

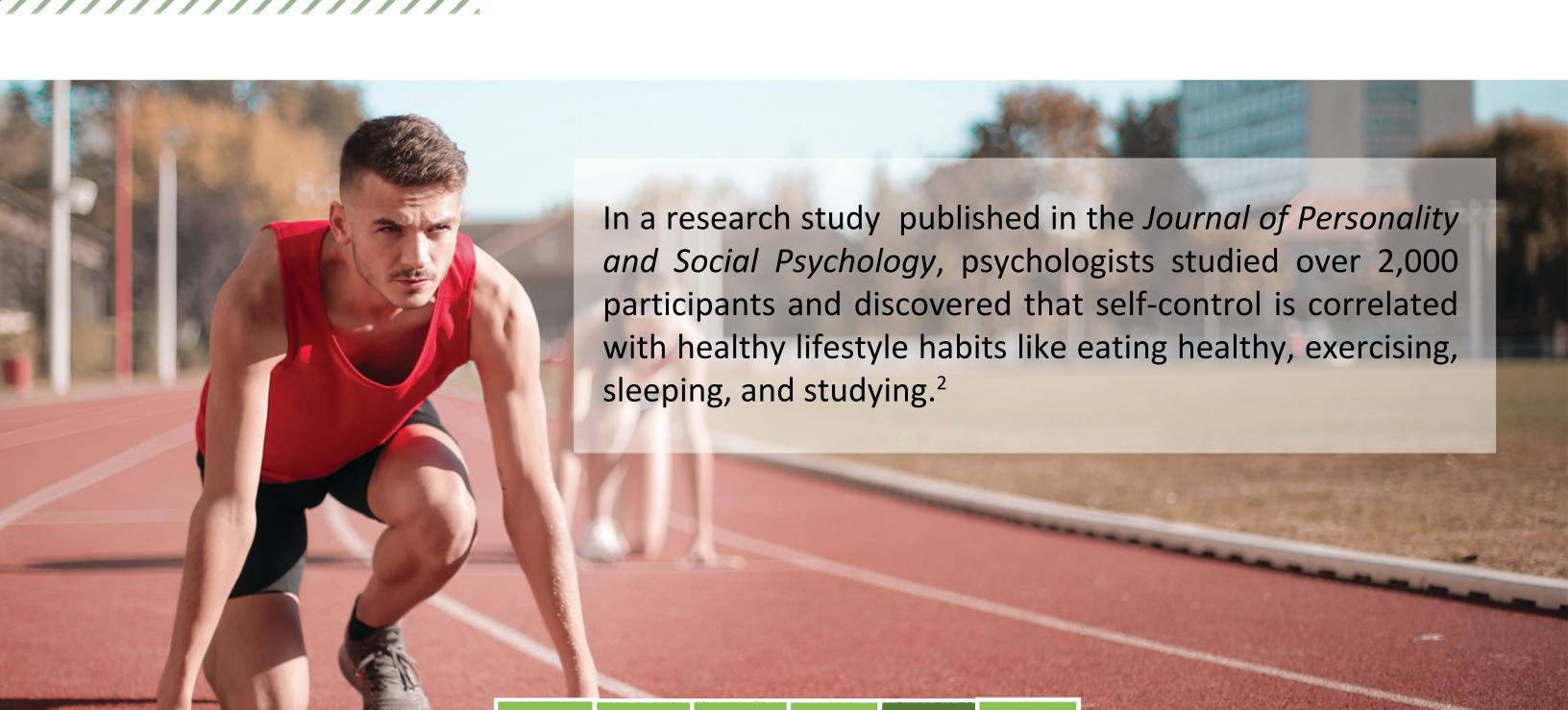


SELF CONTROL

Self-control is defined as the ability to manage one's own feelings, impulses, and behaviors in order to achieve long term goals. It is rooted in the frontal lobe -- the decision making center of the brain.¹ Exercising the frontal lobe allows us to use good things moderately while avoiding what may be harmful. Having self-control in all things is one belief that ties all the others when we talk lifestyle at Beautiful Minds.

*A man without self-control
is like a city broken into
and left without walls.*

- KING SOLOMON (PROVERBS 25:28)



In a research study published in the *Journal of Personality and Social Psychology*, psychologists studied over 2,000 participants and discovered that self-control is correlated with healthy lifestyle habits like eating healthy, exercising, sleeping, and studying.²

CHOOSE
life

THE PAPER CLIP STRATEGY³

In 1993, a rookie twenty-three-year-old stockbroker named Trent Dyrsmid astounded his bank by bringing in \$5 million to the firm within 18 months of being hired. What was his secret to success?

Dyrsmid began each morning with two jars on his desk. One was filled with 120 paper clips. The other was empty. As soon as he settled in each day, he would make a sales call. Immediately after, he would move one paper clip from the full jar to the empty jar and the process would begin again. “Every morning I would start with 120 paper clips in one jar and I would keep dialing the phone until I had moved them all to the second jar.”



THE POWER OF VISUAL CUE

Visual cues...

1. Remind you to start a behavior
2. Display your progress on a behavior
3. Have an additive effect on motivation
4. Can be used to drive short-term and long-term motivation

MAKE YOUR GOALS HAPPEN

Hoping to do 100 pushups each day? Start with 10 paper clips and move one over each time you drop down and do a set of 10 throughout the day.

Want to drink 8 glasses of water each day? Start with 8 paper clips and slide one over each time you finish a glass.

All you need to do:

1. Get a box of paper clips
2. Get two paper clip holders
3. Pick your habit and start moving paper clips!

¹Self-control. Psychology Today.

<https://www.psychologytoday.com/us/basics/self-control>

²Galla, B. M., & Duckworth, A. L. (2015). More than resisting temptation: Beneficial habits mediate the relationship between self-control and positive life outcomes. *Journal of personality and social psychology*, 109(3), 508–525.

<https://doi.org/10.1037/pspp0000026>

³Clear, J. How to stick with good habits every day by using the paper clip strategy. James Clear. <https://jamesclear.com/paper-clips>