

# Charles Duhigg

## Quotes

*Habit, People, Believe, Real, Effort, Community, Decision, Giving, Old Habits, Easier, Willpower, Skills, Focus, War, Hard Work, Powerful, Winning, Stronger, Brain, Fighting*

Most of the choices we make each day may feel like the products of well-considered decision making, but they're not. They're habits.

~Charles Duhigg

If you tell people that they have what it takes to succeed, they'll prove you right

~Charles Duhigg

If you believe you can change - if you make it a habit - the change becomes real.

~Charles Duhigg

Change might not be fast and it isn't always easy. But with time and effort, almost any habit can be reshaped.

~Charles Duhigg

The Golden Rule of Habit Change: You can't extinguish a bad habit, you can only change it.

~Charles Duhigg

Champions don't do extraordinary things. They do ordinary things, but they do them without thinking, too fast for the other team to react. They follow the habits they've learned.

~Charles Duhigg

This is the real power of habit: the insight that your habits are what you choose them to be.

~Charles Duhigg

The brain has this amazing ability to find happiness even when the memories of it are gone.

~Charles Duhigg

Self-discipline has a bigger effect on academic performance than does

intellectual talent.

~Charles Duhigg

The problem is that your brain can't tell the difference between bad and good habits, and so if you have a bad one, it's always lurking there, waiting for the right cues and rewards.

~Charles Duhigg

Hiding what you know is sometimes as important as knowing it.

~Charles Duhigg

Cravings are what drive habits. And figuring out how to spark a craving makes creating a new habit easier.

~Charles Duhigg

The more you focus, the more that focus becomes a habit.

~Charles Duhigg

Making your bed every morning is correlated with better productivity, a greater sense of well-being, and stronger skills at sticking with a budget.

~Charles Duhigg

Between calculated risk and reckless decision-making lies the dividing line between profit and loss.

~Charles Duhigg

Habits, scientists say, emerge because the brain is constantly looking for ways to save effort.

~Charles Duhigg

Small wins are a steady application of a small advantage.

~Charles Duhigg

For a habit to stay changed, people must believe change is possible.

~Charles Duhigg

What studies say the number one best way to start an exercise habit is to give yourself a reward that you genuinely enjoy.

~Charles Duhigg

Companies aren't families. They're battlefields in a civil war.

~Charles Duhigg

Habits are malleable throughout your entire life.

~Charles Duhigg

If you dress a new something in old habits, it's easier for the public to accept it.

~Charles Duhigg

When people have a willpower failure, it's because they haven't anticipated a situation that's going to come along.

~Charles Duhigg

The best agencies understood the importance of routines. The worst agencies were headed by people who never thought about it, and then wondered why no one followed their orders.

~Charles Duhigg

At some point, if you're changing a really deep-seated behavior, you're going to have a moment of weakness.

~Charles Duhigg

Research suggests that investment bankers are more prone to commit fraud when they feel the competitor at their heels.

~Charles Duhigg

Some say because music is as much about personal expression as listening pleasure, sharing is integral to why songs have value in the first place.

~Charles Duhigg

Since the 17th century, insurance agents have been the foremost experts on risk.

~Charles Duhigg

The waste from power plants is essentially what is left over when you burn coal. And as we all know, coal is a relatively dirty mineral.

~Charles Duhigg

I think I'm smart, and I know I was a good mom. But there wasn't a lot I could point to and say, that's why I'm special.

~Charles Duhigg

Rather, to change a habit, you must keep the old cue, and deliver the old reward, but insert a new routine.

~Charles Duhigg

Willpower isn't just a skill. It's a muscle, like the muscles in your arms or legs, and it gets tired as it works harder, so there's less power left over for other things.

~Charles Duhigg

There's something about it that makes other good habits easier.

~Charles Duhigg

If you want to do something that requires willpower - like going for a run after work - you have to conserve your willpower muscle during the day.

~Charles Duhigg

Belief is easier when it occurs within a community.

~Charles Duhigg

The cooperation of NASCAR - or any other system, it turns out - persists only when everyone believes he has the opportunity to win.

~Charles Duhigg

There's a natural instinct embedded in friendship, a sympathy that makes us willing to fight for someone we like when they are treated unjustly.

~Charles Duhigg

America is the Saudi Arabia of coal.

~Charles Duhigg

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