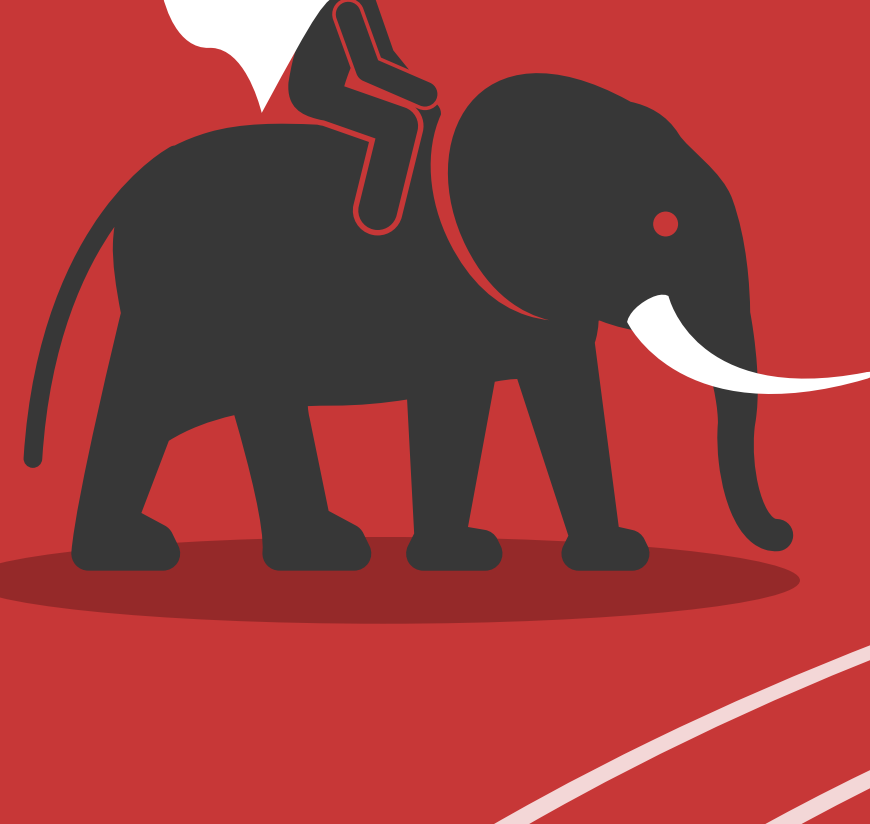


# THE ELEPHANT / RIDER / PATH ANALOGY FOR HABIT CHANGE

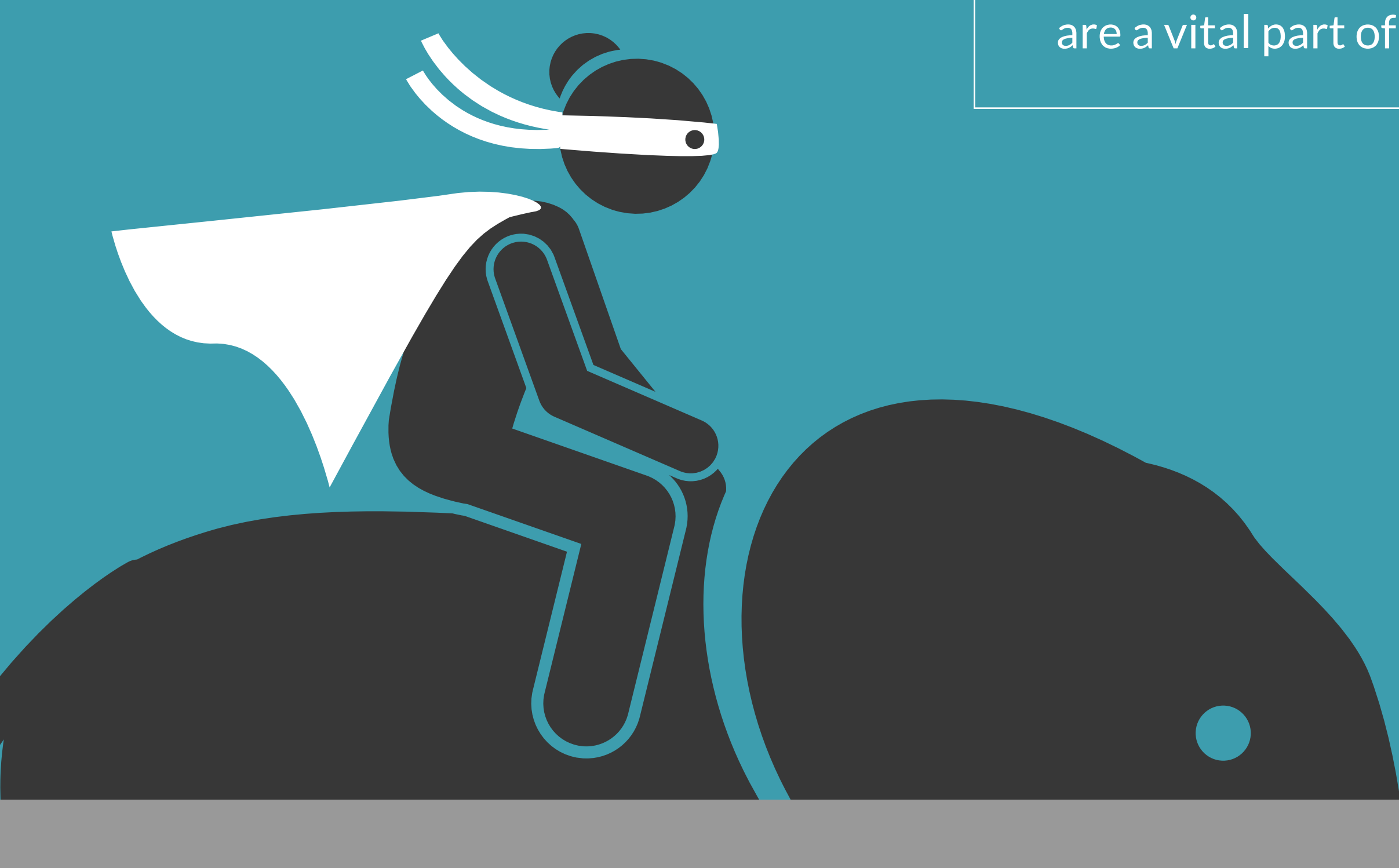


## THE RIDER

- The Rider represents your rational brain.
- The Rider has some control over where the Elephant walks, but can also get trapped by having too many choices.

### WHAT TO DO:

- Provide clear and concise direction - what does change look like when done and done well?
- Chunk it down - are we tackling the smallest meaningful component of change?
- Focus on building a skill set ~ if we look at this like a learning process, mistakes are not only normal, they are a vital part of the process!

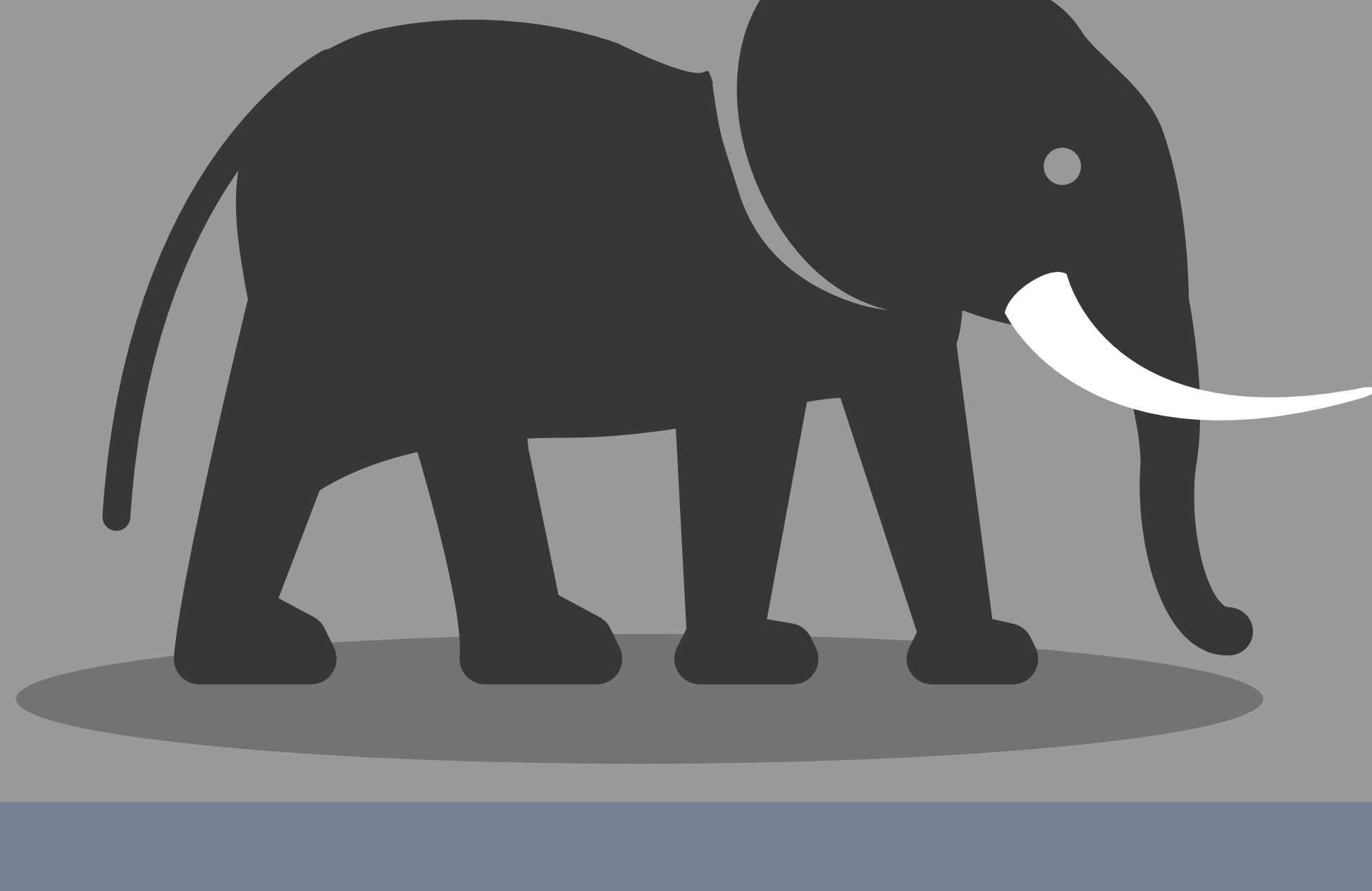


## THE ELEPHANT

- The elephant represents our emotional brain.
- No matter how much the rider tries to direct the elephant, if the elephant wants to go somewhere, it's gonna go.
- What often looks like laziness to change is often an exhaustion of willpower resources.

### WHAT TO DO:

- Make the change feel real - paint a destination postcard of what this will look like in the future.
- Understand the fears of the elephant - what's good about NOT changing? What's bad about change?
- How can we make it fun? Quick wins will help motivate the Elephant!

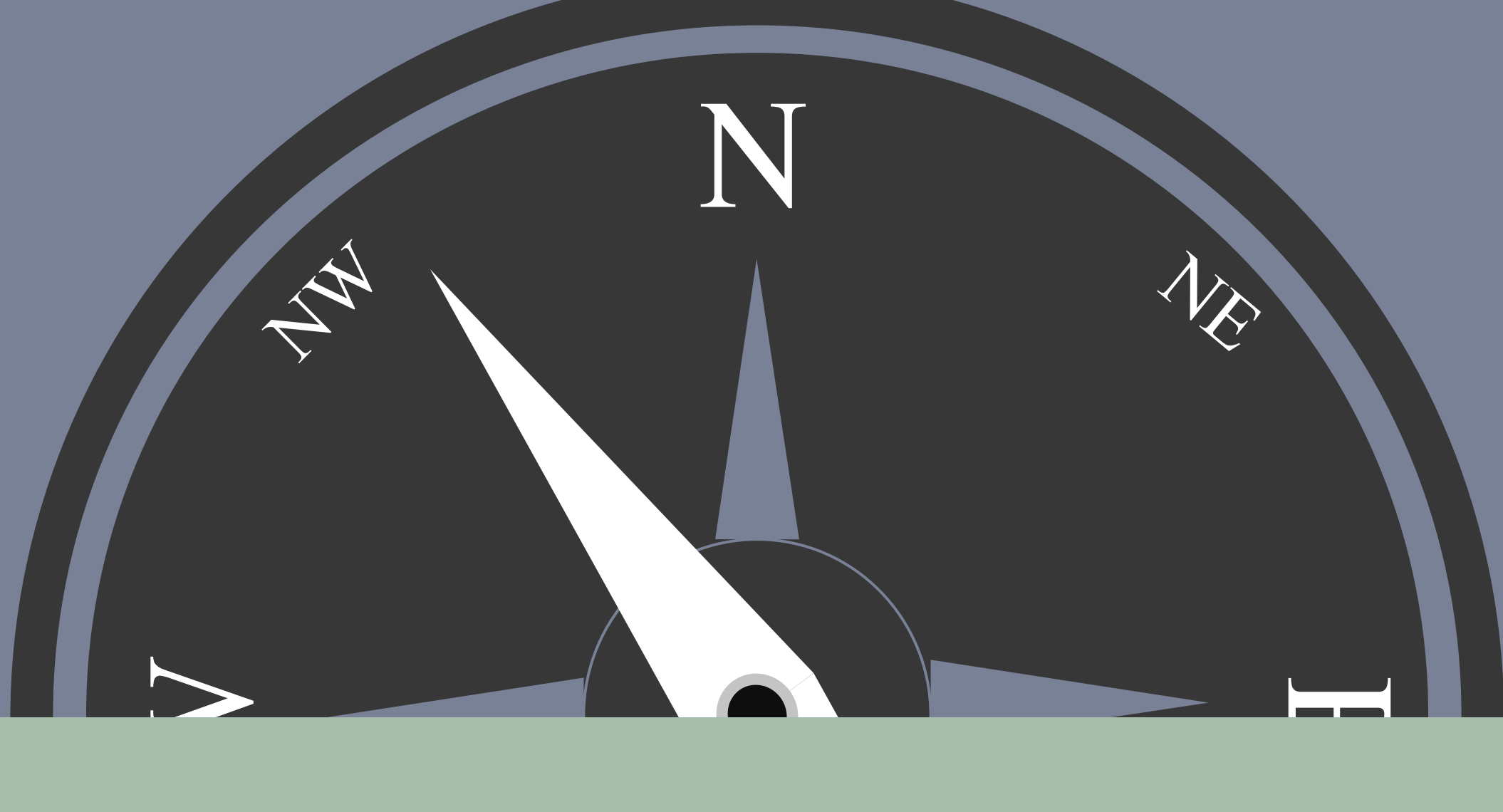


## THE PATH

- Our environment often dictates where we go - the Elephant and the Rider are both affected by the path.
- Often, the environment works on a subconscious level - you may need to do some detective work to uncover the different triggers affecting the habit change.
- What looks like a people problem in change is often a situation problem.

### WHAT TO DO:

- How can we change our batcave in order to make change easier?
- How can we increase the friction towards actions we don't want to take.
- What cues/triggers in the environment can we use to help initiate habit change?



## WANT TO EAT MORE WHOLE FOODS?



RIDER

Plan out ahead of time exactly what your "go-to" order will be at a favorite restaurant.



ELEPHANT

Start with foods you LOVE to eat already, and build up your recipe toolkit from there! (I.e. start from a place of safety)



PATH

Organize your fridge so fruits/veggies are front and center and the first thing you see.

## WANT TO WORKOUT MORE?



RIDER

Block out time in your work calendar for working out so you know the specific time and place it's happening.



ELEPHANT

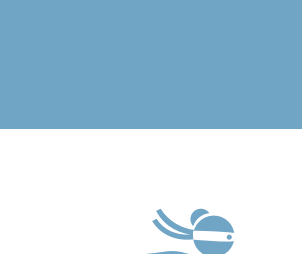
It's OK to not feel motivated all the time or be scared! Try the Terry Crews workout - treat the gym like a spa to begin with.



PATH

Keep your gym bag right next to the door so you practically trip on it on the way out.

## WANT TO DRINK MORE WATER?



RIDER

Use a gallon of water with marks on the side to track exactly how much you drink.



ELEPHANT

Make it a game! Give yourself a reward for successfully drinking enough each day.



PATH

Have water bottles littered around your house so you always have something to drink on hand.