Original editorial summary - Tiny Habits / BJ Fogg

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Tiny Habits - BJ Fogg: find a reliable starting moment

Fogg's approach links a very small new behavior to an existing moment and follows it with a positive acknowledgment. The anchor should be specific: after closing a work laptop is clearer than when there is some spare time. A tiny version supports a reliable start; it does not forbid doing more when circumstances allow. Choosing an appropriate anchor can matter more than adding another reminder.

Editorial example: an employee wants to keep an evening journal. After putting their cup in the sink, they write one completed action. Some days this becomes a longer entry; other days one line is enough. Both meet the agreement. If that moment proves awkward, they change the anchor rather than interpret the difficulty as a character flaw.

Our example is an adaptation, not an official Fogg exercise. Positive acknowledgment need not involve a purchase or elaborate reward.

1. Choose a concrete event that already happens on most days.
2. Make the new behavior easy enough for an ordinary busy day and acknowledge that you did it.

Sources

- BJ Fogg - Tiny Habits
  https://www.bjfogg.com/tiny-habits