



Week 1: The Power of Tiny Changes

Based on Atomic Habits by James Clear

Core Concept

Success is the product of daily habits, not once-in-a-lifetime transformations. James Clear introduces the concept that improving by just 1% each day leads to remarkable results over time. The aggregation of marginal gains demonstrates that small changes can compound into significant outcomes. Conversely, small negative habits compound into toxic results. This principle challenges the common belief that massive success requires massive action, instead emphasizing that tiny changes can make a remarkable difference when sustained over time.

Key Insights

- If you get 1% better each day for one year, you end up 37 times better by the end
- Habits are the compound interest of self-improvement
- Your outcomes are a lagging measure of your habits
- Breakthrough moments are often the result of many previous actions building up potential
- You do not rise to the level of your goals; you fall to the level of your systems

Discussion Questions

1. Can you identify a small habit in your business or personal life that has compounded over time to create significant results? What made it stick?

2. What is one area of your business where you have been focused on goals rather than systems? How might shifting to a systems-based approach change your outcomes?
3. Think about the Valley of Disappointment that Clear describes. Have you experienced a time when you were making progress but not seeing results? How did you push through?
4. What is one negative habit in your business operations that might be compounding in the wrong direction? How could you begin to reverse it?
5. How can the 1% improvement principle be applied to customer service, team culture, or operational efficiency in your organization?
6. Clear states that true behavior change is identity change. What identity would you need to adopt to achieve your current business goals?

Group Exercise: The 1% Improvement Challenge

Instructions:

Each person identifies one specific business process or habit they perform regularly.

As a group, brainstorm how to improve that process by just 1% (make it tiny and achievable).

Calculate what the compound effect would be if this 1% improvement continued for 30 days, 90 days, or one year.

