

THE PRODUCTIVITY REVOLUTION: FINDING YOUR NATURAL CELEBRATION AND MAKING YOUR HABITS STICK

*Learn strategic insights to increase
productivity using the power of
Behavior Design™*



BD3 Solutions



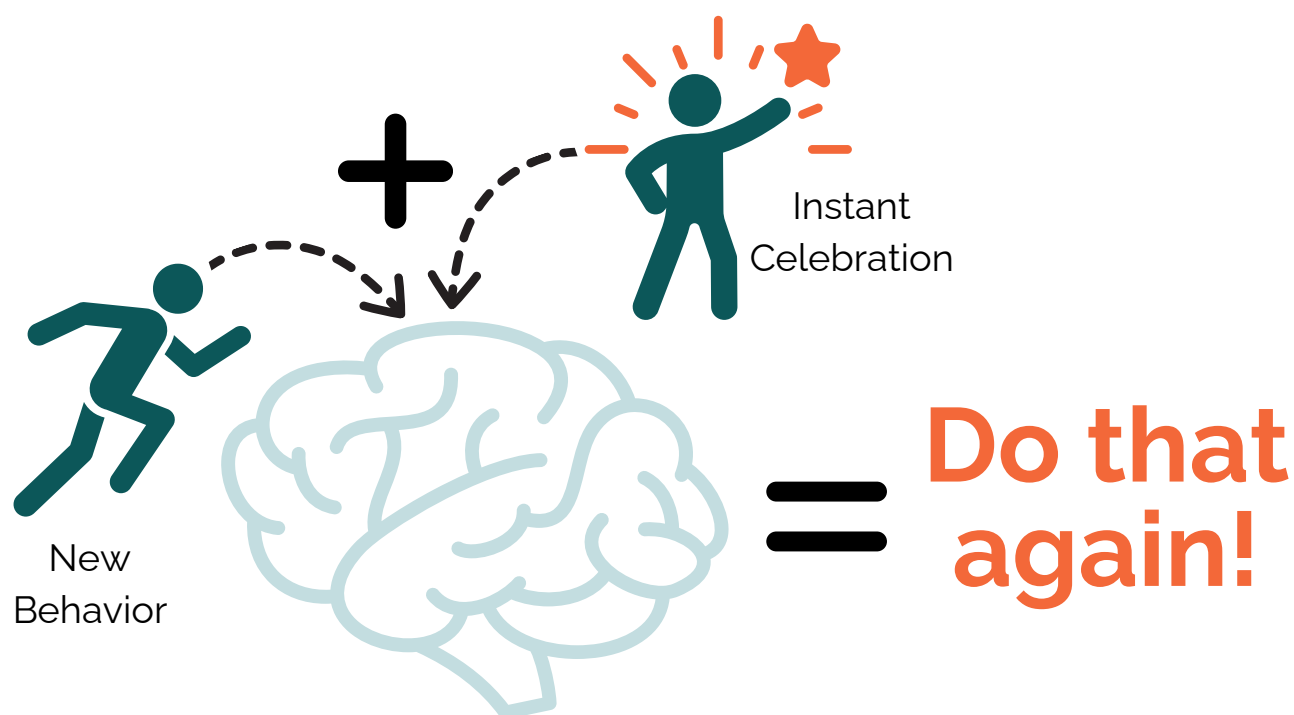
Instant Celebration helps you:

- Wire in habits and behaviors
- Do more of what you want to do
- Create positive emotions



YOUR BRAIN ON CELEBRATION

Here's the science behind Instant Celebration: the positive emotion that Celebration creates, neurologically wires your new behaviors into the brain. When you do a new behavior and have a positive association with it, the brain says "YEAH! That felt good! Do that again."



So, if your habit is: “After I switch on the coffee pot, I will do two counter pushups”—and you CELEBRATE that—the next time you switch on the coffee pot, your brain is much more likely to remember to do two pushups, creating a habit. Once the habit wires-in, you’ll find yourself doing pushups automatically, without thinking about it at all.



WHAT CELEBRATION IS NOT

Here's what Celebration is not: Celebration is not a reward at the end of the week or a treat at the end of the day.

Rewards or treats do not create an association between the Anchor Moment and the Tiny Behavior because the Celebration is too far away from the behavior. The brain can't reinforce something that happened hours or days or weeks ago. Instant Celebration reinforces behavior *in the moment*; therefore wiring habits in.

Celebrations are also not simply affirmations or positive thinking. To be effective, they should engender an authentic, positive feeling of success inside.

So how do you Celebrate?



THE SIX KINDS OF CELEBRATION

There are six kinds of Celebration.



Songs



Visualizations



Sound Effects



Physical Movements



Verbal Statements



Purpose-Focused

1. **Songs You Love:** Choose a song that makes you feel uplifted and energized. Sing/hum a few bars to Celebrate.
2. **Sound Effects:** Identify sounds that bring up positive emotions for you, like a cheering crowd, the popping of a champagne cork, or a winning sports buzzer. Make the sound or hear it in your head as you Celebrate your successes.
3. **Verbal Statements:** Find phrases that make you feel positive and powerful. Some people say, “WOOT WOOT!” Others might say, “Hooray” or “I’m a ROCKSTAR!” Explore different options and choose at least one verbal statement to reinforce your new habits.



THE SIX KINDS OF CELEBRATION

4. **Visualizations:** Use your imagination to think about what makes you feel happy and successful—the smiling face of a loved one, a favorite pet greeting you at the door, or the fresh powder of a snowy morning. Find one that is easy to imagine and use it to wire in your new habits. This may be more challenging than the other options, but it's powerful and flexible—you can do it anywhere, even when you are in public!
5. **Physical Movements:** Experiment with physical movements that evoke feelings of happiness and achievement. This could be a thumbs up, a dance move, or even a confident nod. Find a movement that makes you feel good and practice using it to celebrate your Tiny triumphs.
6. **Purpose-Focused Statements:** This is a great Celebration if you consider yourself a “non-celebrator.” Not everyone is as expressive with their positive emotions. A Purpose-Focused Celebration is a statement about who you are or who you are becoming. It brings to mind a deep-seated motivation or enduring aspiration. You can say it aloud or in your head.

Here are a few examples:

- I'm the kind of person who gets things done!
- I'm helping myself change for good!
- This habit helps me get healthy!
- I'm being the best partner I can be!
- I'm becoming the type of person who keeps a tidy desk!





Meet Evan.

Evan used Celebration and Shine to end his procrastination at work. He had a DOUBLE procrastination whammy. His desk was a huge

mess so he'd procrastinate on working because he couldn't find anything AND he'd procrastinate on tidying up because it was so overwhelming. Can you relate? Here's what he did: he'd have Alexa play a peppy song and do a full "Celebration Blitz"—he'd tidy one item then celebrate, tidy another item then celebrate, for the entire length of the 3 minute song. And boy did it feel GREAT at the end of all that celebrating! It made Evan feel accomplished, plus he loved looking at that little area he just made a dent in!

After a few months of putting things away he was able to see his desktop—for the first time in years! As his space kept getting tidier, his appreciation for it grew. He noticed how much more productive and less frustrated he was, AND his procrastination disappeared. Now, Evan sees himself as someone who is tidy and efficient; he regularly puts things away as they come in and he still puts away at least one thing in his office or on his computer desktop several times a day.

A **Celebration Blitz** builds success momentum. It can even be a great warm-up to doing a task you've been procrastinating on. You can get those "Shine" emotions flowing and feel empowered to take action in the moment.



CELEBRATION IS A SKILL YOU CAN LEARN

The KEY is that your Celebrations:

- Feel authentic to you
- Genuinely foster a good feeling inside
- Happen *immediately* after your new habit

Celebration should be fun. It can be in your head or out loud, depending on your personality and whether you are by yourself, with people you know, or in public.

If you find yourself resistant to Celebration, know that you're not the only one. Maybe you feel silly, awkward, or embarrassed. Maybe you were raised with different cultural norms. Maybe opening a book or reading two lines doesn't seem worthy of a Celebration. That's OK. Celebration isn't about worthiness. It's just how the brain encodes habits. No matter who you are or where you come from, you can find a Celebration that's right for you.

Celebration is a skill of self-reinforcement. By deliberately generating positive emotions you can wire in the habits you desire. In doing so, you tap into the brain's ancient behavioral pathways, unlocking your incredible capacity for learning and transformation. Celebration enables you to use your brain's existing mechanisms to feel good and modify your behavior.

So, don't skip it.



FINDING YOUR NATURAL CELEBRATION

There are a few ways to find your natural Celebration. One fun way is to pay attention to your reaction when your favorite sports team scores. Perhaps you stand up with arms overhead shouting, “GOOOOAAAAL!!!!” Maybe you sing your team’s anthem or visualize them winning the championship.

Another way is to think of a past success or life milestone. How did you feel right after you graduated, got the job or apartment? What did you do when you found out you got into your first-choice school or heard the word “surprise!” as you were brought into a room to celebrate your birthday? Try recreating those same feelings.

You can even wad up a piece of paper and practice making baskets with your trash can. What do you do and how do you feel when it bounces off the rim awkwardly but amazingly goes in? That’s your natural Celebration.

Natural Celebrations are authentic. But don’t limit yourself! You can discover other kinds of Celebration, too. Think of it like buying shoes. You need to try on a few pairs to see what fits and what style you like best. The following pages have 101 different Celebrations. Try some out and find ones that resonate with you. They can even be combined to create your own unique expression. Just as you have different shoes for different occasions, you can build a wardrobe of Celebrations for yourself.



101 DIFFERENT CELEBRATIONS

- Fist pump
- Say, “YAY!”
- Clap your hands
- Sing “Celebrate good times”
- Pat yourself on the back
- Smile and feel satisfied
- Stomp your feet
- Do a wink and a smile
- Clench fists and say, “YES!”
- Feel happy
- Say, “Way to GO!”
- Think, “That was Awesome!”
- Strike a victory pose
- Give yourself a high-five
- Say, “I DID IT!”
- Kneel and say, “SUPERSTAR!”
- Think of how this supports the kind of person you want to be
- Say, “Like a BOSS!”
- Swivel your hips
- Make superhero poses
- Say, “Shazam!”
- Smirk to yourself
- Affirm, “I’m Amazing!”
- Wave like royalty
- Smile real big
- Applaud yourself
- Do a victory dance
- Say, “Bingo!”
- Think, “I nailed it!”
- Throw both arms up and think, “Victory!”
- Laugh out loud
- Moonwalk
- Make funny faces
- Say, “He shoots, he scores!”
- Think of a pleasing moment
- Say, “GO ME!”
- Shoot a hoop
- Whistle
- Breathe out and say, “yes”
- Sing “Simply the best!”
- Say, “I’m on my WAY!”
- Take a bow
- Tilt your head back and howl
- Shake some imaginary pompoms
- Say, “I am becoming the kind of person I want to be!”
- Raise the roof hands
- Blow a kiss
- Do a short tap dance
- Wiggle your whole body
- Say, “I’m so PROUD of ME!”
- Click your heels



101 DIFFERENT CELEBRATIONS

- Head nod
- Give yourself a thumbs-up
- Feel gratitude/appreciation
- Say, “Right ON!”
- Make a check mark in the air
- Finger snaps
- Think, “Nicely Done!”
- Sing “Hey now, you’re a rockstar”
- Hear roaring crowds in your head
- Imagine a loved one congratulating you
- Say, “Woo Hoo!”
- Jump up and down
- Do the hula
- Say, “YAS, Queen!” (or King!)
- Rub your hands together
- Raise your arms and say, “SCORE!”
- Imagine someone you love being proud of you
- Finger snap, then point
- Think of a dog happy to see you
- Play air guitar
- Say, “Whoop, Whoop!”
- Hear trumpets in your head
- Do an end zone move
- Chant “That’s the way, aha, aha, I like it, aha, aha!”
- Smile at yourself in the mirror
- Dance a little jig
- Sing “Party rock is in the house tonight!”
- Think, “I GOT THIS!”
- Strike a Martial Arts pose
- Say, “I ROCK!”
- Take a thumbs-up selfie
- Throw something up in the air
- Strike a power pose
- Say, “SQUEE!”
- Do the Twist
- Hip thrust
- Say, “Good job!”
- Hug yourself
- Tap fist to your heart 2 times
- Hum a little tune
- Think of a child cheering for you
- Jump from one foot to the other
- Hum the theme from “Rocky”
- Imagine seeing fireworks
- Say, “Look at me GO!”
- Spin around
- Tilt your head to the sky, close your eyes and think, “I DID IT!”
- Sprinkler dance
- Do a little shuffle
- Feel an inner glow



We're Andrea and Nancy Partners in BD3 Solutions

We came together as procrastinators and ended up world-class experts in behavior. Like many people these days, we met online. Instead of filling out profiles and posting selfies, we connected over our shared nerdiness when Stanford behavior scientist, Dr. BJ Fogg, hosted his 2020 book launch for New York Times Bestseller, *Tiny Habits: The Small Changes That Change Everything*. We began working together to solve procrastination using his models and methods. (We solved it by the way!) We ended up studying with Dr. Fogg, becoming certified in his ground-breaking behavior change methods. Now, Andrea and Nancy are currently part of

his Tiny Habits Academy leadership team and are charter members of his Expert Forum.

BD3 Solutions is a Behavior Design consulting firm. We focus on designing better programs and services that serve humanity. We help people do what they want to do better and faster.

Andrea Spyros & Nancy DeFina

