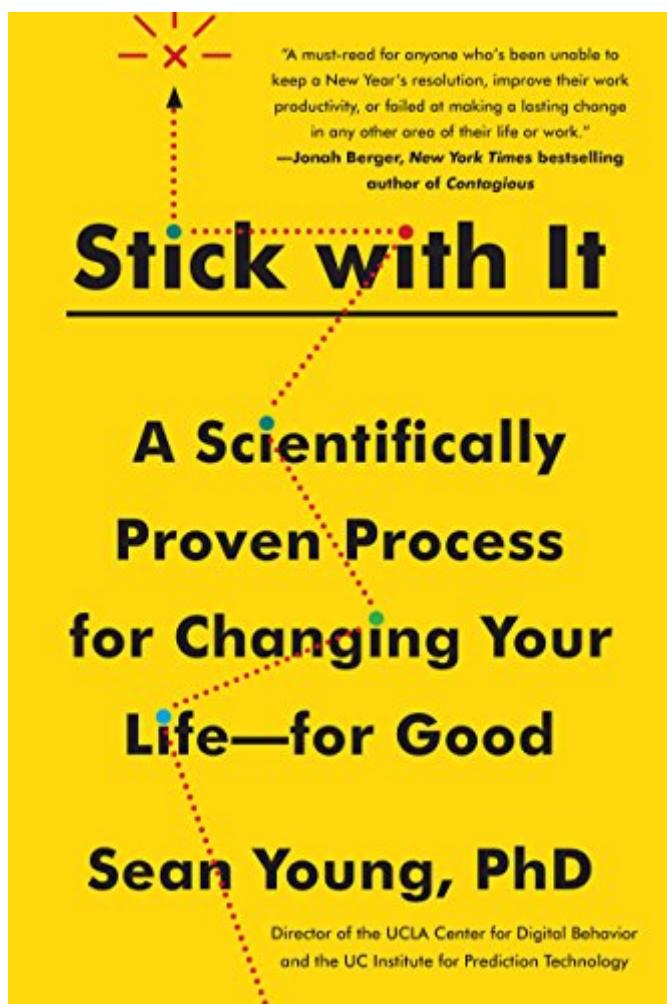


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Stick With It: A Scientifically Proven Process For Changing Your Life—for Good



Synopsis

An award-winning psychologist and director of the UCLA Center for Digital Behavior shows everyone how to make real, lasting change in their lives in this exciting work of popular psychology that goes beyond The Power of Habit with science and practical strategies that can alter their problem behaviorsâ "forever. Whether itâ "s absent-minded mistakes at work, a weakness for junk food, a smart phone addiction, or a lack of exercise, everyone has some bad habit or behavior that theyâ "d like to change. But wanting to change and actually doing itâ "and sticking with itâ "are two very different things. Dr. Sean Young, an authoritative new voice in the field of behavioral science, knows a great deal about our habitsâ "how we make them and how we can break them. Stick with It is his fascinating look at the science of behavior, filled with crucial knowledge and practical advice to help everyone successfully alter their actions and improve their lives. As Dr. Young explains, you donâ "t change behavior by changing the person, you do it by changing the process. Drawing on his own scientific research and that of other leading experts in the field, he explains why change can be difficult and identifies the crucial forces that combine to make transformation permanent, from the right way to create new habits to how to harness emotional meaning to motivate change. He also helps us understand how the mind often interferes with creating lasting change and how we can outsmart it, including using "neurohacks" to shortcut the brainâ "s counterproductive instincts. In addition he provides a powerful corrective to the decades old science of habits, offering a next generation discussion of how habits can change behavior with the right approach. Packed with pragmatic exercises and stories of real people who have used them successfully, Stick with It shows that it is possible to control spending, stick to a diet, become more social, exercise regularly, stop compulsively checking e-mail, and overcome problem behaviorsâ "forever.

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Customer Reviews

Wonderful book! Loved the Sean's personal stories and research throughout each chapter. I also found the exercises at the end of each chapter to help me "stick with it."

Dieters won't stick to diets, patients won't take their meds, and businesses can't get customers to stay with them. Why? Personality, heredity, or just bad luck? It's hard to stick with it for things like diet, sleep, exercise, and whatever else is important to you unless you construct a process around it. Sean Young's research and practice have identified seven forces or principles behind lasting change. He uses the mnemonic S-C-I-E-N-C-E to help us remember these forces: Stepladders (small steps can lead to big changes); Community (we're pack animals, and follow the herd); Important (things must matter to us); Easy (we do easy first); Neurohacks (we act ourselves into change); Captivating (we all like a wow factor); and, Engrained (repetition deepens habits in our brains). Young then shows how these 7 forces can be applied selectively to alter three key behaviors (the ABCs): Automatic, Burning, and Common problems. Using stories, studies, and statistics, the author drives home his process for making lasting changes. Author: Sean Young is a professor at UCLA and director of the Center for Digital Behavior and the UC Institute for Predictive Technology.

I listened to the audiobook which was pretty entertaining. Stick with It is for people like me who always set out to do something, but never complete the task at hand. I am always planning to do things, and I do for a while...but then I get bored and quit. But why? This book tells you scientifically WHY that happens and how you can break that habit! Setting small goals or using step ladders to get things done. As in planning steps that keep you on track to reach the goal you set out for

yourself. Some of this seems like it common sense, but when you actually read it and let it sink in, you have an "ah ha" moment. I will apply this book to my life, as I really do need to start "sticking with it" I really do like the different stories in each chapter about people trying to break this habit and how it affects their every day when they do stick with it and keep going, such as the socially awkward guy who made the steps to practice talking to others in increments. Don't just jump head first into things...use the step ladders and inch your way through! Set goals for the week...for the month...and see how you do! I'm going to reflect more of my progress and reward myself for sticking with my goals and things that I start in general. I don't expect my life to change overnight from this book, but it really does bring things to light for me, and it was easy to understand. I tend to shy away from these types of books because of all the scientific jargon, but I could understand and relate to this book...making the information stick with me :)

I am fascinated by studying how habits form and how we can better our lives. Striving to improve my life in ALL aspects daily, I stumbled upon Sean's book and leafed through it as I do hundreds of books. The first few pages intrigued me enough to buy it, and I read it in 2 sittings. His straightforward, specific tools set with examples of people experiencing each part of the process was beneficial and entertaining. After reading a couple chapters, I found Sean's lectures on youtube so I could hear him speak so I could "hear" him talking when I continued to read the book. Anyone interested in personal growth and just plain being a happier person should purchase this book. Highly recommended, and I hope he writes another best-seller soon! Jeff Sjoberg

I've read several modern books on behavioral change and the challenges of changing negative habits and forming new positive ones. Sean Young's SCIENCE framework advances the field. He makes it easy to grasp the levers that need to be adjusted to form new positive habits and break bad ones. His writing is clear and designed for a general audience. His reliance on well researched "studies of studies" advance the knowledge on these topics. His approach makes the science accessible to a layman. He also does a great job weaving in his personal life, connections, and hobbies to illustrate the ideas. Highly recommended. I'm definitely going to learn more about his digital behavior center at UCLA and pay attention to his research and writing.

Stick With It provides TREMENDOUS insight into what it takes to actually change behavior. It's great for someone who wants to break a bad habit in their own life, parents who want to help their kids, a coach who wants to help his team succeed, and entrepreneurs who want to have their

products used. I bought the audiobook. This was so good I might just have to buy the paper copy as well!

This book got me into my running and exercise routine again. I had fallen off for two years and was struggling to find a way home. The problem was my goals and my dreams were one and the same, and just waaaay too big. Once I started focusing on small steps to reach small goals, like running for 15 minutes 3 times (and not feeling guilty about doing more), things fell into place. I've got a long way to go, but I realize that achieving small goals (or stepladders as Sean calls them) is far more motivating than failing at large goals and big dreams. Celebrating my small accomplishments was another thing I was reminded of. So easy to forgot. Highly recommend this book for anyone who needs motivation to get on track and stick with a positive change they are aiming for.

I saw Sean Young's Google Talk on YouTube. I personally struggle with an eating disorder. The story of Dr. Young's brother and mother made me really curious about his book. I wanted to find solutions that could help me stick with the advice and lifestyle changes that my doctor recommends. The part that really hits home is "Neurohacks." I agree that finding some physical activity that you can commit to really takes your mind off the emotional trauma - kind of like "wash on, wash off" from Karate Kid! Great idea!

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