

The power of habit

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The Power of Habit The author of The Power of Habit: Why we do what we do in Life and Business, Charles Duhigg, shows us the power of habit, and how we can change the things we do, into beneficial actions that can have a positive affect on our personal and professional lives. With willpower and the patience of learning ones body and surroundings, one can conquer their goals and achieve greatness. We as humans are creatures who are conditioned to rewards, routines and cues. The author states that when something does not seem right, a cue, our body automatically responds and takes part into the daily routine, which then would grant us a reward. We are conditioned to think that the reward will fix the problem, but it only reinforces the need to be rewarded more often. To break out of a bad habit, we must believe in what we can do. We must take control of our lives and be conscience of all our actions. To change a bad habit, we need to accept the tough journey, and be aware of the environment we live in. To fight these bad habits, small wins need to take place. The author validates his points by mentioning how owner of ALCO made small wins, broke away from his unsafe workplace, and created a better and more profitable environment. In business, the investors feared that his goal would tear the company apart, but he steered away from what most companies do, and had small victories, which built up to his main goal. Many business companies stick to what they know, and try not to risk their business by not following a " habit. " Marketers of Proctor & Gamble were able to realize the patterns in consumer buying, and directed their product in the direction of the needs of the people. When we focus on the patterns in our lives, we can take our actions and habits in control, and change the way of our lives. We can change our bad habits of

not exercising, eating unhealthy foods, and not being productive by paying attention to what triggers our routines. To get over the bad habits, we need to replace them with new and healthy habits. We need to train our bodies with walking away from the kitchen when we are tired during the middle of the day. By willpower, people can change the bad habit to one that can benefit their lives. We can replace our bad habits by good habits that relate. Our body will have trouble adapting at first, but it will gradually become easier. The process becomes second nature eventually, and the bad habit becomes replaced by what we want to keep doing in life. We are in control of our lives, and with a little willpower, strength and patience, we can change our lives into what we want it to be.