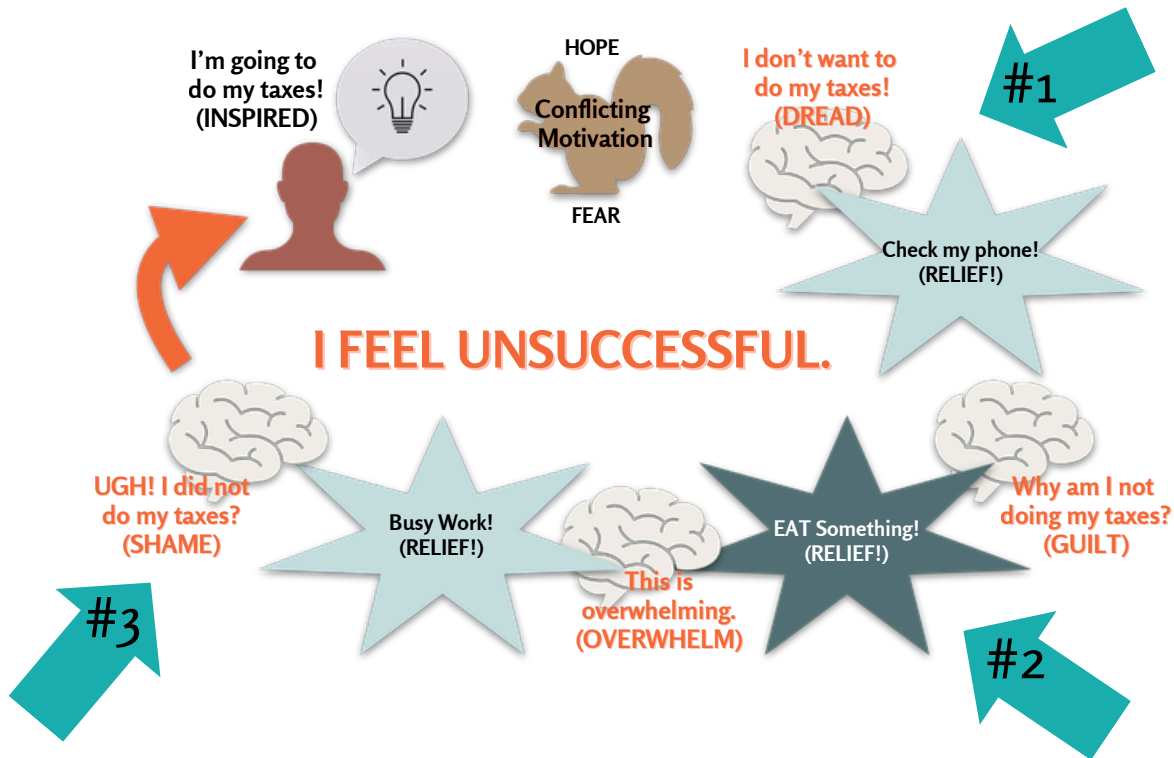




WHY YOU KEEP PROCRASTINATING (IT'S NOT LAZINESS. IT'S A LOOP.)

Procrastination isn't a time management problem—it's an emotion management problem. Here's what's actually happening in your brain, where you're getting tied up, and exactly how to interrupt it.

THE PROCRASTINATION CYCLE



INTERVENE HERE #1 Between Intention and Negative Emotion

Make it an Action. Most things we procrastinate on aren't actions. They're actually aspirations. "Get healthy" isn't doable. "Put on my walking shoes" is. Use the Action Test: Can I do this right now? If not, that's the knot. Think of one actionable step you *can do*.



INTERVENE HERE #2 At the Avoidance Moment

Spot Your Distractivities.™ They are the things you do when you don't want to do the thing you need to do. Recognize them, then use them as a prompt. "What am I actually avoiding right now?" Awareness loosens the knot.

INTERVENE HERE #3 At Guilt and Shame

Reframe and Release. Judgment makes tasks harder to start. When you hear, "I should..." pause. Ask: "How can I make this easier?" Then take one tiny action and celebrate it. Emotion, not willpower (or repetition) is how habits form.

The Procrastination Cycle runs on emotion—and once you're in it, the Three Hidden Knots are what keep you tangled up. The first is that most things we procrastinate on aren't actually actions yet, just fuzzy aspirations with no clear starting point. Because they lack specificity, they feel overwhelming and create dread. The second is that we've all developed go-to escape routes, what we call Distractivities,™ that give us immediate relief without us even realizing we're avoiding something. The third, and most powerful, is the judgment: the "I should" voice that makes the task feel heavier every day it goes undone. Each knot tightens the tangle and keeps you tied up in the cycle. Untangle even one, and the whole loop starts to loosen.

Want the full framework? Download the [Untangle Procrastination™ workbook](#) and get our [weekly newsletter](#) with science-backed ideas for Untangling Procrastination for good at bd3solutions.com/untangleprocrastination.

Andrea Spyros & Nancy DeFina | BD3 Solutions | © 2026

Untangle Procrastination is based on the way human behavior really works. It was designed using the Tiny Habits® Method and the Fogg Behavior Model® from the Stanford Behavior Design Lab.