



# The Power of Habit™

**THE GREATEST PREDICTOR OF HIGH PERFORMANCE**





# SUCCESS FOLLOWS SELF-MASTERY

**Habits are unparalleled predictors of long-term outcomes.** They affect performance more than talent, intelligence, luck, or decision-making. Most know this, yet we struggle to take control of our habits to get the outcomes we want. If knowing is half the battle, the other half is doing. Success is predicated on self-mastery; high performance is a matter of habit.



*“There are no organisations or individuals without habits. There are only those who deliberately design them and those who do not.”*

**Charles Duhigg**  
author of *The Power of Habit*



# Tools for Total Performance

Based on the best-seller by Charles Duhigg and the latest science in habit formation, *The Power of Habit* teaches how habits work and how to develop effective habits using skill instead of willpower. The programme teaches a skill set for mastering any habit. You might call this skill set the habit of all habits. The one to rule them all.

Whether participants take the programme on-demand, virtually, or in-person, they learn the skills through instruction, reflection, practice, and coaching. The result: greater performance and continuous improvement.

01

## SPOT THE LAG

- Identify where you're frustrated, stuck, or otherwise not getting the results you want or need.

02

## SPOT THE LOOP

- Learn the Habit Loop—cue, routine, reward.
- Identify the habits holding you back, including the hidden cues and rewards.
- Identify the habit(s) you need to develop to get the future results you want.

03

## SHRINK THE ROUTINE

- Simplify the routine so it's easier to do.

04

## CUE THE ROUTINE

- Create a prompt or trigger to set your routine into motion.

05

## REDUCE THE NOISE

- Get rid of or avoid the cues that trigger bad routines.

06

## WRITE A REWARD STORY

- Identify the psychological drives behind your habits—both good and bad.
- Clarify your “why.” Connect the dots between the outcomes you want and your psychological drives and needs.

07

## TURN BAD DAYS INTO GOOD DATA

- Become both the scientist and the subject to learn from setbacks.

08

## REPEAT. REPEAT. REPEAT.

- Use visualisation to increase your reps.



# Learning Formats and Participant Materials

The Power of Habit is available in three formats to meet the unique needs of your team or organisation. Each format is optimised for skill transference and an engaging learning experience.



## ON-DEMAND

*On-demand learning offers 4–6 hours of instructional time and 60 days of access.*

### MATERIALS

- The Power of Habit digital learner guide
- The Power of Habit model card
- e Book of the *New York Times* best-seller, *The Power of Habit*
- Certificate of completion
- Access to [YourHabitHome.com](https://YourHabitHome.com)



## VIRTUAL

*Virtual, instructor-led learning is delivered in a 3x3 hour programme.*

### MATERIALS

- The Power of Habit digital learner guide
- The Power of Habit model card
- e Book of the *New York Times* best-seller, *The Power of Habit*
- Certificate of completion
- Access to [YourHabitHome.com](https://YourHabitHome.com)



## IN-PERSON

*Instructor-led, in-person learning is delivered as a one-day classroom programme.*

### MATERIALS

- The Power of Habit learner guide
- The Power of Habit model card
- Copy of the *New York Times* best-seller, *The Power of Habit*
- Certificate of completion
- Access to [YourHabitHome.com](https://YourHabitHome.com)



# 3 Delivery Options

We also offer three ways to learn: attend a public programme, bring in a Crucial Learning trainer, or have an internal leader get certified to teach employees.

## 01 PUBLIC PROGRAMME

Your employees attend an on-demand, virtual, or in-person public programme.

*Visit [humanedge.co.za](https://humanedge.co.za) to find a public programme near you.*

---

## 02 PRIVATE PROGRAMME

Bring in a Crucial Learning master trainer to facilitate the in-person or virtual programme across your organisation.

---

## 03 TRAINER CERTIFICATION

Certify an internal leader to facilitate the in-person or virtual programme to employees. Trainer certification programmes are offered both in-person and virtually.



*“Crucial Learning’s virtual programme has gone so well. We have loved delivering the programme at our own pace. The level of interactivity is excellent, and we’ve found it’s easy to keep everyone engaged through a four-hour learning session.”*

**Jennifer Dootson**  
d-Wise



# TRUSTED BY





# THE POWER OF HABIT EQUALS HIGH RETURNS

The Power of Habit skills help organisations meet challenges related to efficiency, agility, compliance, safety, development, and more.

## AGILITY & ADAPTABILITY

Employees can better adapt to changing circumstances with skills to control their habits. The case study of Travis Leach, who made a dramatic change after learning a few skills at Starbucks, demonstrates how simple shifts in habits can drastically alter workplace performance and life outcomes.<sup>1</sup>

## EFFICIENCY

Habits are automatic routines that occur with very little thought or effort. Leaders and employees can leverage programme skills to automate behaviours for increased efficiency. For example, workers at the Alcoa Corporation automated a behavioural safety routine that dramatically improved efficiency, productivity, and revenue.<sup>2</sup>

## ENGAGEMENT

The skills for habit control are empowering by their very nature. As people increase their ability to build good habits, they become more engaged in work and life and take greater responsibility for outcomes.

## QUALITY & SAFETY

Organisations don't instil workplace behaviours simply because leaders order it. Only by implementing measures and training that foster habit formation can they successfully help employees meet quality, safety, regulatory, or cultural standards.<sup>3</sup>

## SKILL DEVELOPMENT

A recent survey reveals that newly promoted leaders take more than six months on average to develop the skills they need to succeed in the new role. Conversely, when employees know how to leverage the power of habit, they can more quickly adopt new skills and turn them into habits.

<sup>1</sup>Charles Duhigg, "Starbucks and the Habit of Success," in *The Power of Habit: Why We Do What We Do in Life and Business* (New York, NY: Random House, 2014), pp. 128–153.

<sup>2</sup>Ibid., pp. 97–126.

<sup>3</sup>Ibid., pp. 154–181.



# WHAT PEOPLE ARE SAYING

Learners agree that The Power of Habit addresses challenges related to leadership, skill development, responsibility, and performance.

*“The programme equips people with the framework and skills to make other learning and training actionable.”*

—Training participant

*“The programme builds awareness around personal business habits that could change interaction at home and work.”*

—HEB employee

*“The programme offers a way to find sustainable and actionable ways to change the behaviours you want to change.”*

—Princeton employee





# The Crucial Learning Touch

We offer a best-in-class learning experience, stellar customer support, and tangible results.

Discover what sets us apart from the rest.



## **AWARD-WINNING INSTRUCTIONAL DESIGN**

From our innovative learning platform to our award-winning original video content, our programmes are some of the highest-rated in the industry.

## **RESULTS**

We've helped more than 300 of the Fortune 500 realise significant results using our proven methods.

## **RESEARCH-BACKED SKILLS**

The skills and principles we teach are rooted in social science and have been demonstrated and replicated in peer-reviewed academic journals.

## **CUSTOMER SATISFACTION**

More than 93% of our customers say they are likely to very likely to recommend Crucial Learning.



# THE CRUCIAL LEARNING SUITE

While a powerful solution in its own right, The Power of Habit belongs to a family of programmes that together help organisations build healthy and high-performance cultures that spur flawless execution and consistent innovation.

## **COMMUNICATION** DIALOGUE



**Crucial Conversations.**  
FOR MASTERING DIALOGUE

## ACCOUNTABILITY



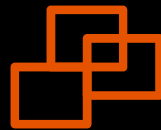
**Crucial Conversations.**  
FOR ACCOUNTABILITY

## **PERFORMANCE** HABITS



**The Power of Habit™**

## PRODUCTIVITY

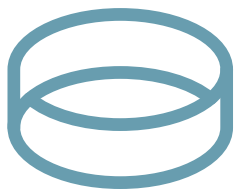


**Getting Things Done.**

## **LEADERSHIP** CHANGE



**Crucial Influence**



# The Power of Habit™

## TAKE THE NEXT STEP

Bring The Power of Habit to your organisation and cultivate a culture of **high performance**.

Call +27 (12) 345 6281 or visit [humanedge.co.za](http://humanedge.co.za)

---

### ABOUT THE HUMAN EDGE

*The Human Edge improves the world by helping people improve themselves. We offer programmes in the areas of communication, performance, and leadership, focusing on behaviours that have a disproportionate impact on outcomes, called crucial skills.*

