



Week 2: The Four Laws of Behavior Change

Based on Atomic Habits by James Clear

Core Concept

James Clear presents a practical framework for building good habits and breaking bad ones through four laws: Make it Obvious, Make it Attractive, Make it Easy, and Make it Satisfying. These laws create a simple, actionable system that can be applied to any behavior you want to change. For breaking bad habits, the inverse applies: Make it Invisible, Make it Unattractive, Make it Difficult, and Make it Unsatisfying. This framework removes the guesswork from habit formation and provides concrete steps anyone can implement immediately.

The Four Laws

1st Law: Make it Obvious (Cue)

Use implementation intentions, habit stacking, and design your environment to make cues visible.

2nd Law: Make it Attractive (Craving)

Bundle temptation, join a culture where your desired behavior is normal, and create a motivation ritual.

3rd Law: Make it Easy (Response)

Reduce friction, prime your environment, master the decisive moment, and use the two-minute rule.

4th Law: Make it Satisfying (Reward)

Use reinforcement, track your habits, and never miss twice.

Discussion Questions

1. Which of the Four Laws do you find easiest to implement in your business? Which is most challenging?

2. How could you redesign your work environment to make productive habits more obvious and distracting habits less visible?
3. Can you think of a way to use habit stacking in your daily business routine? What existing habit could serve as the trigger?
4. What is one business habit you want to establish that you could make irresistibly attractive by bundling it with something you enjoy?
5. Where in your business are you experiencing too much friction? How could you reduce the number of steps between you and your good habits?
6. What tracking system could you implement to make business habits more satisfying? How do you currently celebrate small wins?

Group Exercise: Habit Design Workshop

Instructions:

Each person identifies one habit they want to build in their business.

Using the Four Laws framework, design the habit by answering: How will I make it obvious? How will I make it attractive? How will I make it easy? How will I make it satisfying?

Write out a specific implementation intention: I will [BEHAVIOR] at [TIME] in [LOCATION].

Share your habit design with a partner and commit to implementing it for the next week.