

Leading Self – Reinventing Yourself Through Challenging Times pt.2

You are also responsible for your own engagement and success – this is the core message of the second part of our “Reinventing Yourself” article series.

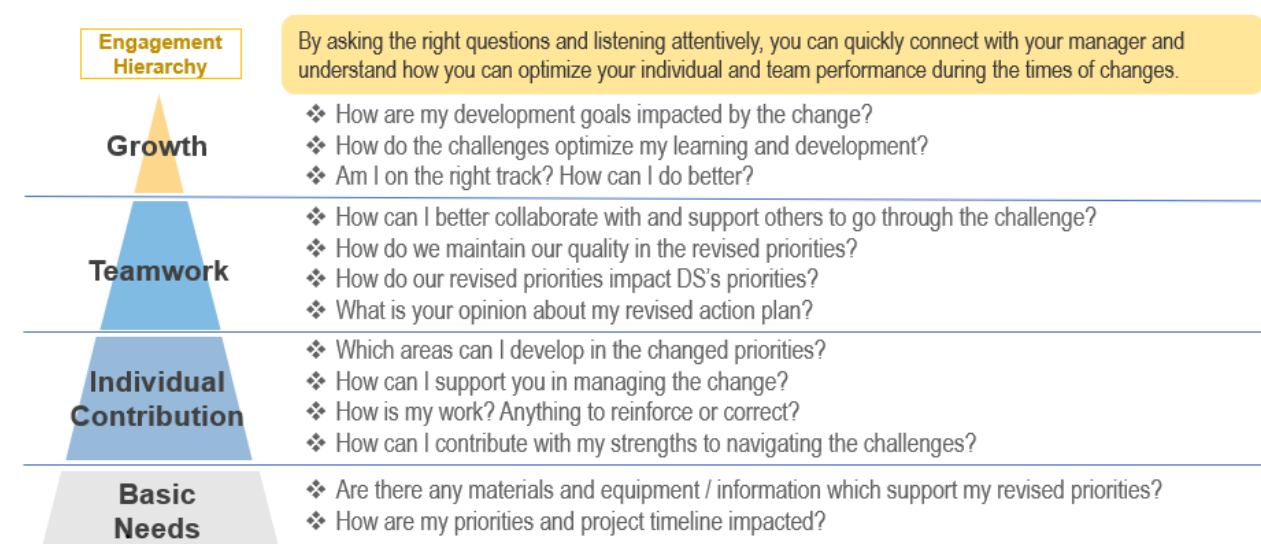
You can define your engagement by identifying how you can work best, what you enjoy doing most and your areas of strengths at work. Then, you can proactively seek clarity, collaboration opportunities and support from others, and also engage others in a conversation in which you may discover more about how you can thrive.

“Good leaders use a crisis to renew organizational habits,” said Pulitzer-prize winning American journalist and author Charles Duhigg. This happens because crises make people willing to accept new things. However, this is not only applicable for leaders, as each individual employee can use challenging times to rethink deadlocked habits.

Charles Duhigg has been researching the science of productivity for nearly a decade. What came up more than once was the fact that habits are closely linked to productivity and engagement. Habits are influential factors that act as pacesetters for our lives and businesses. If we are able to establish good keystone habits, Duhigg argues, we can significantly improve our productivity and engagement.¹

But how can positive habits be established? The answer is: first get rid of bogged down, bad habits and routines. Second: connect cues and desired behavior with appropriate rewards.

To get a better overview about your current standpoint, our Leadership and Organizational Development colleagues compiled a cascading checklist for you. Answer the questions below honestly to get a better understanding for yourself and your work environment.



You will quickly notice that some of your habits need to undergo changes. Don't be afraid to let change happen!

According to Duhigg, people get more easily involved in new habits if they are linked to reward experiences.

At the beginning of the twentieth century, the advertising expert Claude Hopkins succeeded in creating a powerful new habit loop with a simple trigger: brushing teeth. "Let your tongue slide over your teeth. You feel a film - this makes your teeth look unhealthy and promotes decay." Add a toothpaste that foams

beautifully - which signals effectiveness to customers - and as a reward a fresh feeling in the mouth. By the 1930s, brushing teeth had become a habit for more than half of Americans.

Whoever understands habits, so finds Charles Duhigg, can also change them. Habits, he says, are not fate after all. They are only savings programs of the brain. If you want to change them, you have to clear your head.

¹ <https://www.workhuman.com/resources/globoforce-blog/how-to-build-a-habit-of-engagement>

