

WARP SPEED HABITS

A Brain-Based Approach to Changing Behaviors in Organizations



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Warp Speed Habits: A Brain-Based Roadmap for Leveraging Change in Organizations

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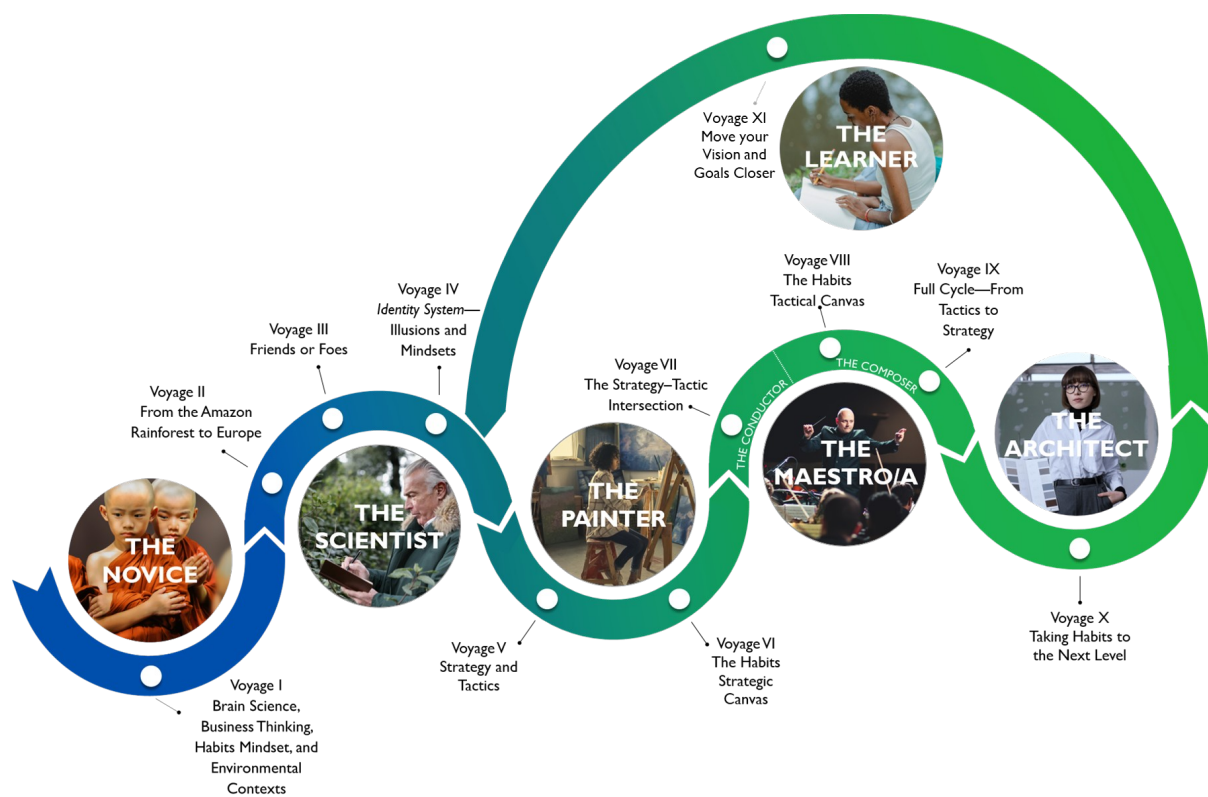
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Your Quest

Just like the captain and crew of *Starship Enterprise* in *Star Trek*, in their voyages and missions to discover new worlds, and a submarine crew in *Fantastic Voyage*, reduced to microscopic size to repair damage to a scientist's brain, in *Warp Speed Habits*, you will travel to and explore different worlds in your quest to create and change habits.

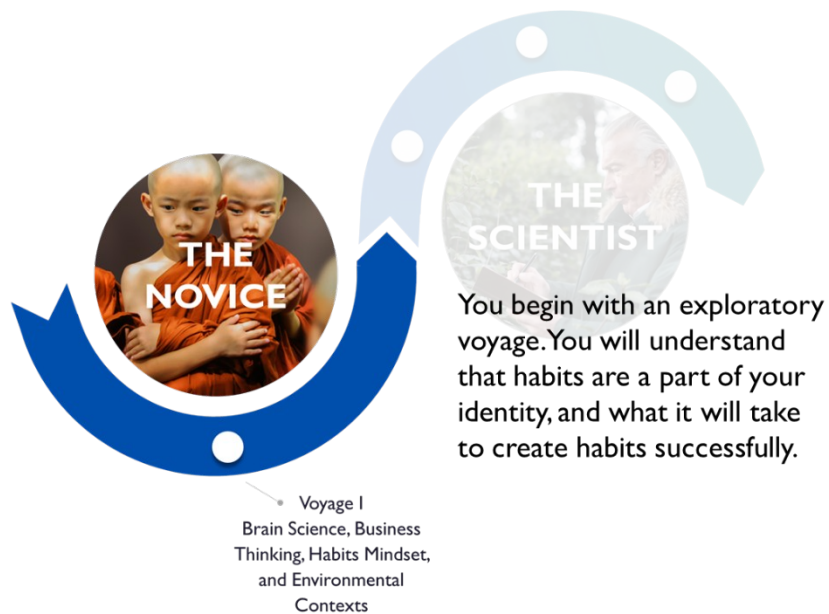
Through your avatars, you will engage in 11 voyages and complete 48 missions in sequential order.



PART 1

The Novice

An individual who is unacquainted or unskilled in the science and art of building habits.



VOYAGE I

Brain Science, Business Thinking, Habits Mindset and Environmental Contexts



OBJECTIVES

- Understand how effective you currently are in creating habits.
- Understand what it will take to create habits successfully.



THE MISSIONS

- 1 The Habits Quartet
- 2 Are You Effective at Building Habits?
- 3 Are You in Control?
- 4 Reflecting upon Strategy and Tactics
- 5 Do You Have a “Habits Growth Mindset”?
- 6 Does Your Environment Affect Your Habits?



Mission 1: The “Habits Quartet”

Think about your working day and your current habits.

Now, based on the four components referred to in the to—do example earlier, complete the table below with two to three examples of your current habits.

Trigger	Action-response	Reward	Craving

Were you able to identify each of the four components of your current habits?

If not, do not be concerned, we will be covering these in more detail when you assume your maestro or maestra avatar.



Mission 2: Are You Effective at Building Habits?

Take this one-minute survey to understand your proficiency in creating or changing habits.

Question		True	False
1	I understand what it takes to create or change habits?	<input type="radio"/>	<input type="radio"/>
2	I use a specific method to create and/ or change habits?	<input type="radio"/>	<input type="radio"/>
3	I link the habits I want to create or change with my “why”, my vision of my future?	<input type="radio"/>	<input type="radio"/>
4	Most of the time, I'm successful when I attempt to create a habit?	<input type="radio"/>	<input type="radio"/>
5	I recognize that peer groups may negatively affect the creation of habits and have put in place solutions to leverage or minimize this effect?	<input type="radio"/>	<input type="radio"/>
6	When I am unsuccessful in creating or changing habits, I do not put it down to a lack of time, willpower, or motivation?	<input type="radio"/>	<input type="radio"/>

Not answering positively to some of these questions shows an opportunity you have, to master the art and science of building habits.



Mission 3: Are you in control?

Is it possible that a part of your brain “wills” an action before you are consciously aware of it?

Carry out the following experiment to find out.

<p>1. Place your index finger on the image of the button below.</p> <div style="background-color: #007bff; color: white; text-align: center; padding: 5px; margin: 5px 0;">PRESS</div>	<p>2. Count from zero to five. When you start to say the word five, press the button.</p>	<p>3. Guess: At what moment did your brain begin to tell your finger to press down?</p>
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Mission 4: Reflecting upon Strategy and Tactics

To understand the essence of the strategic and tactical voyages you will be undertaking, take five to ten minutes to reflect upon the following questions.

At this stage, you may not have all the replies to the questions below, but do not be concerned, you will delve into these perspectives in greater detail throughout your voyages.

Strategic Perspective

- Which person do you see yourself as?

- Which person do want to become?

- What areas do you think you excel in? Where do you need to improve?

- Will you pull out all stops, no matter what?

Tactical Perspective

- If you think about your activities from the prior week, as well as those you've planned for today and the following weeks, how closely do your actions correspond to the person you'd like to be or see yourself as?

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- What are you doing today that doesn't match who you are?

--	--

- Are you practicing and developing habits that will lead you toward excellence?

--	--

- Are you ready to take criticism on board and learn from others?

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**Mission 5: Do you have a “Habits Growth Mindset”?**

Complete the survey below to determine your mindset. Note that this assessment is purely for illustrative purposes. It will help you to reflect and identify areas for improvement. Always remember that anyone can develop a better “habit mindset” with consistent effort and commitment.

#	Statement	1	2	3	4
1	I believe I have the potential to achieve my goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	I enjoy taking on challenges and performing my best in every situation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	I enjoy learning new skills and believe that learning is a lifelong pursuit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	By staying focused and practicing deliberately, I can become good at a specific skill, regardless of my natural ability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	I learn from my mistakes rather than feel guilty about them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	I'm fully aware of my unique strengths and areas for improvement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	I'm not afraid to admit when I've made a mistake and work to learn from it and correct it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Where: 1 – Strongly disagree / 2 – Disagree / 3 – Agree / 4 – Strongly agree

Calculate your score by adding the number of ticks in each column and multiply by the number in the column header. Analyse your results below.

If your result is between 0 – 7, you have some work to do!

Clearly your mindset could be impacting how you create or change habits. The good news is that research shows you can work to change this. Remember, with deliberate practice and focus, you can always improve.

If your result is between 8 – 14, you are showing some signs of being able to build habits, but you still have some work to do.

Part of your mind is still thinking “that it’s not going to be easy to change”, but another part of is starting to believe that you can develop habits if you keep trying. You’ll need to put in consistent effort and eventually, you’ll build a strong “habit mindset”.

If your score is between 15 – 21, you have a good “habit mindset”, but you still hold onto some fixed ideas.

You know that with hard work and effort, you can accomplish almost anything you set out to do, although you may still doubt how far you will go. Keep pushing and believing in yourself to develop an even stronger “habit mindset”.

If your score is between 22- 28, you have a powerful base to start building habits.

You have a sound “habit mindset” that will help you create and change habits. You’ve probably tried and failed many times, but the key is that you never give up.



Mission 6: Does Your Environment Affect Your Habits?

Take a look at the following triggers in your environment. Do they affect how you can create or change habits?

- Are you aware of social triggers in your environment (e.g., peer pressure) that affect your current habits?

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- Are you aware of emotional triggers in your environment (e.g., anxiety, stress) that affect your current habits?

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- Are you aware of physical triggers (e.g., clutter, poor organization) in your environment that affect your current habits?

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- Are they helping or hurting your progress?

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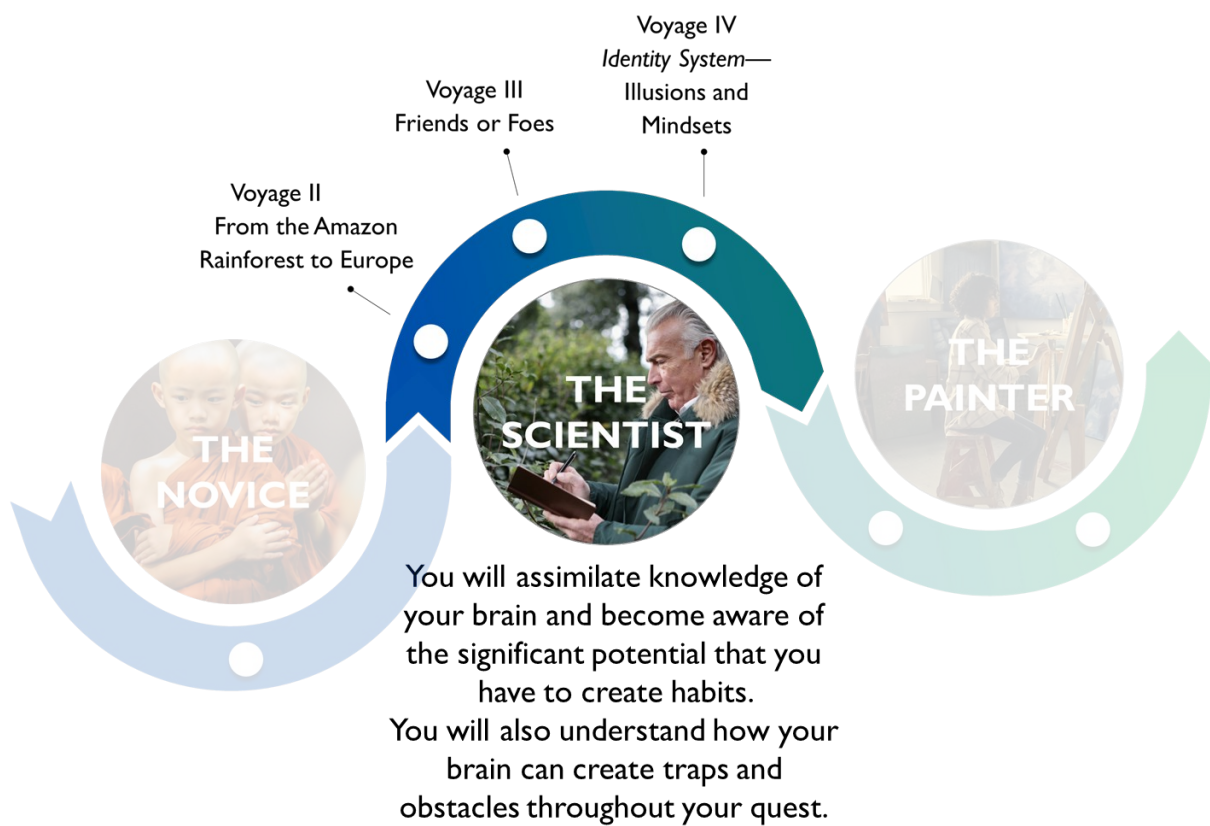
- Can you think of a few ways that you can change your environment to make it easier or harder to create or change habits?

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PART 2

The Scientist

A person who will gain a system of scientific knowledge covering the general laws of what makes the brain tick when building or changing habits.



VOYAGE II

From the Amazon Rainforest to Europe



OBJECTIVES

- Assimilate basic knowledge of your brain, the most complex organ in the universe.
- Become aware of the significant potential that you have to create habits and change behaviors, to learn and grow.
- Begin to understand why your brain resists change.



THE MISSIONS

- 7 How Do Habits Form?
- 8 The Habit-Building Block
- 9 Flying above the Amazon Rainforest
- 10 Flying over the Mediterranean Sea by Night

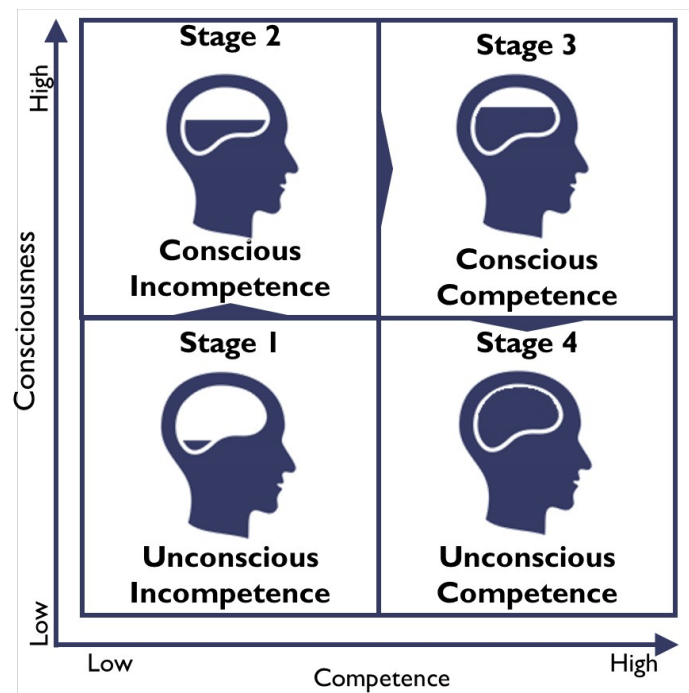


Mission 7: How Do Habits Form?

Habits form over a clearly identifiable series of four stages along the Habits Formation Matrix.

The level of competence, from low to high, is represented on the horizontal axis, whilst the level of consciousness, also from low to high, is represented on the vertical axis.

The 4 stages shown in the matrix include Unconscious Incompetence, Conscious Incompetence, Conscious Competence and Unconscious Competence.



Match the descriptions shown in the table below to each of the four stages.

Description	A	B	C	D
	<ul style="list-style-type: none"> • Medium computational cost • Reflective • Partially active deliberation 	<ul style="list-style-type: none"> • High computational cost • Reflective • Active deliberation • Adaptive flexibility 	<ul style="list-style-type: none"> • High computational efficiency • Reflexive • Automaticity • Inflexible 	<ul style="list-style-type: none"> • Non-existent computational cost
Stage (1-4)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

From the exercise you just carried out, the result you should have obtained is shown at the end of this voyage.



Mission 8: The Habit-Building Block

A quick check on how well you've grasped this information.

Complete the phrase with the following options:

(synaptic clefts/electricity/habits/chemical/networks)

In short, all **information processed by the brain is nothing more than** (a) **passing through neurons** and chains of neurons, pausing only to be **converted into** (b) **messengers** and **leaping across** (c) .

Together, **neurons and glia form** (d) that specialise in performing specific functions and playing a fundamental role in building and changing (e) .

Answers are provided at the end of this voyage.



Mission 9: Flying above the Amazon Rainforest

You receive instructions on how to pilot *Brainship Enterprise I* and are set to go. On board, you are miniaturized to about the size of a microbe and injected into a brain. Suited up, you are beamed out of the vessel and find yourself next to a Wimba tree (aka neuron in this voyage). Think of the Wimba tree as a type of neuron—this is easier than trying to imagine a neuron.

Now, imagine someone else peering through a high-resolution microscope—the neurons and glial cells are microscopically small—at the small part of this “brain-jungle” where you’ve just landed. They adjust the microscope to magnify this part of the “brain-jungle”, bring it into focus, peek in between the leaves of the trees and there you are, standing next to a Wimba tree in the middle of the Amazon rainforest.

Remember, the roots of the tree are the dendrites of the neuron, the trunk of the tree is the axon, the tree branches are the axon terminals, and the glia protects the tree.

You can touch the Wimba “neuron tree” and feel the pulsating energy as it communicates with other trees.

Look up. You will see the canopy of the rainforest composed of the tallest trees, ranging from 20 to over 80 meters in height.

You beam yourself back on board *Brainship Enterprise I*, and back at the commands, you rise above the trees. The jungle-like richness and density of this upper region of trees make it almost impossible to see the sky, but you push through and suddenly, you see the trees extending through to the horizon. It seems endless, the Amazon rainforest, a vast, complex ocean of trees.

You push higher and higher above Brazil until you see the basin encompassing the 2.12 million square miles covered by the Amazon rainforest, spread across nine countries.



The Amazon rainforest in Brazil alone has approximately 250 billion trees.

Now imagine with the technology you have aboard your vessel that you can scan and unfold the 3.1-pound brain, the way you unfold a map, and place this scanned version of your brain over a map of the Amazon rainforest (remember, one tree equates to one neuron).

The scanned version of your brain map will fall just within the borders of the Brazilian Amazon rainforest. This comparison begins to give you an inkling of the dimension of 180 billion neurons and glial cells and the sheer complexity of our brain!



Mission 10: Flying over the Mediterranean Sea by Night

The night sky is setting, and you decide that you want to explore another part of your brain. You travel at warp speed across to the Mediterranean Sea, just off the coast of Spain.

It is now evening in Europe. You look down and see billions of neurons pulsing, as they communicate with each other.

Visualizing the neurons communicating below, imagine the different frequencies and intensities of this network represented by the lights of villages, towns, and cities.

You make out the glow of the city nightlights inland and along the coasts of Italy, France, Spain, and Portugal.

There are places where neurons are starting to exchange information. Villages and towns are coming alive.

There are major and minor clusters of neurons, cities with small clusters, and capitals with major clusters of communication.

You will notice solid lines crossing the countries, with clusters of neurons connected to other clusters, and major cities connected by networks of highways.

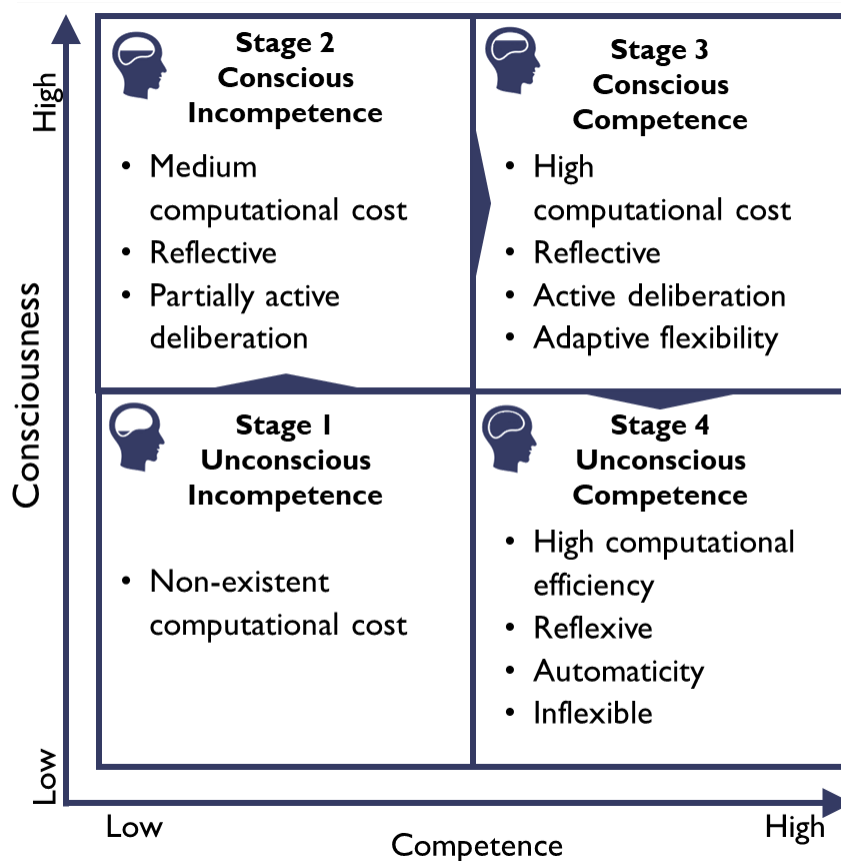
The sparsely lit interiors of these countries where communication is minimal and areas that are largely void of illumination will begin to catch your eye.

You can compare these networks to the tangled network formed between your brain cells, with neurons wired to tens of thousands of other neurons.

Look at your virtual brain map. You can see this action in real-time. Every time you move, think, feel, act, or remember, you will access or create neural pathways of connections involving a multitude of neurons, just as you have seen the villages, towns, and cities of all sizes lighting up.

ANSWERS TO MISSIONS:

Mission 7: How Do Habits Form?



Mission 8: The Habit-Building Block

(a) electricity (b) chemical (c) synaptic clefts (d) networks (e) habits

VOYAGE III

Friends or Foes



OBJECTIVES

- Understand the different intricacies of your brain systems and how these operate in creating habits.
- Comprehend how these systems are interlinked and how they affect the creation of habits.



THE MISSION

11 A Balancing Act



Mission 11: A Balancing Act

In your travels to the Amazon rainforest and southern Europe, you realized the phenomenal potential you have to learn, adapt, build new habits, and grow.

In your third voyage, you discovered how your different brain systems operate and interact, and that the challenges of creating or changing habits from a brain perspective are significant.

Knowing these systems and the neuroscience of habit formation is fundamental for those wanting to build new habits.

In the following mission, you will recap on your understanding. You should complete the spaces in the paragraphs below with the names of the different systems—the executive, risk analysis, habits, and learning systems.

Answers are provided at the end of the mission.

You've understood that although your (a) has powerful functions, it also has surprising limitations in certain types of mental tasks. This system tires easily and consumes high levels of metabolic energy.

When not constantly oxygenated and rested, this system may become the bottleneck of the brain.

You've seen that your executive and (b) interact when you are overwhelmed. This happens when you lack self-confidence, are affected by the opinions of other people, experience uncomfortable feelings, or as you try to create new habits.

In these situations, your sensitive (c) works in close unison with the (d) to ensure your momentary survival. Together, these systems give you a sense of safety, comfort, or relief, no matter the potential future costs.

The former captures stimuli and processes information from the environment, including images, verbal interactions, emotional reactions, and body sensations. The latter follows the existing consolidated pathways of current habits.

When your (e) or (f) are not engaged to make choices, learn, or overcome distractions when creating or changing habits, your sensitive (g) will take over. This will result in habitual behavior that lives within the (h) .

The latter two systems are highly efficient. Their routines have become wired into your brain without you realizing it, and this can lead to devastating consequences.

When faced with these threats, your (i) is activated, sliding you back into the thicker and stronger neural pathways of your current habits. The incipient pathways you are attempting to create will simply be overridden.

Though you might think that the habits system will take away your freedom to choose, the fact is that you cannot function without it.

As your habits system is stable, it “motivates” you to act when you are low on willpower, stressed, or not able to deliberate on responses. This system will protect you from impulses or random events, providing you with pre-determined action-responses or mental solutions to recurring complex problems.

When in command, your “educated” (j) and (k) can perform actions and take decisions with “conscious awareness”, driving the creation of productive habits.

In these situations, the potential choices and decisions you make are based on the information you are receiving from your brain.

This is where your consciousness, your mind, comes into play. This is where you act reflectively, consider different options, weigh the short-term rewards versus the long-term benefits, and take a more strategic and tactical approach to creating new habits.

ANSWERS TO MISSIONS:

- (a) Executive System
- (b) Risk Analysis System
- (c) Risk Analysis System
- (d) Habits System
- (e) Executive System
- (f) Learning System
- (g) Risk Analysis System
- (h) Habit System
- (i) Risk Analysis System
- (j) Executive System
- (k) Learning System

VOYAGE IV

Identity System—Illusions and Mindsets



OBJECTIVES

- Reflect on the inner workings of your brain systems and their connection to your *Identity System*.
- Understand how your *Identity System* illusion and mindset affect the creation of habits.



THE MISSIONS

- 12 Identity System Illusion
- 13 Are You Growth or Fixed Mindset?



Mission 12: “Identity System” Illusion

It’s reflection time. Take 10 minutes of your time and write down the answers to the following two questions:

- What changes in your Identity System have you felt in yourself in the last 10 years?

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- In terms of your Identity System, what are the changes you foresee in yourself in the next 10 years?

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Mission 13: Are you Growth or Fixed Mindset?

The following questions in the table will help you understand where you are along the continuum between a fixed and growth mindset in relation to creating habits. Reflect upon these dimensions. Your selection will help you understand where you are along the continuum between a fixed and growth mindset.

	Fixed Mindset Example	X	Growth Mindset Example	X	Notes
EFFORT					
How do you view effort required to achieve goals? Does it feel like you're making progress or not?	"I'm not really willing to put too much effort into this as I'm not sure how this is going to work out."	<input type="radio"/>	"I'm not sure when this will pay off, but I'm going to put in as much effort as I can to achieve my goals."	<input type="radio"/>	
CHALLENGES / OBSTACLES					
How do you respond to obstacles when they arise?	"This problem appears to be impossible to solve. It looks like it isn't going to work out."	<input type="radio"/>	"I know that challenges are part of the process toward achieving my goals."	<input type="radio"/>	
ERRORS					
Are you willing to try and fail?	"I don't want to look inept. I'll only try this when and if I'm sure I can do it."	<input type="radio"/>	"I know mistakes are part of the process, so I'll keep trying until I get better."	<input type="radio"/>	
FEEDBACK					
What is your typical response to criticism? Can you accept feedback?	"Why are they criticizing my work?"	<input type="radio"/>	"I understand that everyone has different perspectives. Their points of view may be helpful."	<input type="radio"/>	
SUCCESS OF OTHERS					
Do you look at other people's success as a threat or do you see it as evidence that your own success may be possible as well?	"She's done an amazing job. I doubt I could ever be as successful."	<input type="radio"/>	"I need to ask her about how she did it and see if I can do something similar."	<input type="radio"/>	