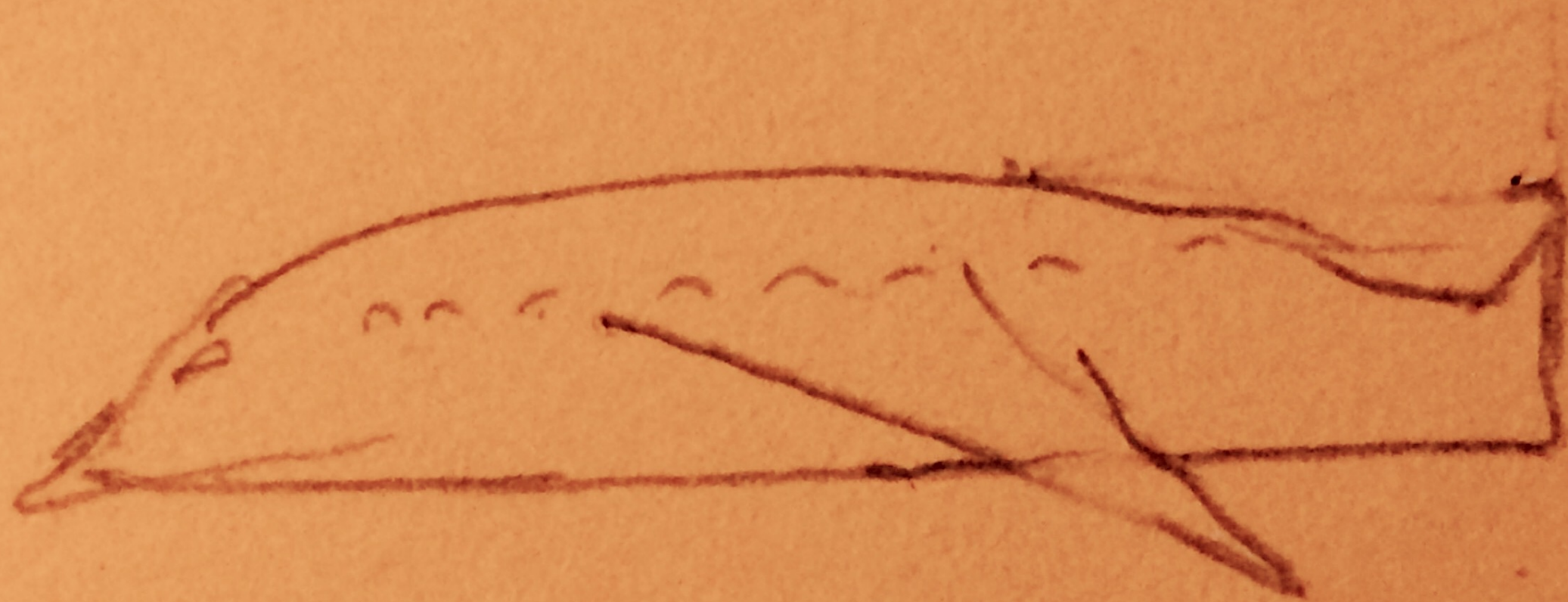


**WHY CAN'T EVERYONE
JUST
DO WHAT
I WANT
THEM TO?**

**LEADERSHIP,
MANAGEMENT,
AND WORKING
WITH PEOPLE
WHO DON'T THINK
LIKE YOU**

THE #100DAYPROJECT



HI. I'M BRIANA.

I do public health & digital strategy.

I ALSO DO

- » PANMA (Philadelphia Area New Media Association)
- » BarCamp Philly
- » Entire.Life
- » Poor drawings of airplanes

AGENDA

- » Habit formation tendency overview
 - » Self-assessment
 - » Exercise/Reflection
- » Productivity style overview
 - » Self-assessment
 - » Exercise/Reflection
- » Conclusion

**“HABIT IS
STRONGER THAN
REASON.”**

George Santayana

GRETCHEN RUBIN'S FOUR TENDENCIES



UPHOLDER



QUESTIONER

BRIANALMORGAN.COM | [@BABEFROMTOYLAND](https://www.instagram.com/BABEFROMTOYLAND) | [#DJANGOCON](https://twitter.com/DJANGOCON)

OBLIGER

A person is walking away from the camera on a dirt path. The person is wearing a light-colored sweater with a dark patterned hem and dark pants. The background is a blurred natural setting. The word "OBLIGER" is overlaid in large, bold, white capital letters across the middle of the image.



REBEL

BRIANALMORGAN.COM | [@BABEFROMTOYLAND](https://twitter.com/BABEFROMTOYLAND) | [#DJANGOCON](https://twitter.com/DJANGOCON)

ASSESS YOURSELF

1. DO YOU KEEP NEW YEAR'S RESOLUTIONS IF YOU AREN'T ACCOUNTABLE TO ANYONE?

- a. Yes. I'm good at keeping resolutions, even ones that no one knows about but me.
- b. I'm good at keeping resolutions, but I make them whenever it seems right. January 1 is an arbitrary date.
- c. I don't usually make resolutions like that - When I'm only helping myself, I often struggle.
- d. No. I hate restricting myself.

2. ARE YOU MOST LIKELY TO FRUSTRATE YOURSELF BECAUSE...

- a. I can't take a break from my usual habits, or break the rules, even when I want to.
- b. My constant need for more information exhausts me.
- c. I can take time for other people, but I can't take time for myself.
- d. As soon as I'm expected to do something, I don't want to do it.

3. WHAT BEST DESCRIBES YOUR VIEW ABOUT YOUR COMMITMENTS TO YOURSELF?

- a. I take my commitments to myself as seriously as my commitments to other people.
- b. I only make commitments to myself if it really makes sense to.
- c. If someone else is holding me accountable for my commitments, I'll meet them—but I struggle if only I know.
- d. I bind myself as little as possible.

4. WHEN YOU'VE FORMED A HEALTHY HABIT IN THE PAST, WHAT HELPED IT STICK?

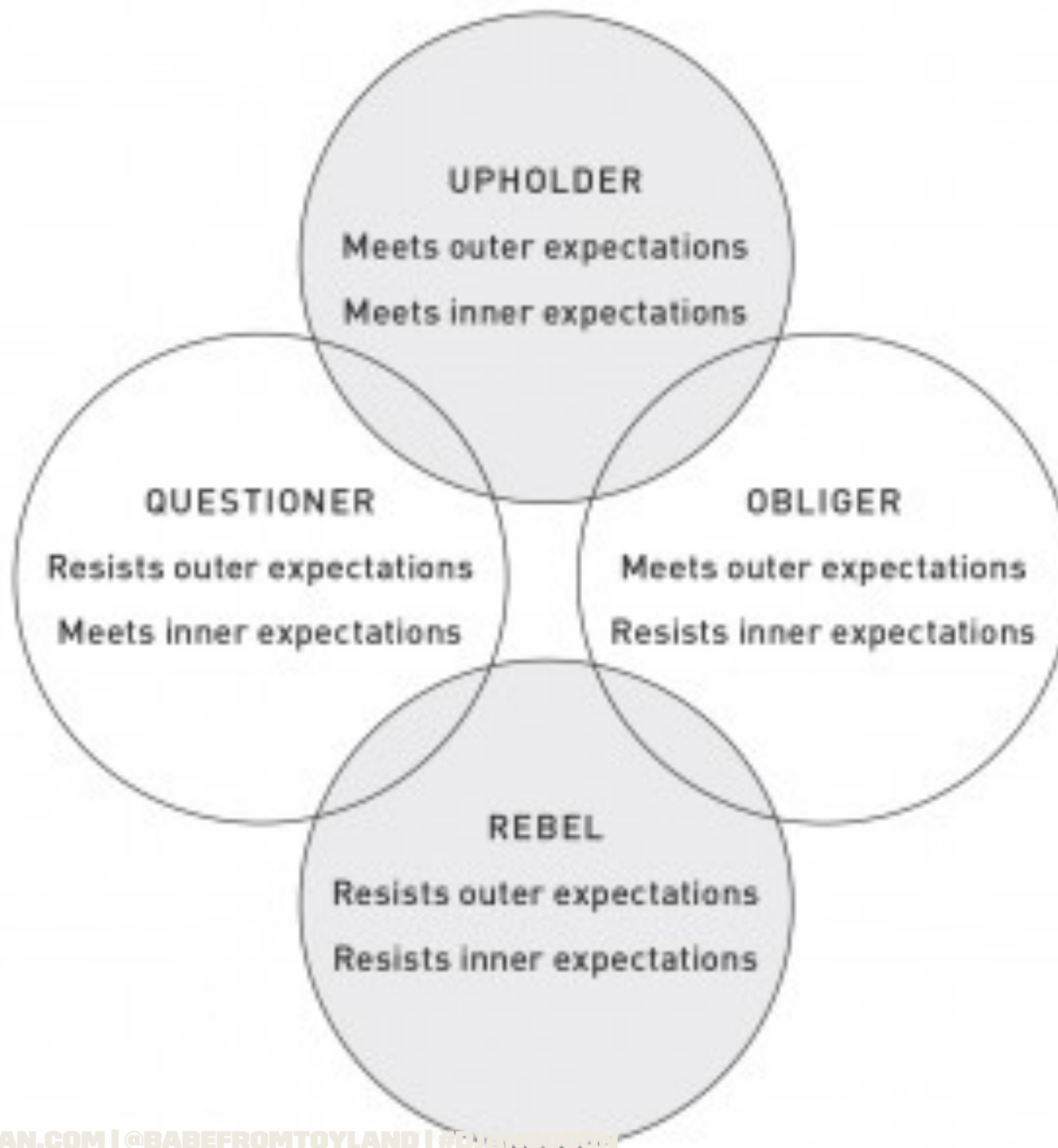
- a. I'm good at sticking to habits, even when no one else cares.
- b. Doing a lot of research and customization about why and how I might keep that habit.
- c. I could stick to a good habit only when I was answerable to someone else.
- d. I don't usually choose to bind myself in advance.

5. IF PEOPLE COMPLAIN ABOUT YOUR BEHAVIOR, YOU'D BE LEAST SURPRISED TO HEAR...

- a. You stick to your habits, even when it's inconvenient for someone else.
- b. You ask too many questions.
- c. You're good at taking time for others, but you're not good at taking time for yourself.
- d. You only do what you want to do, when you want to do it.

6. WHICH DESCRIPTION SUITS YOU BEST?

- a. Disciplined—even when it doesn't make sense
- b. Asks necessary questions
- c. Puts others—clients, family, friends, coworkers—first
- d. Refuses to be bossed by others



**WE WON'T MAKE OURSELVES MORE
CREATIVE AND PRODUCTIVE BY COPYING
OTHER PEOPLE'S HABITS, EVEN THE
HABITS OF GENIUSES; WE MUST KNOW
OUR OWN NATURE, AND WHAT HABITS
SERVE US BEST.**

–Gretchen Rubin

UPHOLDER PERKS

- » Capable of working independently
- » Highly motivated by to-do lists

WATCH OUT FOR

- » A never-ending quest for gold stars

HABIT STRATEGIES FOR UPHOLDERS

- » Naturally good at habits
- » Tracking/monitoring current behaviors
- » Scheduling
- » Clearly defined rules

QUESTIONER PERKS

- » Motivated by logic and reasoning
- » Very good at doing what they've decided to do

WATCH OUT FOR

- » Tension around endless questioning
- » Choice paralysis with incomplete information

HABIT STRATEGIES FOR QUESTIONERS

- » Take the time to fully understand what and why
- » Be clear about what you're trying to do
- » Spot your loopholes in advance

OBLIGER PERKS

- » Great team players
- » Willing to volunteer when no one else will

WATCH OUT FOR

- » Burnout and lack of self-care

HABIT STRATEGIES FOR OBLIGERS

- » Regular meetings
- » Goal groups
- » Habit tracking with partners

REBEL PERKS

- » Able to come up with new ideas
- » Willing to take risks

WATCH OUT FOR

- » General opposition

HABIT STRATEGIES FOR REBELS

- » LOL good luck
- » Focus on freedom and choice
- » Make structural changes to make the desired choice easier
- » Tie habits to identity

**HOWDY,
NEIGHBOR!**

CARSON TATE'S FOUR PRODUCTIVITY STYLES



A top-down view of a wooden desk. In the top left corner is a white ceramic cup filled with dark coffee. In the center is an open notebook with lined pages. The notebook has some faint, handwritten text in Italian, including 'n°', 'data - date', 'titolo - title', 'autore - author', 'letterari - awards', 'publi', 'editore - publish', 'libreria - book', 'biblioteca - library', 'suggerito da - suggested by', 'commenti - comments', and 'prestato a/da'. A black pencil lies diagonally across the right page of the notebook. The word 'PLANNER' is overlaid in large, bold, white capital letters across the center of the notebook.

PLANNER



ARRANGER

The background of the entire image is a solid green color with a fine, dark green halftone dot pattern. In the center, there is a dark silhouette of a person with voluminous, curly hair, shown from the back of the head and shoulders. Overlaid on this silhouette is the word "VISUALIZER" in a large, bold, white, sans-serif typeface.

VISUALIZER

ASSESS YOURSELF

QUESTION SET 1

1 = never | 3 = sometimes | 5 = always

1a. I use a prioritized list to complete my work.

1b. I designate specific time periods for certain tasks.

1c. It is hard for me to take time to play while there's still work to do.

1d. When I plan a project, I think about the project goal first.

QUESTION SET 2

1 = never | 3 = sometimes | 5 = always

2a. I am often late.

2b. Daydreaming gives me insights and solutions to big problems.

2c. I complete my best work under pressure.

2d. When I brainstorm, I sketch or draw my ideas.

QUESTION SET 3

1 = never | 3 = sometimes | 5 = always

3a. I have trouble telling my colleagues no.

3b. I block time on my calendar to complete my work.

3c. I tend to underestimate how long it takes to complete tasks and projects.

3d. I am selective about the tools (pens, paper, folders, etc.) that I use.

QUESTION SET 4

1 = never | 3 = sometimes | 5 = always

4a. I plan for the next day.

4b. I use a deadline as a timeframe for completion.

4c. I eliminate physical clutter in my office.

4d. I complete project tasks in sequential order.

RESULTS

**YOUR WAY
IS NOT
THE BEST WAY**



IDENTIFYING A PRIORITIZER IN THE WILD

Loves

- Data
- Debate
- Working smarter, not harder

Hates

- Water cooler talk
- Vague directions
- Talking about feelings

PRIORITIZER LEMUR EMAILS

We need an update on the venue for the lemur coding convention. Please send final event confirmation.



IDENTIFYING A PLANNER IN THE WILD



Loves

- Schedules
- Timeliness
- Getting straight to the point

Hates

- Lack of closure
- Lateness
- Disorganized meetings

PLANNER LEMUR EMAILS

Sarah -

We still need to confirm the venue for the lemur coding convention. Please send:

- event date and time
- which rooms are reserved
- staff on duty for event
- any special terms

We need this info by Friday at 2pm so we can announce the event on Monday at 10am. Thanks.



IDENTIFYING AN ARRANGER IN THE WILD



Loves

- Storytelling
- Appreciation
- Discussion

Hates

- Urgency
- Demands
- Too many facts or figures

ARRANGER LEMUR EMAILS

Hi Sarah,

Hope you're well! How was your trip to San Jose? Loved your instagrams.

I'm checking in on the venue for the event next month. We're so excited to work together on the lemur coding convention! Lupe (cc'ed - hi Lupe) and I are getting ready to announce the event, but we're waiting to get in touch with attendees until we're 100% confirmed. Would you mind getting that to us as soon as you can? Thanks. Have a great day!



IDENTIFYING A VISUALIZER IN THE WILD

Loves

- Thinking about the big picture
- Connecting to other ideas
- Conceptual frameworks

Hates

- Repetition
- Too much detail
- "We've always done it this way"

VISUALIZER LEMUR EMAILS

We're looking forward to holding the event at your venue, and we're excited to bring the first convention teaching lemurs to code to this great city. This convention will really set us apart as innovators in technology education, and will shine a light on untapped lemur capabilities. Can you send us event confirmation, a list of preferred food vendors, and any thoughts on whether we can get a stage and spotlight to highlight our lemur participants?

ENGAGED, PRODUCTIVE EMPLOYEES DO NOT WORK IN A VACUUM. THEY NEED WORKPLACES THAT HELP THEM BRING OUT THE BEST IN THEMSELVES—MOSH PITS OF CREATIVITY WHERE ENERGY AND INSPIRATION CAN FLOW FREELY.

– Carson Tate

PRIORITIZERS

Leveraging your prioritizer's strengths

- Assign them detailed, data-oriented work
- Give them all the spreadsheets

Care and feeding of your prioritizer

- Let them opt out of meetings that don't need them
- Keep their tasks goal-oriented
- Provide facts while giving feedback

PLANNERS

Leveraging your planner's strengths

- Ask them to set agendas for meetings
- Tap their fondness for lists & deadlines

Care and feeding of your planner

- Ensure they have space for filing and storing
- Give them deadlines & clear endpoints
- Expect a cautious reaction to feedback

ARRANGERS

Leveraging your arranger's strengths

- Tap their insights on the team
- Allow them to lead discussions

Care and feeding of your arranger

- Provide opportunities to work with others
- Allow space for personal items & experiences
- Likely to experience an emotional reaction to feedback

VISUALIZERS

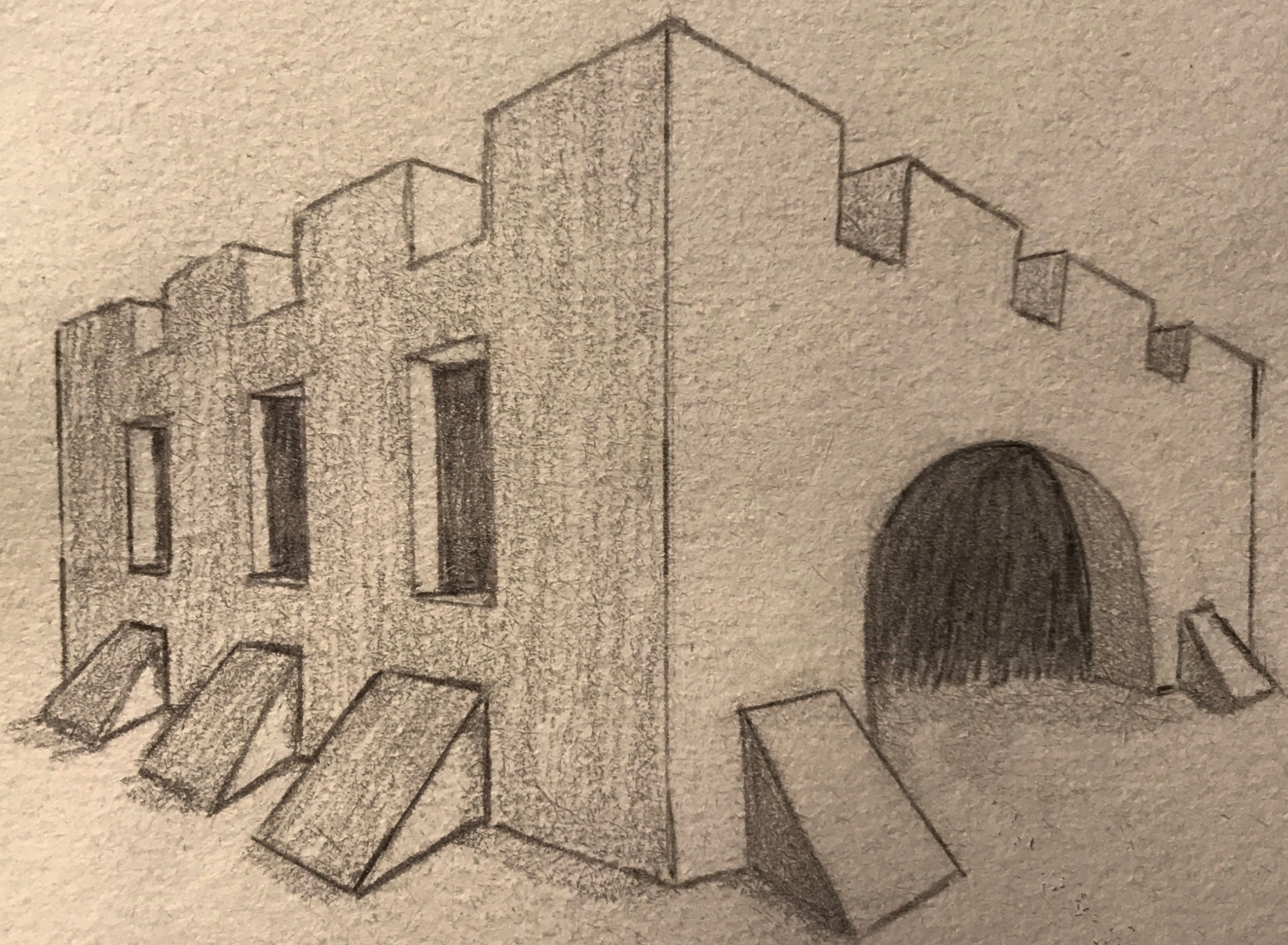
Leveraging your visualizer's strengths

- Bring them in to big-picture discussions
- Encourage them to lead any brainstorming sessions

Care and feeding of your visualizer

- Give them light and informal spaces
- Hand them a pack of Sharpies & bright post-its
- Could go any way with feedback

**HOWDY,
NEIGHBOR!**





THANK YOU

FOR MORE:

- » [Gretchen Rubin](#)
 - » [The Four Tendencies Quiz](#)
- » [Carson Tate](#)
 - » [Productivity Style Assessment](#)
- » [Duke Lemur Center](#)
- » [Me](#)