

WILLPOWER DOESN'T WORK- Ben Hardy

Introduction

- We need to create and control our environment, otherwise it will create and control us
- When it comes to achieving goals, making committed decisions involves: Investing up front (with time or money), making it public, setting a time frame, installing feedback and accountability, removing or altering everything in your environment that opposes your commitment.
- Environmental design and choice architecture is really all about creating conditions that make your success inevitable.
- We can proactively shape our external inputs such as information we consume, the people we surround ourselves with, the places we go, and the experiences we have. We are constantly shaping the garden of our mind based on our environment.
- It's our job to choose and create the environment that will create us- because willpower doesn't work.

Every hero is the product of a situation

- "The ability of the average man could be doubled if the situation demanded" Durant
- " we are the average of the 5 people we spend the most time with" jim rohn
- " don't join an easy crowd- you won't grow. go where the expectations and the demands to perform are high.
- our potential is shaped by what surrounds us- garbage in, garbage out- GI/GO

Reset your life

- Bill Gates has "think weeks" when he completely removes himself from work and all forms of communication. He focuses on thinking, learning and resting- and his best ideas for Microsoft have come during those rest and recovery weeks.
- schedule "disconnected days" and "think time"
- do a work out, listen to a podcast, talk to a close friend, pray, meditate, journal, be still.

Remove everything that conflicts with your decisions- subtraction is productivity

- ELIMINATE STUFF- clean out your closet or car, delete unused phone apps, clear out the pantry or fridge
- SET UPPER AND LOWER LIMITS- **never** work more than 40 hours a week, never work between 4:30pm and kids bedtime; **always** exercise 3 times per week
- ELIMINATE DISTRACTIONS- Dopamine is a chemical in the brain that provides pleasure it's intended to help us make correct choices, but these days most of us are out of whack- checking email, social media, mindlessly surfing the web, eating something sugary and sweet- all of these activities release dopamine.
- ELIMINATE OPTIONS- more options is not a good thing. it can lead to indecision and half committed choices, and we are left unsatisfied and wondering if we made the right choice. Michael Jordan has said " once I made a decision I never thought about it again." Most of us have a case of FOMO. There is always an opportunity cost.

- Success isn't that difficult- it merely involves taking 20 steps in a singular Direction. Most people take one step in 20 directions.
- The fewer choices we have to make the more powerful our choices will be. eliminate options that serve as nothing more than distractions. let go of FOMO and go deep rather than shallow. This might help us remove the internal conflict from our life.
- ELIMINATE PEOPLE- “surround yourself with people who remind you more of your future than your past”- Dan Sullivan
- ELIMINATE WORKING MEMORY- your head is for having ideas not for holding them. When you get Insight to your ideas, immediately record them. get them down on paper or record them in audio. Outsource your thinking to your environment to free your working memory space- EG get a journal, use quick voice on your phone, have a post it note beside your bed.
- elimination is the fastest way to progress and forward momentum. We are encouraged to remove the excess baggage in an environment. less is more.
- What things can you delete from your environment?