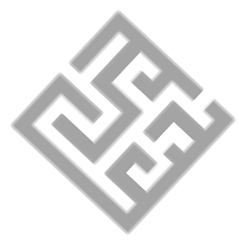


'We are what we repeatedly do. Excellence, then is not an act but a habit.'
Aristotle

Habits



Can be quite complex



Everyone has them



Individuals



40% of our actions each day

Initial behaviour performed consciously

Transferred to unconscious mind



We don't think about them

Conserves mental energy & effort



Forming (Farming) Habits

