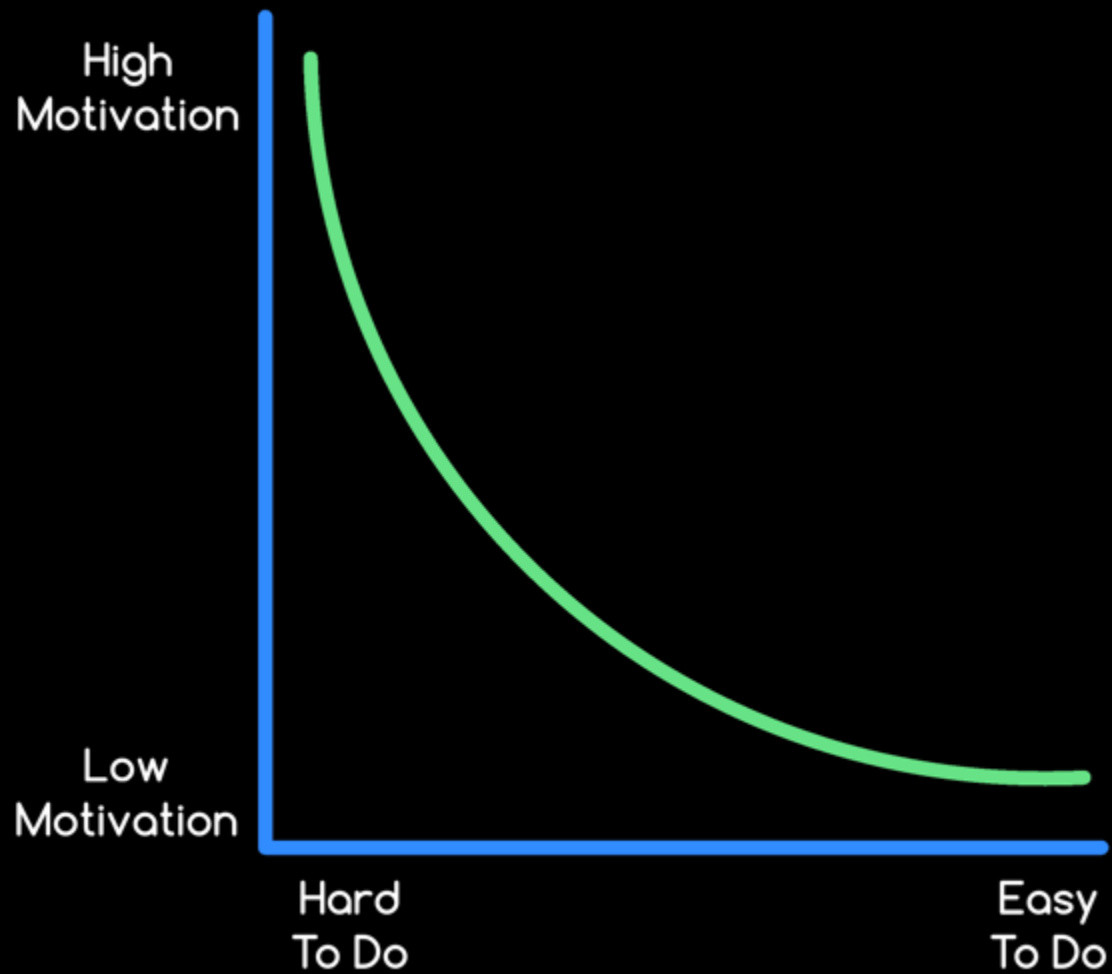


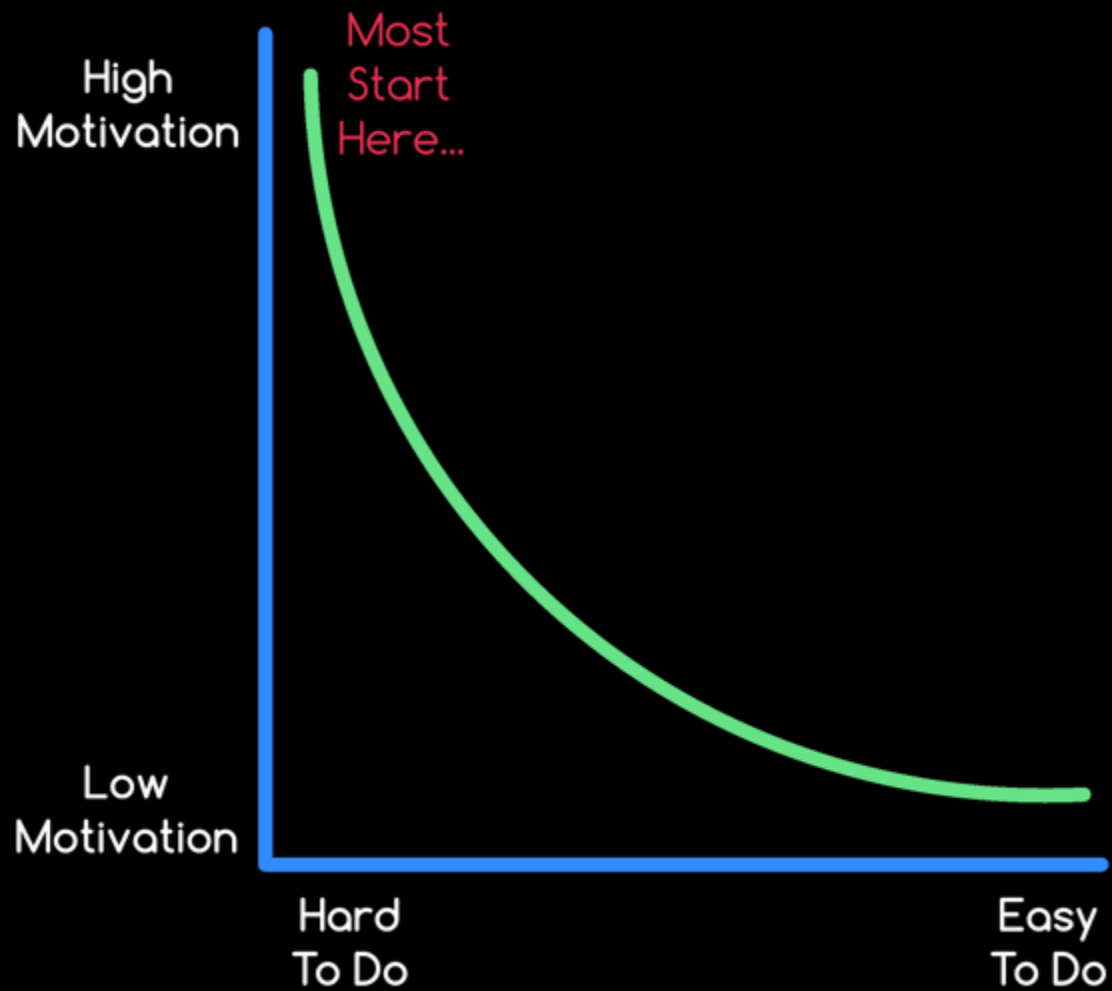
New Year's Resolutions Fail:

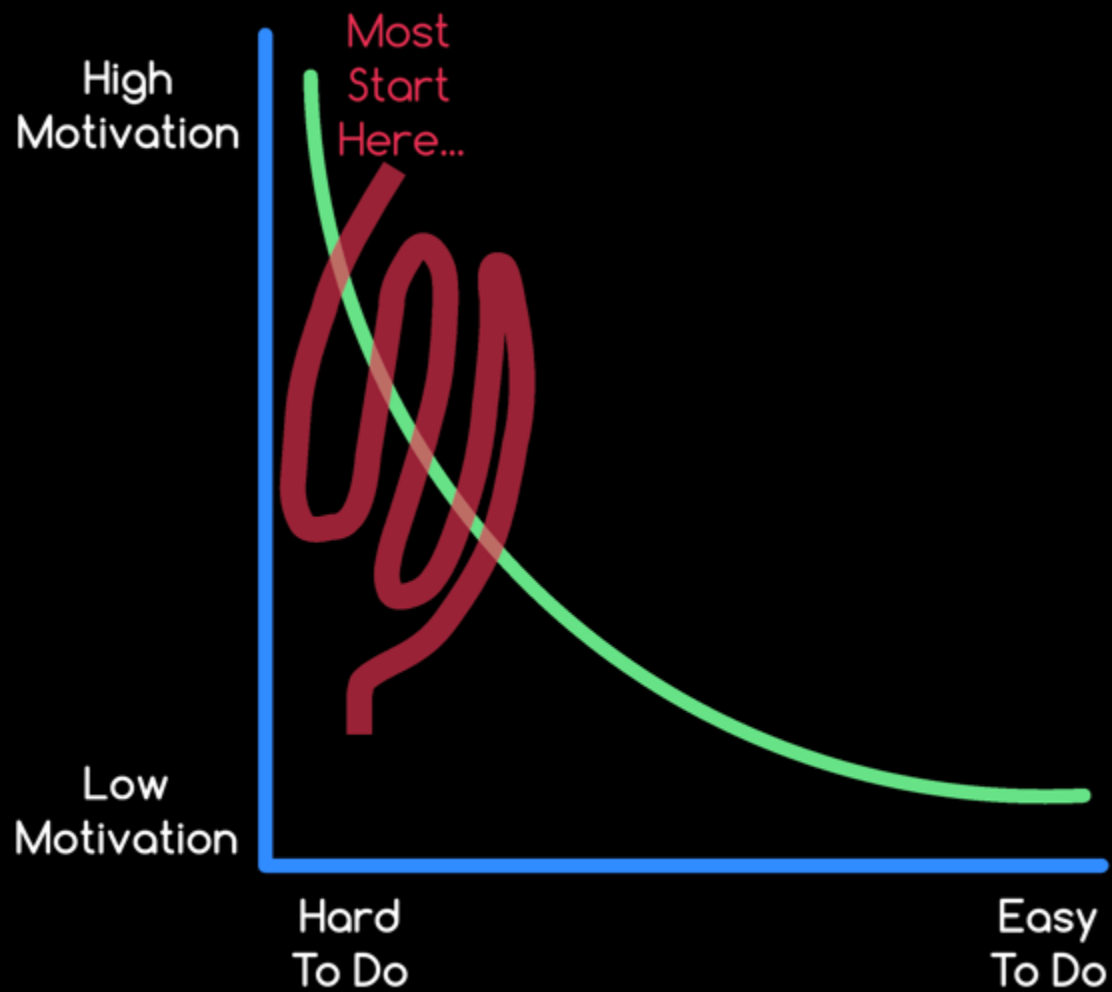
New Year's Resolutions Fail:

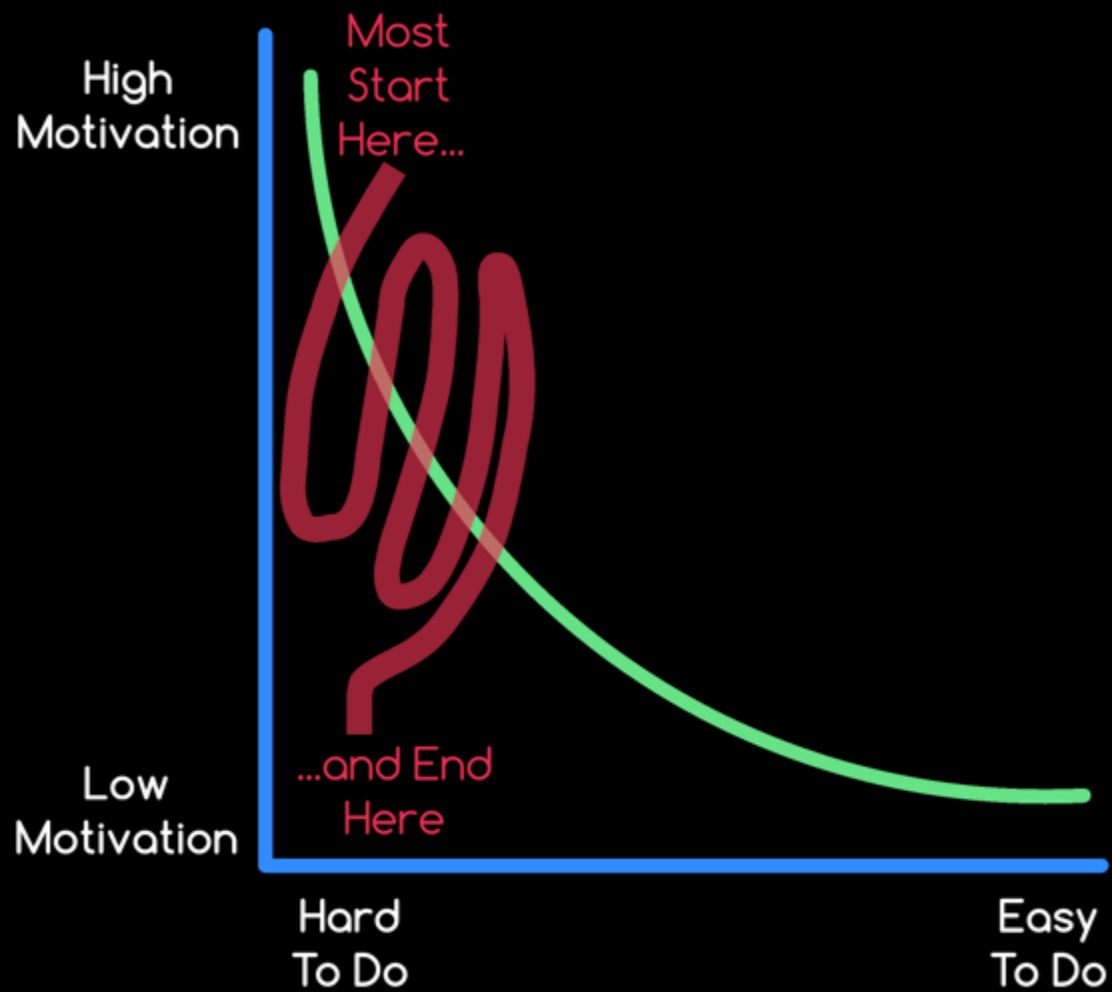
92%

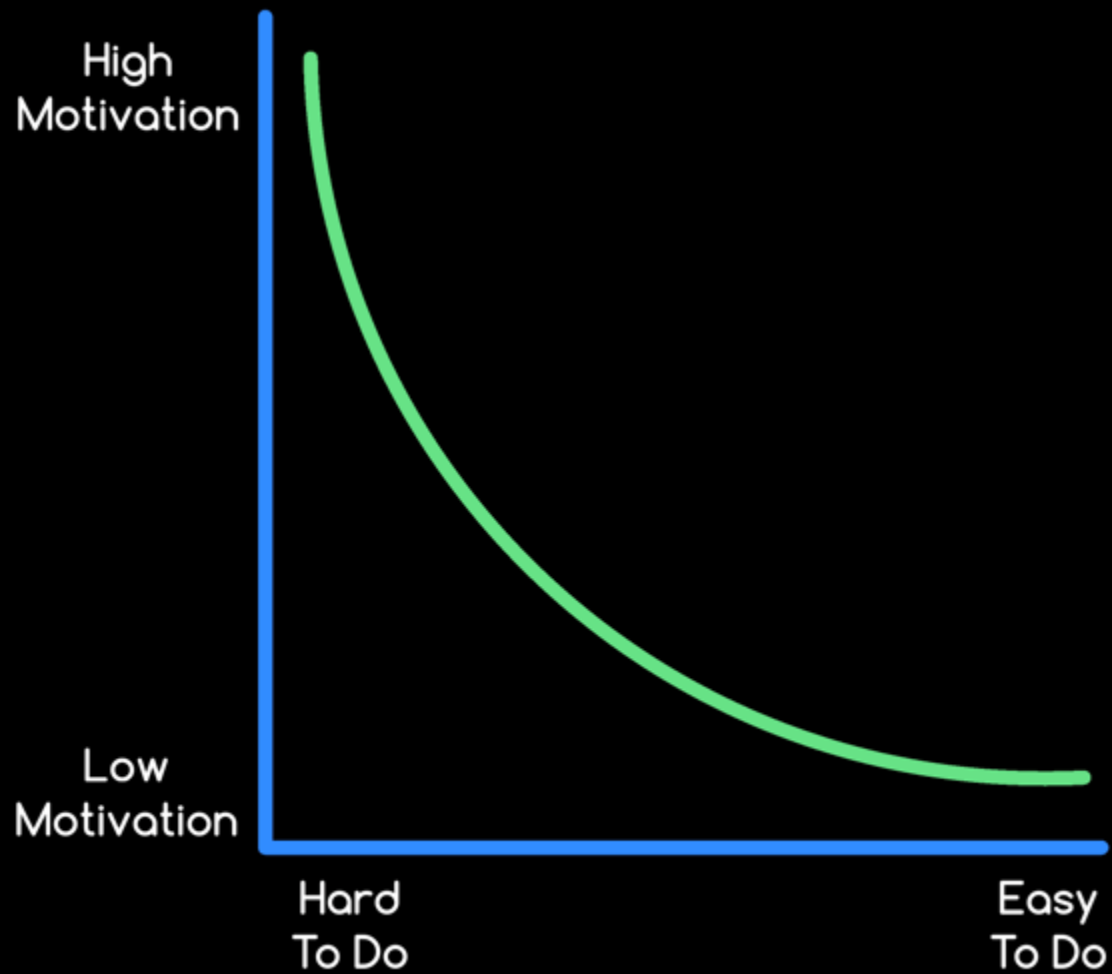
of the time

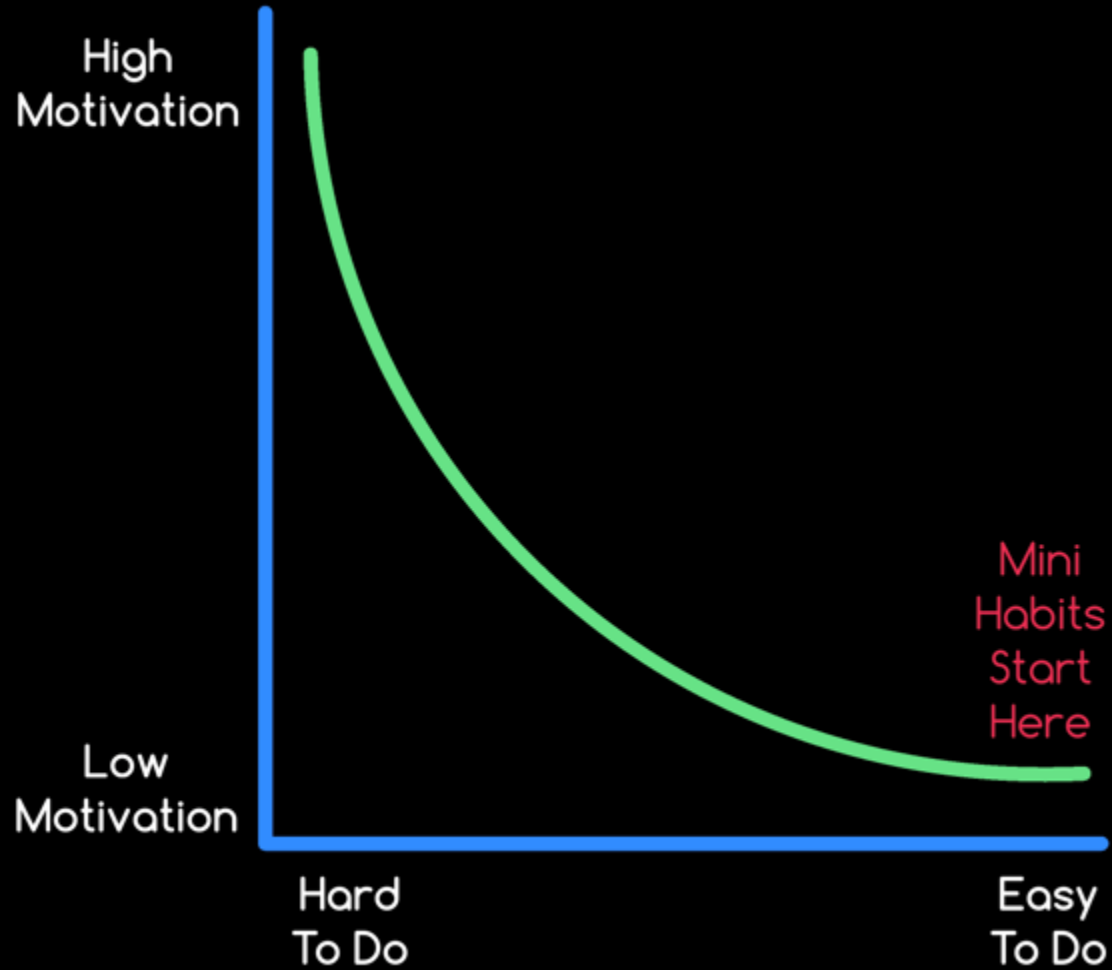


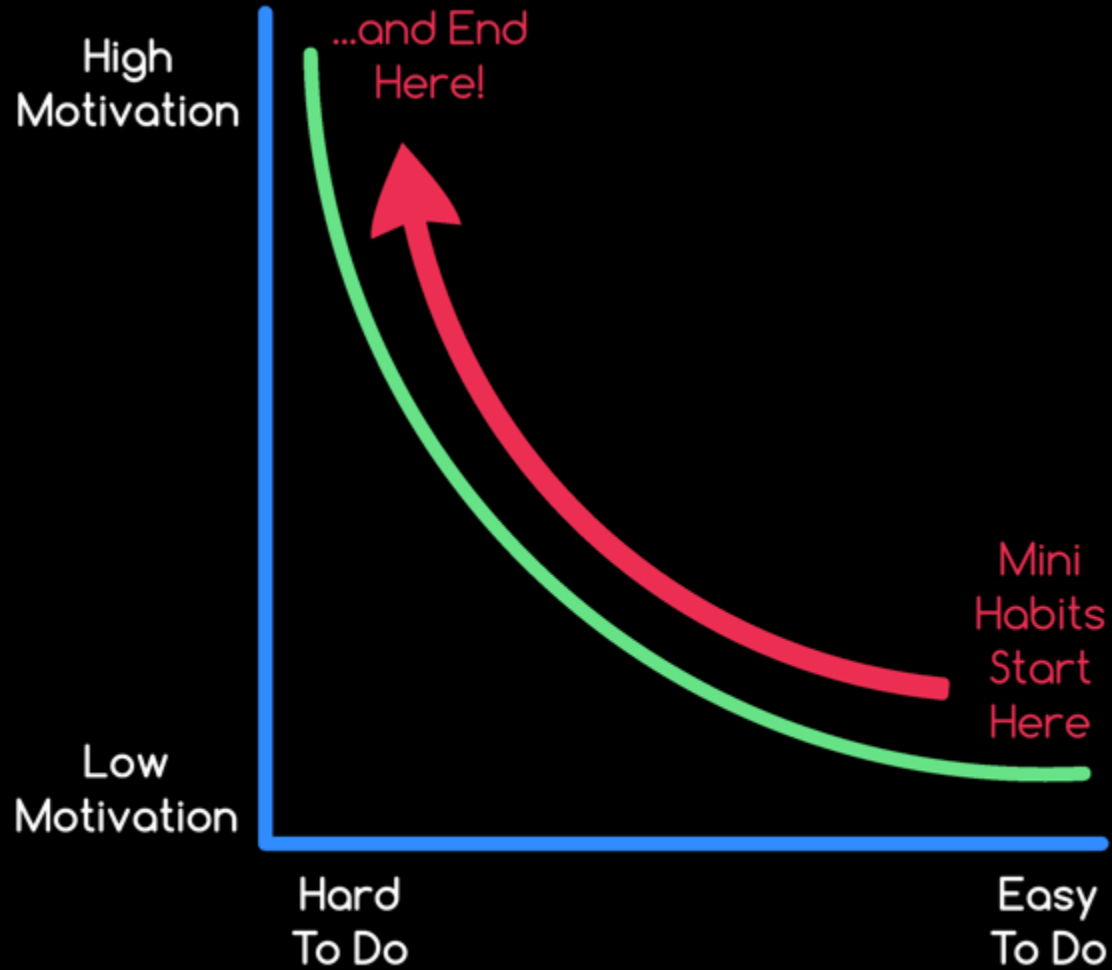


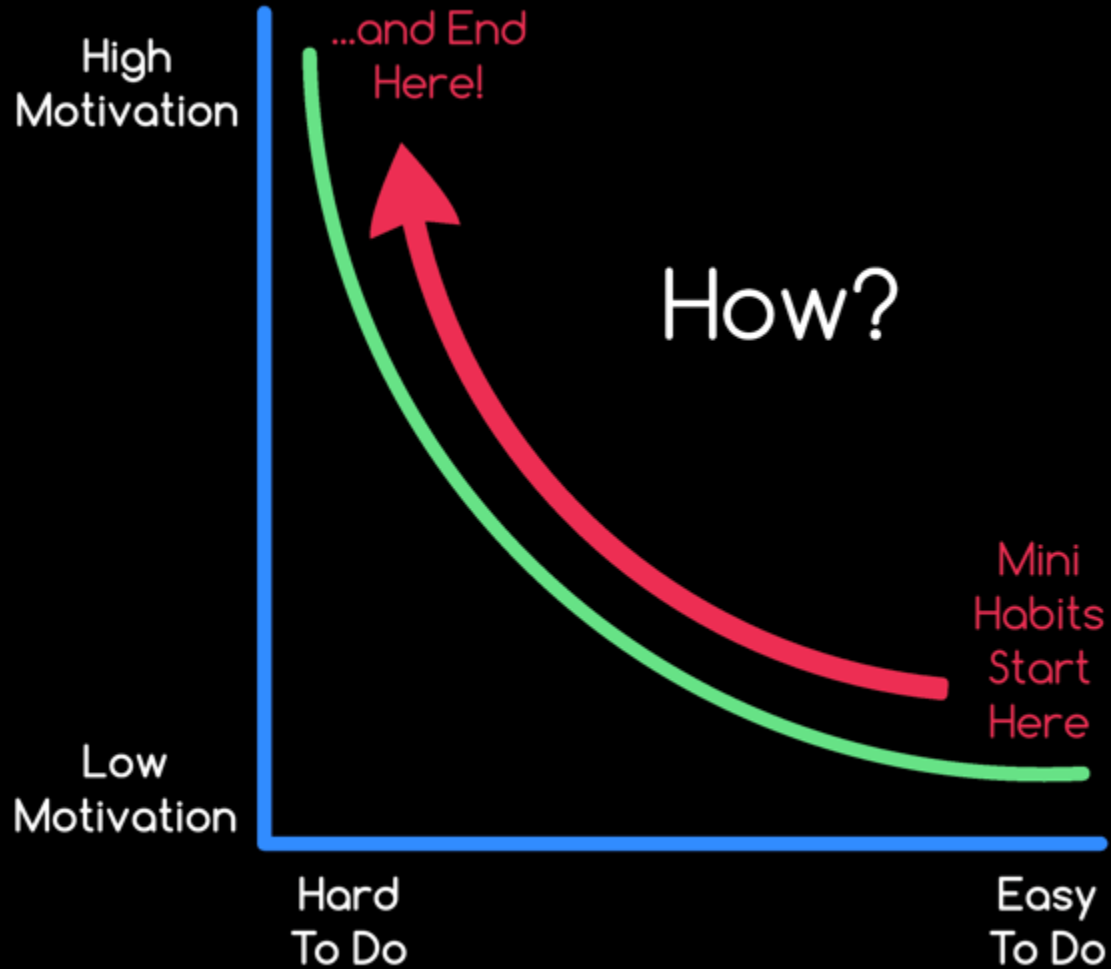












5 Reasons Mini Habits Are a Winning Strategy

#1) Mini Habits Build
Consistency

“We are what we repeatedly
do. Excellence, then is not
an act but a habit.”

-Aristotle

Consistency vs. Intensity

Consistency vs. Intensity



Habits!



~~Habits~~

Consistency vs. Intensity



Habits!



~~Habits~~

Consistency Beats Intensity
Every Time!







Focus on behaviors,
not outcomes

#2) Mini Habits

Build Confidence

Self-Efficacy:

"Your belief in your ability
to influence an outcome."

(Mini Habits, p. 64)

Albert Bandura



Albert Bandura



How do you build self-efficacy?

Albert Bandura



How do you build self-efficacy?
Small Successes!





#3) Mini Habits

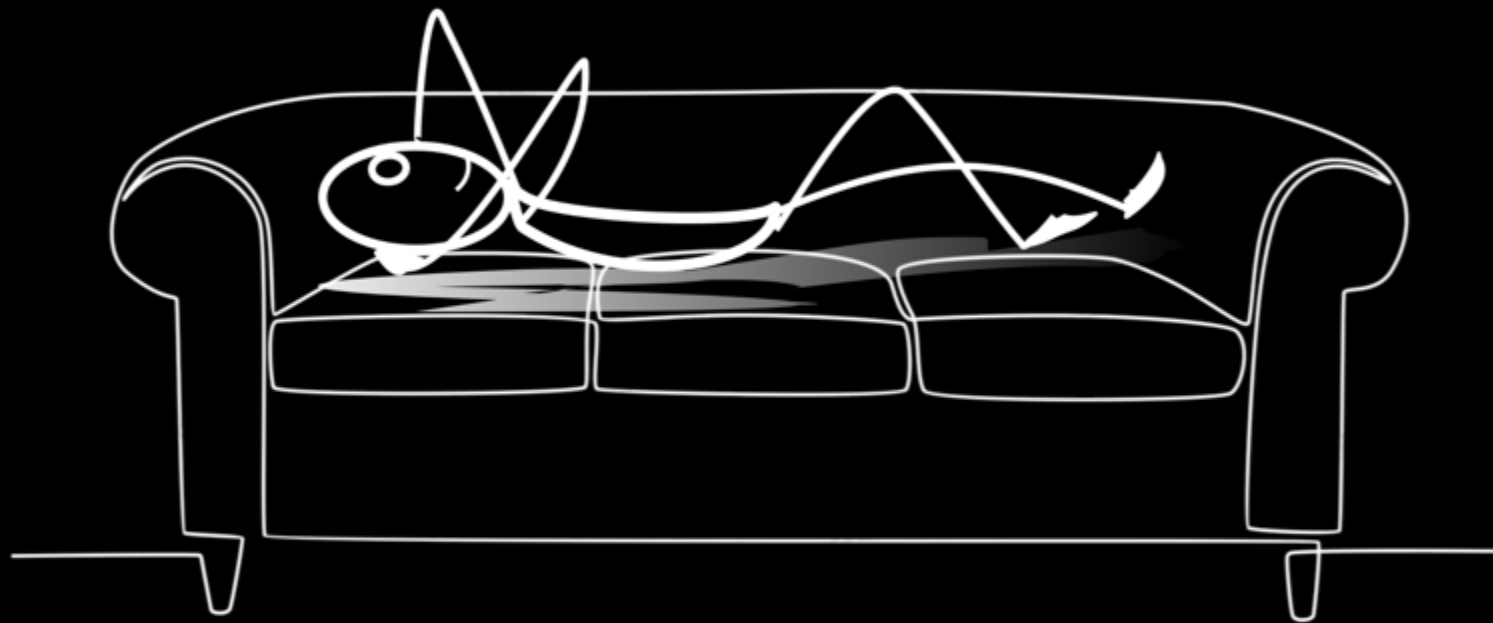
Build

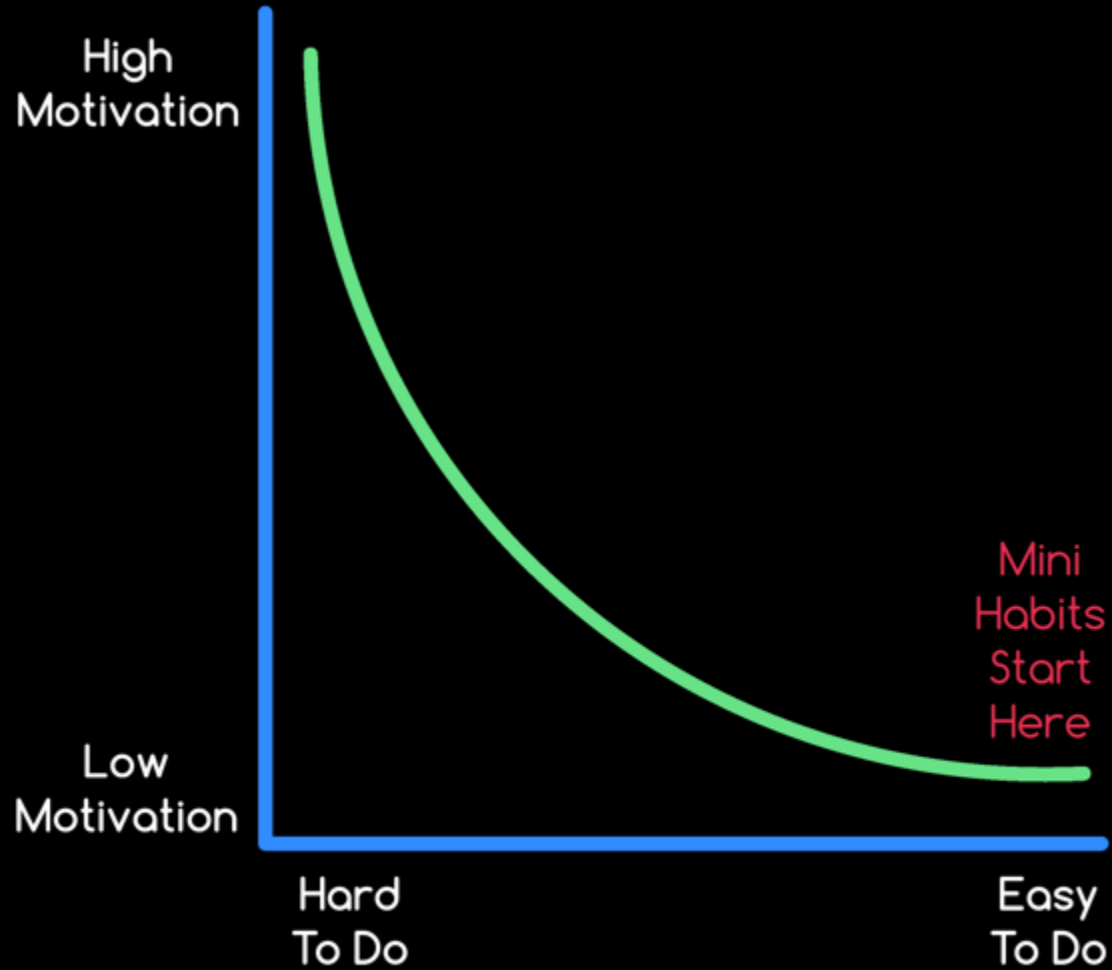
Motivation

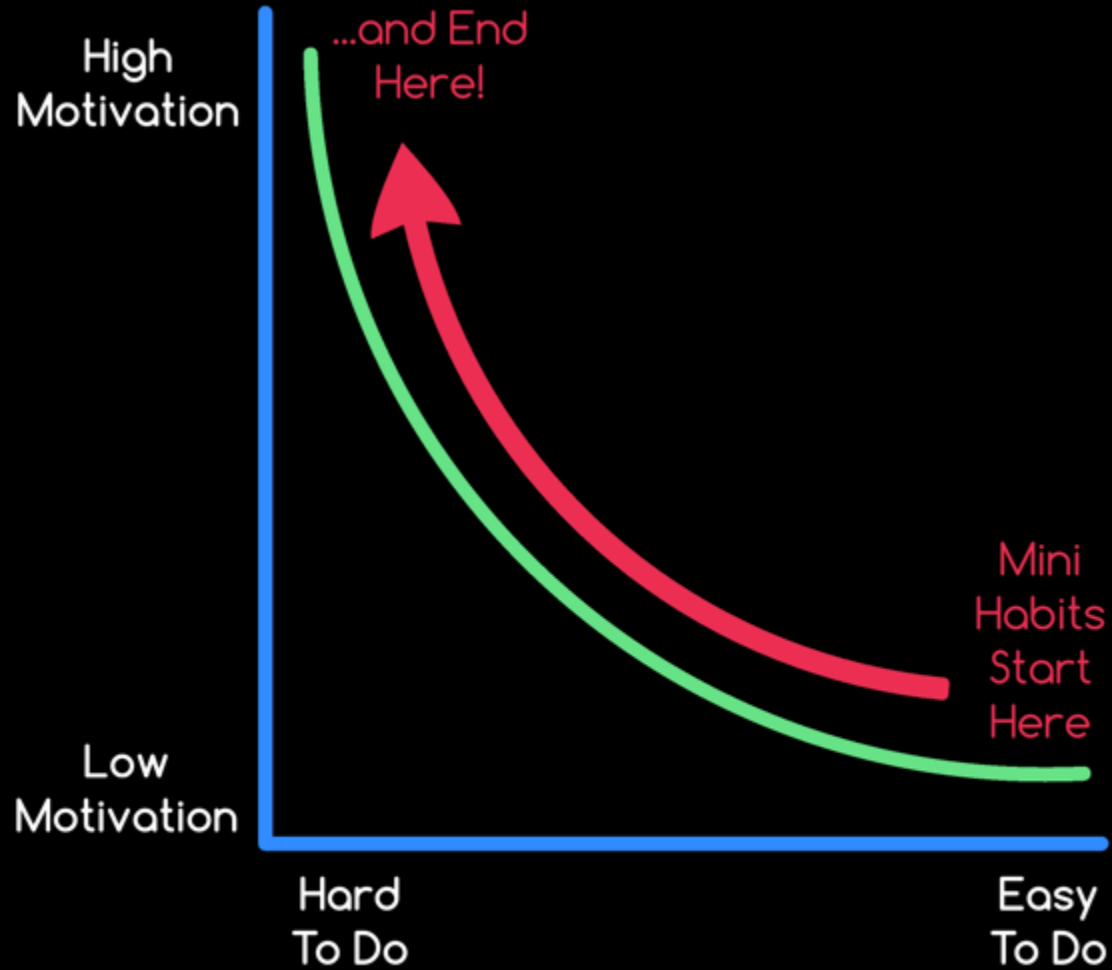
Motivation

Follows

Action







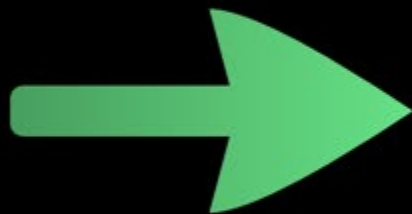
"Bonus Reps"

#4) Mini Habits

Build

Willpower





#5) Mini Habits

Boost

Autonomy & Flexibility

3 Tips for Setting Up Your Mini Habits

3 Tips for Setting Up Your Mini Habits

1) After I _____, then I will _____.

3 Tips for Setting Up Your Mini Habits

- 1) After I _____, then I will _____.
- 2) Celebrate Progress!

3 Tips for Setting Up Your Mini Habits

- 1) After I _____, then I will _____.
- 2) Celebrate Progress!
- 3) 2-4 Habits at a time

Breakouts!

Breakouts!

1) Decide 1 Mini Habit

Breakouts!

1) Decide 1 Mini Habit

2) Create an "After/Then" Plan
(After I _____, then I will _____.)

Breakouts!

- 1) Decide 1 Mini Habit
- 2) Create an "After/Then" Plan
(After I _____, then I will _____.)
- 3) Celebrate with your partner!

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Brain Tools Crash Course for Coaches



October 28th
12pm - 4pm ET


brain by design.



Scan here
to join free



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Questions?



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