



Happy New Year 2025

¡Feliz Año Nuevo 2025!

In order to be successful in any new goal or resolution we set for this new year, it is important to have good habits and stick to them.

According to BJ Fogg's research, habits are formed through *emotions*, *simplicity*, and *environment*—not willpower or repetition. This emphasis on simplicity should reassure you that habit formation is not as complex as it may seem, and it can give you the confidence to start making changes.

Main facts

- Positive feelings wire routines in position and make the process satisfying
- Motivation, ability, and prompts must align for manners to carry roots sustainably
- Small steps, risen to the moment, lead to meaningful, enduring changes over time

One of the most potent understandings from BJ Fogg's work is that you don't need to repair your life to make enduring gains. Instead, focus on "tiny actions" that are easy to do and produce momentum over time. As Fogg says, "You don't have to do massive things to create a shift in identity."

WHAT DISTINGUISHES LEADERS FROM FOLLOWERS IS NOT
INTELLIGENCE OR CHARACTER, BUT THE ROLE THEY PERFORM.

TWO SIDES OF THE SAME COIN

LEADERS & FOLLOWERS

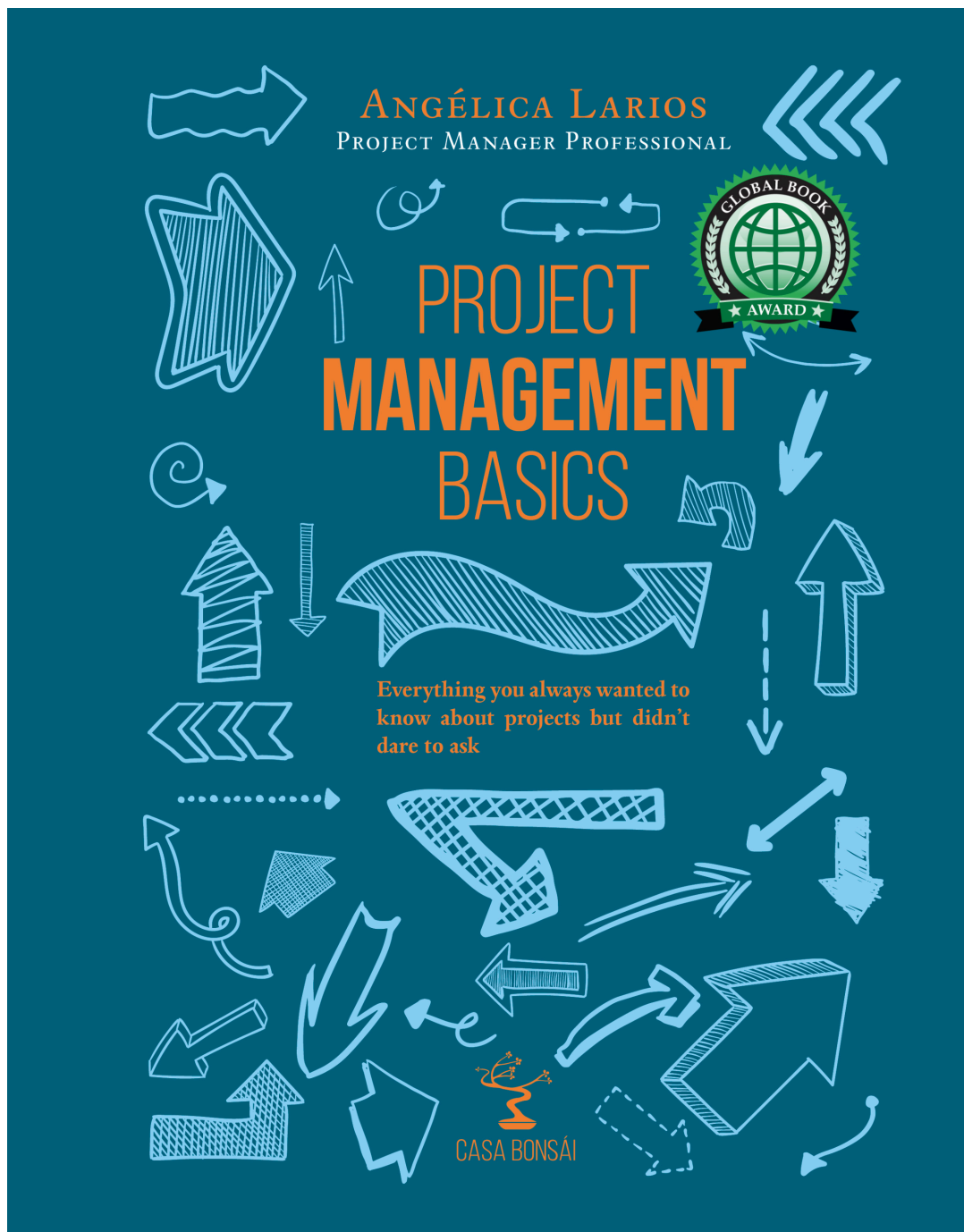
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