

THE HABIT & IDENTITY FRAMEWORK

The three layers of lasting change.

1



Audit Your Environment

WEEK 1

Change your surroundings first. Willpower depletes. Your environment doesn't.

- ♦ Walk your home. Name what you reach for when you're stressed, bored, or tired.
- ♦ Trigger foods: once it's eaten, it's gone. It does not go back in the fridge.
- ♦ No phone the first 60 to 90 minutes after waking.
- ♦ Write down what you find. That list becomes the plan.

2



Build If-Then Plans

WEEKS 2-3

One plan per challenge, and you choose it. Ownership beats willpower every time.

- ♦ Build the plan around your real life, not someone else's rules.
- ♦ Use the format: "**When X happens, I do Y.**"
- ♦ Track your wins and your misses each week.
- ♦ You built it. You own it. That's the difference.

3



Replace the Behaviour

WEEKS 3-4

Don't just stop. Replace the trigger with something that actually serves you.

- ♦ Water and a 20-minute wait before you snack.
- ♦ Move your body instead of numbing.
- ♦ Two-minute rule: just start. Momentum does the rest.
- ♦ Journal the WHY behind the urge.

"MOST PEOPLE DON'T FAIL BECAUSE THEY'RE WEAK. THEY FAIL BECAUSE NOBODY GAVE THEM A SYSTEM. WILLPOWER DEPLETES. A SYSTEM DOESN'T."

TYSON DESMARAIS · FOUNDER, MIND SYSTEM

IDENTITY STATEMENT EXERCISE

"I AM A MAN WHO FACES HARD THINGS INSTEAD OF NUMBING THEM."

Write one sentence: who you are becoming. Not who you were. Starting now. Revisit it at week 1, 5, and 9, and watch the language shift from "I want to be" to "I am." Every small win is a vote for the new identity. The majority rules.

FIVE PRINCIPLES

- 1 **Don't overwhelm.** One layer at a time.
- 2 **Buy-in wins.** You choose the plan.
- 3 **Start tiny.** Scale every habit down to two minutes.
- 4 **Identity over willpower.** "I don't" beats "I'm trying to quit."
- 5 **Layer it.** Environment → Plans → Replacements → Identity.