The Connection Between Habit Science and Continuous Improvement

Meet The Presenter

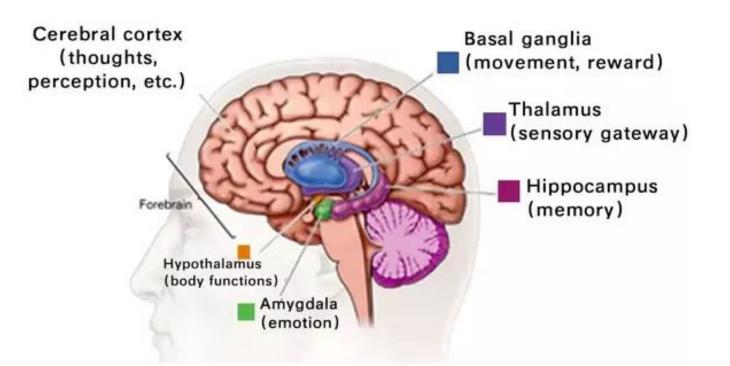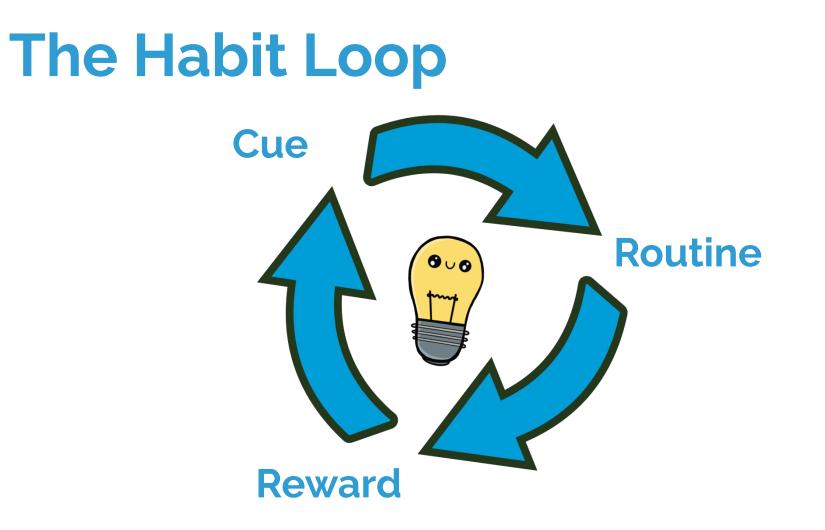**Greg Jacobson**
CEO and Co-Founder

"*People like us do things like this*" - Seth Godin

Hab-it
/'habet/:

A Habit is something that you do often and regularly, sometimes without knowing you are doing it.
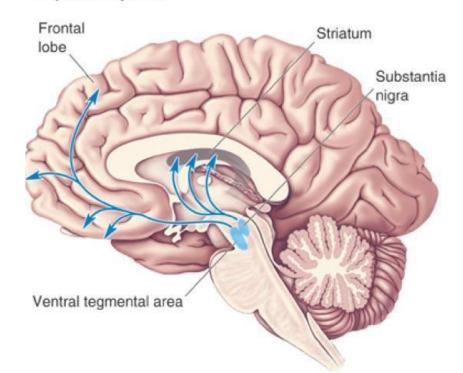
Hippocampus vs. Basal Ganglia

Cerebral cortex
(thoughts,
perception, etc.)

Basal ganglia
(movement, reward)

Thalamus
(sensory gateway)

Hippocampus
(memory)

Forebrain

Hypothalamus
(body functions)

Amygdala
(emotion)

The Habit Loop

Cue

Routine

Reward

Fogg Behavior Model

ability + motivation + ? = routine

ability + motivation + cue = routine
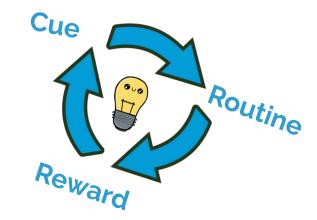
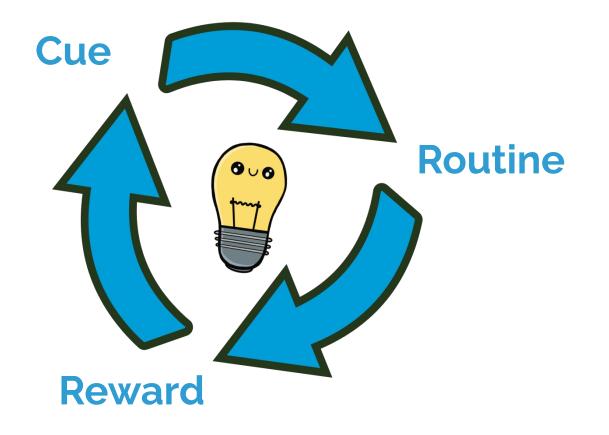# How do we create desire to do it again?

Dopamine system

Frontal lobe

Striatum

Substantia nigra

Ventral tegmental area

Three Laws of Behavior Change

✔ Make it **Obvious & Attractive**

✔ Make it **Easy**

✔ Make it **Satisfying**

Cue

Routine

Reward

The Habit Loop

Cue

Routine

Reward

The Four CI Personas

Executive

CI Coach

Leader

Frontline

Example Executive Habit Loop

Cue

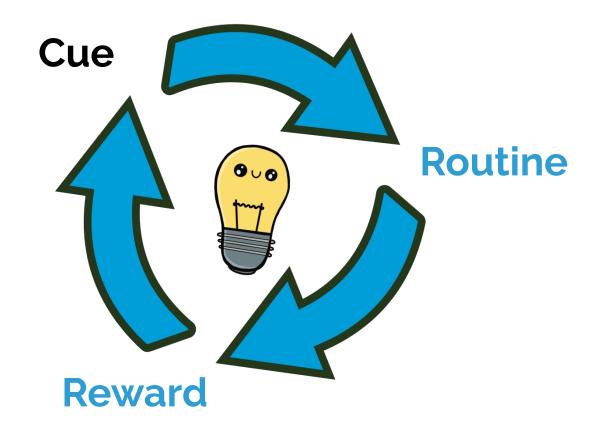**Scheduled meeting on the calendar every week with CI Coach**

Routine

Executive

Review Metrics in KaiNexus every week & engage with likes and comments on Frontline and Leader Items

Increased Knowledge & Reaching Organizational Goals

Reward

The Habit Loop (Cue)

Cue

Routine

Reward

Examples of Cues (Physical)

Give Ideas Wings
KaiNexus

Great idea!
Put it in KaiNexus
KN

You have the expertise to make your job better.

Submit your improvement idea in

KaiNexus

Scan the QR Code to submit your idea now!

Scan Me!

Examples of Cues (Digital)

KaiNexus | [your Logo]

Make your workplace a better place.

Put your ideas in KaiNexus!

KaiNexus | [Your logo]

Don't forget to close out your tasks!

Improvement work requires collaboration and teamwork. In order to keep things moving forward, closing out your tasks can show work has been accomplished or it can show everything it will not being moved forward.

Examples of Cues (Inbox)

KaiNexus

Digest

May 2023 Week 2 Weekly Report Out - Crazy and Wild #2181646

Author Roe Rosales

🚩 You were mentioned in field: Mark Graban Update
🚩 You were mentioned in field: Marketing Update

09:53 am	Roe Rosales updated the Next Week's Notetaker.
09:51 am	Laura Ham updated the HR / Operation's Update.
09:46 am	Roe Rosales updated the QA Update.
09:42 am	Rich Billeaud updated the HR / Operation's Update.
09:37 am	Elise Miller updated the Solutions Engineering Update.
09:35 am	Kaleigh Krauss updated the Customer Success Manager Update.
09:35 am	Nikita Ahuja updated the Solutions Engineering Update.
09:34 am	Roe Rosales updated the Customer Success Manager Update.

Notifications (12)

Block Time on Calendar Marketing Task #3515
👤 Deliver Training Content
Author   Noah Paratore Bryan Williams
Assigner Noah Paratore Responsible   Adam Darnell
Due Date Dec 04, 2022

🚩 You have been requested to work on this.

Email SEO Engineer about Site Performance Marketing Task #5344
Author   Adam Darnell
Assigner Adam Darnell Responsible Adam Darnell
Due Date Oct 23, 2022

🚩 This is Overdue. Due: Oct 23, 2022

💬 @Adam Darnell Any updates on this? Meeting with @Chip Zahn next week to discuss how we can improve our page speed but we need some baseline metrics first.
- Brittany Currier

New Employee Onboarding Meeting #5575
Author   Brittany Currier
Assigner Brittany Currier Responsible Adam Darnell
Due Date Oct 10, 2022

🚩 This is Overdue. Due: Oct 10, 2022

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Examples of Cues (Time & Location)

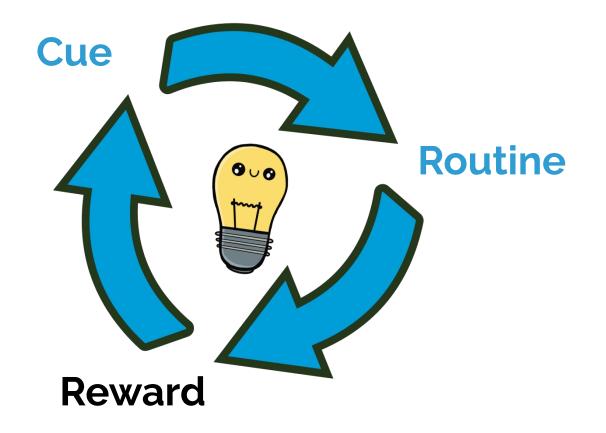The Huddle Board in KaiNexus is a great visual way to walk through current ideas with your team.
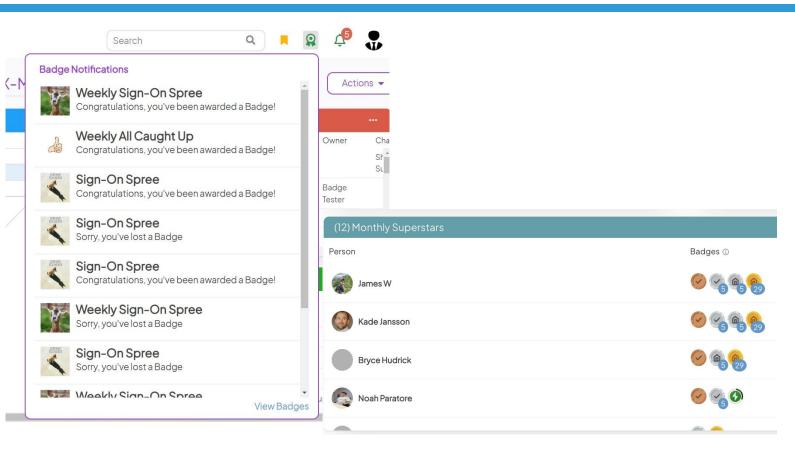
Examples of Cues (Verbal)

Great idea! Have you put it in KaiNexus?

Seems like you're working on an A3. Is that in KaiNexus, so everyone can benefit?

The Habit Loop (Reward)

Cue

Routine

Reward

Examples of Rewards (Badges)

Examples of Rewards (Communications)

CI Newsletter

Idea of the Month
A magazine is a periodical publication, which can either be printed or published electronically. It is issued regularly, usually every week or every month, and it contains a variety of content. This can include articles, stories, photographs, and advertisements.

Lean Topic of the Month:
The 7 Wastes of Lean

- 🚫 DEFECTS
- 🕐 WAITING
- 🔄 MOTION
- 📦 INVENTORY
- 🏭 OVERPRODUCTION
- 📈 OVERPROCESSING
- 🚚 TRANSPORTATION

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Shout out to the Operations Team!

A magazine is a periodical publication, which can either be printed or published electronically. It is issued regularly, usually every week or every month, and it contains a variety of content. This can include articles, stories, photographs, and advertisements.

Vol .01 Newsletter

[All Employees]

[Check out this success story from [Name at Team]]

Templates Meetings Tasks Sequences Snippets Documents

Dear All,

Your work in KaiNexus can have an incredible impact.

Watch this video here where [NAME] shares his/her idea that resulted in [short snippet about idea].

If you have any improvement ideas you'd like to share and don't have KaiNexus access, reach out to your [List of CI Leads].

Best,

[CEO, or other Executive; or Team Leader]

Examples of Rewards (In KaiNexus)

(8) Honor Roll

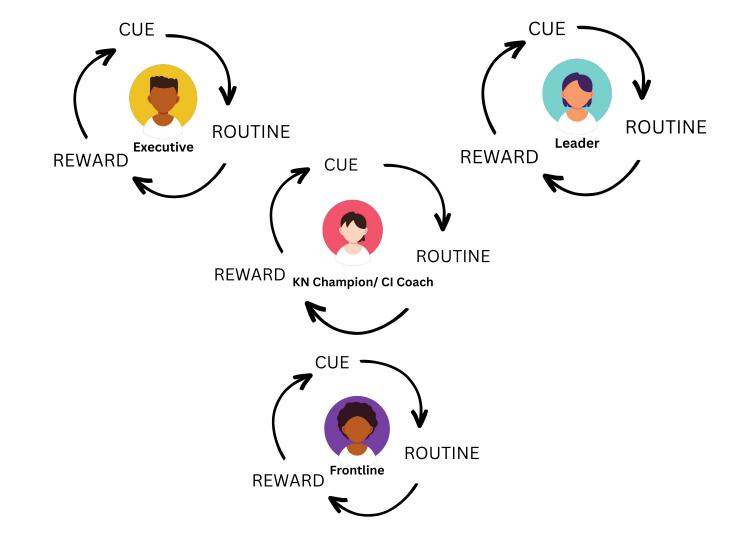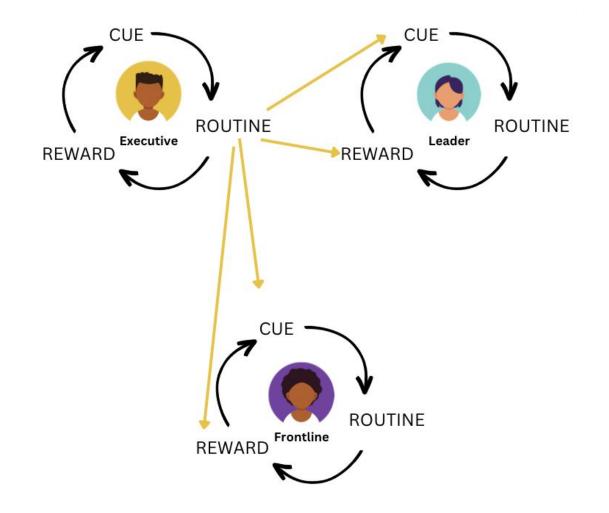| Title	Responsible	Due Date	Last Comment
Review Glow-In-the-Dark Retainers	Adam Darnell	Jun 28, 2023	
Add Sugar Free Gum --	James W	Apr 15, 2023	Love this idea! - Adam Darnell Jun 19, 2023 8:28 AM
Have set dinners with Key clients	Adam Darnell	May 25, 2023	
Cone beam pre-orders	Adam Darnell	May 25, 2023	Fantastic idea! - Adam Darnell Jun 19, 2023 8:28 AM
Think about new ways for packaging our Elastics	Adam Darnell	May 25, 2023	

Examples of Rewards (Verbal)

Congratulations to Danielle, for earning Idea of the Month this month! Awesome job!
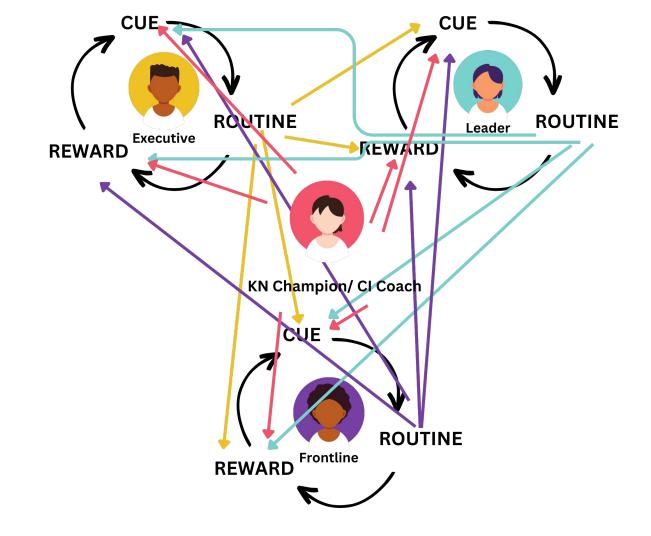
Great ideas in that huddle today! I especially like…..
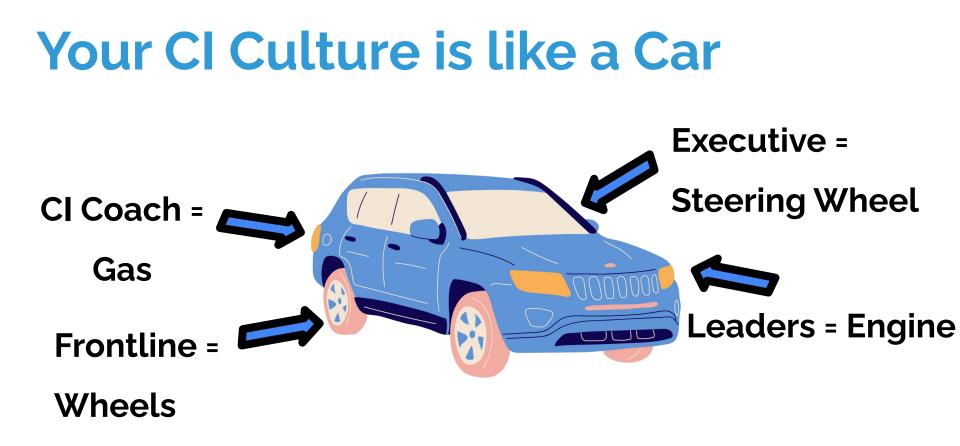
CI Habit Loops Must Interconnect
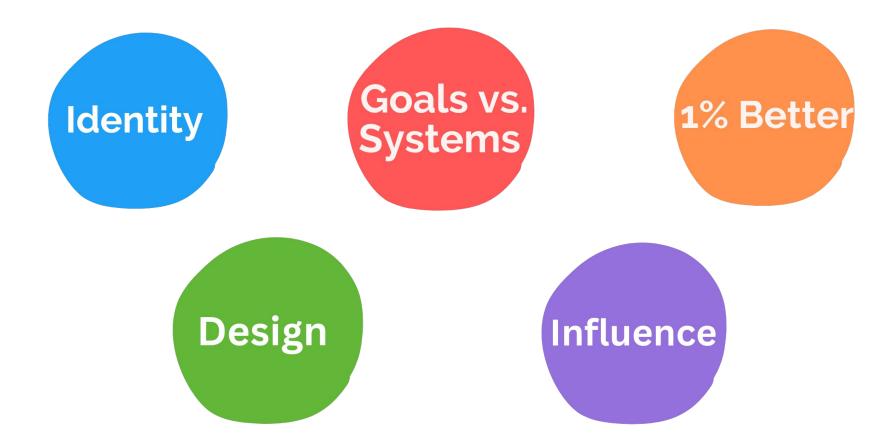

Executive   CI Coach   Leader   Frontline

CUE → ROUTINE → REWARD

Executive

CUE → ROUTINE → REWARD

Leader

CUE → ROUTINE → REWARD

KN Champion/ CI Coach

CUE → ROUTINE → REWARD

Frontline

CUE → ROUTINE → REWARD — Executive

CUE → ROUTINE → REWARD — Leader

CUE → ROUTINE → REWARD — Frontline

CUE

CUE

ROUTINE

Leader

ROUTINE

Executive

REWARD

REWARD

KN Champion/ CI Coach

CUE

ROUTINE

REWARD

Frontline

Your CI Culture is like a Car

CI Coach = Gas

Frontline = Wheels

Executive = Steering Wheel

Leaders = Engine

Concepts to Remember

Identity
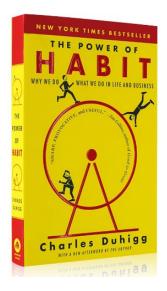
Goals vs. Systems
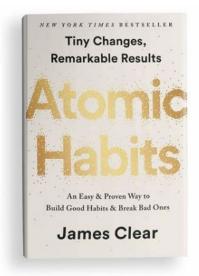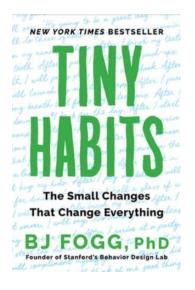
1% Better

Design

Influence

Keystone Habits in Organizations

Must Reads

**Scan here to watch
our 3 habit webinars!**

"There's nothing you can't do if you get your habits right."

- Charles Duhigg, *The Power of Habit*

"There's nothing **our organizations** can't do if we design the right habits."

- The KaiNexus Community