

- [00:00](#) Recording started here and we will, we'll, we'll edit and there's a lot of post production, uh, that we'll have you just stop and take things out. And if you want to start again, if you want to restate something, feel free to free up. Feel free to do so. That's, that's no problem.
- [00:16](#) Caroline. Question one before we start are likely going to have a hard stop at 4:00 PM. Perfect.
- [00:23](#) You got it. Yeah. Thank thanks for the reminder Caroline. We were, we were anticipating that, but uh, but we will absolutely keep our eyes on the, on the clock. Cause I honestly, Kurt and I could talk, we would, we would be happy to spend the rest of the afternoon with them. So we're, we're really excited about this. Okay. So we're going to start with a speed round. Um, first just do a little introduction and then we'll do a speed round.
- [00:45](#) Okay. Oh, okay. Yeah. Simple, simple, speed round. We ask you, yeah. Not yes or no questions about this or that question. Typically simple. Um, and you can just come your first, first thought that comes to your mind. So, yeah.
- [00:59](#) But let's start with Katie Milkman. Thank you for joining us on the behavioral grooves and welcome to the podcast.
- [01:04](#) Thanks so much for having me. I'm thrilled to be here.
- [01:07](#) We are super excited to have you. And so we start usually with a, with a speed round, so, so Tim, go for it. Okay. Katie, would you prefer to travel with an itinerary, a set itinerary or no itinerary at all?
- Set itinerary. Okay. I'm a planner.
- You're a planner. Would you like coffee or tea?
- Tea. Tea.
- Okay. So would you prefer to live a year without a mobile phone or without a laptop?
- Without a mobile phone.
- All right. All right. So if one of our listeners wanted to start or end a habit that they had, would you recommend temptation bundling fresh start planning prompt or something else for them to actually change?
- Ooh, I would recommend all of the above. I have. Good. That's perfect though.
- That's a great answer. Well. And with that, let's start talking about that cause you've done a lot of research on, on how people change and, and some of the

ways that they can help themselves to change a habit or start a habit. And so you want to talk a little bit about some of the research that you've done on that and some of your insights.

Sure, yeah. Yeah, I'd

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be happy to. Um, you alluded to a couple of my favorite projects that I've worked on over the years, which offer different than grace about how we can help people change their behavior and hopefully a lasting way. One of them that you mentioned with the fresh start work, I've done this with Hank, one guy who didn't mind that Wharton professor at UCLA, the school of management there. And that word looks at moments in our lives and we're particularly open to change and highlight the, actually we're beginning for our lives. So moments that feel like start because they represent the beginning of the news cycle, whether it's the start of in here week, new year and our rise because we celebrated a birthday even in season. Anything that feels like, and you'd be planning actually makes us more open to change. And so I think that really open for anyone looking for an opportunity to challenge, you know about new year's resolutions and there's a lot of reasons people pile on and this is part of it, but there's also a lot of other moments that you can take advantage if you want to make a life. And those can be as simple as a move or as like as the celebration of a major birthday or the starting job moves to a new home. Anything that's [inaudible] you have a clean slate and are you're familiar with past. It was the old view, this is the new and you can do it. So that's one of my favorite

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and it can be as simple as a new week. It can be simple as the, the start of the quarter. Those are our actual good fresh start dates that people can use.

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Exactly. Yeah. What we've done in our research is quarterly. Generally the very same people are more light to begin doing something that they know is good to them. Like pursuing a goal or going to the gym more often or even certain how the term quiet on Google start use um, cycle. So the beginning of a new week, month, year following the holiday or the celebration of our birthday. Those create up things on people's likelihood and then we've all pushed each other that you random fine to have an opportunity to start go on this theme but you either remind them if I paid corresponds to a new beginning or don't you get more take up Golan issue. Then when the date is labeled, well let me give you a concrete example. Imagine you're trying to convince somebody to start pursuing a reminder to kickstart. You invite them to choose the date when or get that reminder and then you give them an option set lots of dates and one of the days is labeled the third goals, day in Mark and one for some people and labeled for others you're going to and how we want to start pursuing a goal when they see the first day of spring that really attracted them and you've actually been showing what people start saving and hiring for retirement when you invite them to save beginning after their next board in three months, which happens to by the way correspond their next birthday.

[05:46](#) So it's true labeling, highlighting the moments that are calling out the new denim for them. Help people realize that in the corrective moment could begin doing something that's good for them.

[05:59](#) And is the, is it just the label that is so important to, to the success of this, of this tool?

[06:07](#) Well it's a great question. I think the answer is actually that for scientific purposes it's really important to us to pay saline the impact of the label. Then we can say it's not about some other changes in the environment. Everybody else also really psychologically about thinking it's a fresh start. Well, nothing else. So that's one of the reasons we look at studies this way where we really isolate it. But the purpose, um, it's much more powerful and it has all of the social meaning on top of it. So one, one of the neat things about fresher is, um, not only are they psychologically, but often they got added power from the environment. Long. An example, starting college, it feels like a fresh start long because it's the beginning with something major and a great opportunity. But it's literally moving your environment. Whatever bad habits were associated with your, you know, where you grew up, maybe they're in your house or you know, there wasn't a gym nearby. Whatever those bad habits, little triggered by what environment. Now you have a conflate literally in your environment. So not only the psychological, but there's a physical reality that the environment is changing. You have an opportunity to start from a blank slate.

[07:30](#) So great. So, so that's the fresh start component. You have some other hints for people on how they can change their behavior and help, um, make that stick and to, to actually, you know, take root.

[07:44](#) Yeah, absolutely. **There's so many tools and I put to work, I think one of the most powerful findings I've come away from all my research because there are no single silver bullet and solve this problem.** Rather what we want to do, throw everything we can. And that's how we make progress in the research we've run where we've tried to base solution and compare their effectiveness to sweep or solutions. We always find the skates work better. And I think part of that is such a hard problem. We don't ever want to add a BB gun at it when we want to be canning Natalie, if you will. So I'm happy with insert telling me,

[08:35](#) just make sure that everybody tries everything.

[08:39](#) Oh, I heard this one idea and that also,

[08:42](#) yeah, we're human, right? We are complex creatures and we have a whole bunch of nuances that our own and so, yeah. So let's just try everything. So what are some of those other things that people can try?

[08:55](#) Brian and I can talk a little bit more about, you know, not just a kitchen thing, but actually thinking about what, what solutions match your problem. But one

of my favorite other projects was on temptation bundling, which you alluded to. So this was actually both from my own personal challenges that the graduate students were getting to the gym. I will, I'm going to grad school at Harvard. I was in Cambridge, aptitudes with, tends to get really cold in the winter and I had my own apartment after a day of classes, I'm tired and it was freezing to get myself to the gym and I really struggled to do that. And I'll try to figure it out. [inaudible] I know I feel better. I know we're more productive and happier when I exercise. How can I do this more often? And I often notice that I had no trouble at the end of the long day being really excited and curl up my towel with attempting novels, but haven't seen mine poisoned your quiz on might be bingeable TV.

[09:52](#)

I really liked Harry Potter in grad schools. I did a lot of Harry Potter and other fantasy novels and that was the rate either I worked crossed to maybe not my work. We could actually engineer a solution to both of these problems and it also reduced all this wasted time reading right bundle. So I stopped allowing myself to read novels at home. I was only allowed to read them, actually walking to them while I was actually pausing. So I would get audio books or my thing, grit, tempting, you know, Harry Potter, you name it, whatever you're over there, you can pick that. And I was only allowed to listen when I was on a cliffhanger and became a gym rat.

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So it was great. But I also walked at the same time at home when I, I'm doing my problem sets, I was actually okay. So that some decent bundling and the idea is a little broader and of course or 10 novels, it is that if you can think of something and would find tempting and combined that we should do more of as a Hawk and ideally we activity actually are more fun when they're done together. So I didn't grow any guilt reading novels with the gym and the time or that's really amazing cause it's like peanut butter and jelly. The two things are better together. Those are the magic temptations on Robertson and examples. I often give the people think about how to apply this today. Imagine only letting yourself go to your favorite burger restaurant if you created their DC patties when spending time with say a difficult rather than you should see more of you are the unhealthy foods when it should be dieting or probably more relevant for women.

[11:51](#)

If you are getting pedicures, no, maybe you shouldn't spend like pawns of time at the salon and you also need to catching up on work to get those pedicures while you're simultaneously catching up on your work. Or even imagine yourself as in your favorite music groups. After all, while you are checking one household chores and that might make every Rick keep your house in orderly style. You don't have to do the same thing for people. I heard them do that while cooking fresh meals for their families. They only work themselves, enjoy certain podcast for music while they're cooking and that motivates them to do that at home.

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That's so funny. I mean, to some degree, this is kind of a classic multitasking kind of a thing. Do you ever get pushback from people who say, no, we should really just enjoy, we should enjoy the workout for the workout itself?

[12:46](#)

Yeah, certainly that we've left philosophical objections happen when you're collected data, showing that [inaudible] help people exercise more regularly when they do this. Then also people find it attractive. In fact, we were able to sort of offer to people, Hey, would you like us to take away your iPod, including something content and lock it at the gym? We can only access that when exercising and the majority of people in one of our studies all do by the way wanted to exercise more. So this is a select sample of people who are struggling. Like I said, yeah actually I'll pay you to take away something I own. But they paid me to feel their possessions and of crap from, I say like with USO one we've shown, we've proven that it does increase exercise at least over the short run. I should note that the effects eventually fell apart.

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In our study we did a study where the effects lesson for about seven weeks and then Thanksgiving break occurred in the projects that we were doing at my universities are everyone goes home, the gym purpose and after the break everything fell apart. Which is kinda interesting cause it's a fresh start right? When we were tiny I don't understand. And actually that gives them an opportunity to tell you something cool about freshman art that we found, which is fresher or great when we're trying to start a new habit because they disrupt those bad things that are going on. They give us that clinic late and they help us start something good and new. There are deserved. Or when you're on a roll because they give you that and they accurate whatever good thing got going.

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No, you've lost, you've lost that momentum. You've lost that steam because now it's a new fresh start. And that old view is, yeah,

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yeah. Mostly they're good cause mostly where a disaster in life, right? Like we need help. We need a little more and starting something new. But there are situations where they're harmful. And actually my student home, Jen died or weirdly cool study where she showed this by looking at, um, grades across baseball teams in the major leagues. And um, some trades, I'm gonna mess this up with you. If you're treating across leagues, you reset your people date artistic. But like we're batting average created all over again. But if you're within Ling, you get to coop your old statistics. So both create a, disrupting your life tenure towns that are one, create the fresh start feeling. And it turns out where people who had above average, you know, who are doing really well, the fresh start is disruptive and they're batting. Why were the suffer it for people who are doing coralling the fresh start is helpful. So you want to be creating cross well if you are having bad days, if you're having a good season.

[15:26](#)

Oh man. Very interesting. Very cool. Yeah. So uh, tell us about um, some of the new research that you're working on. Katie, what, what are, what are things that are exciting you right now that you've got in the works?

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Yeah, well there's so many things. It's hard to, it's even hard to know where to start. But um, at Penn I co-direct an initiative with Angela Duckworth called the behavior change for good initiative on the goal of our work at the initiative is to really super charge each of us had been doing and many others have been doing

sort of an isolate them on how to behavior change that lasts. And so the idea is like, how can you have more insights? Like the ones that I've been talking to you about at staff working on this really important problem with your behavior, can you just throw critical thinking people, whether it's you know, trying to create good habits around health or about your impact on environment, your financial decision making or even your ed. With so many of us we're looking to improve and we don't have a lot of Spanish based solutions frankly to help. And so we said let's create an organizing body at Northeast Pennsylvania that will help facilitate more. So we do a number one of course we have like that's your fall conferences, let's gather to talk about it, be more explaining that we've formed partnerships with really large organizations that have costumers or lions or you know, students even sometimes we partner with schools who are, could benefit from behavior change intervention. And we have a team of about a hundred brilliant scientists across different disciplines.

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Do you have an all stars rock stars? Yeah,

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I think there's so many. It's so much fun to go to these conferences and work with these people. There are medium, multiple Nobel laureates, so many members. Because I get sick of listing, um, lots of MacArthur genius award winners. It was really an incredible who's you and also what the really brilliant young scholars who haven't won those accolades yet. So lots of up and comers and it's just so fun to gather with these folks and talk about ideas. The real carrot, I'm like, why were they working on this problem rather than others? And why would they work with us is that we do work, get big organizations and partner with us and basically offer the test for their scientific ideas but it of scientific ideas of our scientific team. And we actually want massive randomized controlled trial that are tournaments style where we're testing multiple ideas with different team scientists at once designed.

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You manage all the data collection, we organize the group, um, and we organize the relationships and that is our vision for how radical the science of behavior change where it was basically by doing, we call them mega trial, massive experiment that has tons of ideas at once from all different disciplines. So that instead of each searcher working in their laboratory, and I believe in a running one study every five years with a field partner all of a sudden, so our last project was what, 24 hour fitness gyms. We ran a 3000 person randomized controlled trial to figure out how can we create more exercise. We've tested 53 different treatments for different programs called with the 28 day programs built by different means of behavioral scientists to try to exercise weights. And about 55% of the programs we halted significantly outperformed, um, nothing. Exactly. So a lot of things worked. And I was the say that my read of the data is the more we should wrap them. Part of why I said solutions seemed to be really important here,

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that that is just massive to have 53 conditions in one, in one study. That's just amazing. How do I want to ask, how do you prioritize how you must have within these organizations, partners? You must have a lot of interests, you know, and

they must be kind of hungry for doing a random control tasks or or at least discovering new insights. How do you prioritize within the, within the organization, within the behavior change for good organization, how do you know what's going, what's going to be the next, the next project? How do you decide

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the next project is going to be on Medicaid insurance? Actually, and I prioritize this, we have actually pretty strict criteria or what we'll work as a project for us. One is what could be really big, like it has been feasible that we could get tens of thousands and ideally even hundreds of thousands of people in Germany analyzed controlled trial. There has to be an outcome variable measure that really quantifies whether or not this is working, so not you know how the person's built on our app, but did they think more money? Did they take their medical plans that I or we we're seeing after we filled up the drug store and we're seeing fewer heart attacks in the ER, you, we want those concrete outcomes measured and then pastor wouldn't be for good. So a lot of partners that have come to us, you might be in a gray area.

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It really people to do more of this behavior and we are very no it has to be like you know everyone has like things like a war one who would be a naysayer. We all agree this isn't that good. It's good for the person that's the globe. It's good for everyone and we just really objective. We want more of this perfectly here with exercise. I think subjectively there will probably be over do it but it's a really small segment. We can probably objectively say that's a good thing agreeing for the meds. Your doctor with parents, I mean you're all things that are not in a gray area and arguably the tiny slice of the universe of all those criteria is not babbling organizations. We will and that's a lot of resources to partner with us cause this is complex or put on. And then, you know, we've, we've been prioritizing with partners we've had before or we know well we have a good relationship, but um, I think we haven't had her turn away words of potential partners that we've had to turn around on the list that really fit all their criteria is not, it's not there who's been, it's overwhelming.

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Yeah. I think there's a really interesting aspect of this, which is that you're getting all of these researchers working on this together. And so do you find that you're building off of each other's work once you start going in and looking at the different treatments or maybe even an analyzing the results, are people building off of that or is this more still then everybody kinda has their own and they're working independently, but it's, it's all put together. How do you, how do you see that work?

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Oh, that's a great question. Well, what we did in our hearts trial was actually that we looked at the literature. There's a few things. We are in war work. We're actually want to make you incorporate those into your program and try to try to make them try to do one better. The little things we do alone, which is a high bar. We really made the challenge pretty significant for people. And the three where we said, look, we already know this works. Let's just build a minute basic ingredient. We're having people in your plan exactly what's going on, what

time and we sent them reminders. They go, what those scheduled times. Cause we know reminder was really important cause we're getting some big barrier for so many of our good behaviors. And then finally we made it rewarding to go. So we gave, we call them micro incentives. They were so CUNY as to barely 11 points. Barely more than rate. You know, giving somebody a star, a gold star but with a little something a little huh. Um, 21 cents per Jimboomba and actual at the end of the program we invited people to donate that back when most of them did. But we're real hook, a little carrot. Those three things were built in and then find, just had the build on top of them and try to do that.

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Yeah, the incentive part is really interesting. Tim and I have done some work in, in incentives. Tim has, you know, really versed in it. So it doesn't surprise us that even if they're just stars or 21 cents visit that

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they actually have an impact. So, you know, those are fun stuff, so that's very cool. Yeah, I did a project with Danieli a bunch of years ago on testing non-monetary rewards in the corporate setting and a against cash. And of course the nonmonetary rewards just completely blew away the cash results, you know, just as expected. Um, but I wanted to, I wanted to see, turn over to the podcast if we could, because this is really fun for us that we get to talk to a fellow podcaster. So you're, and you're, uh, you're a researcher and a professor and a mom and a, and a C, you know, co-chair of a [inaudible]. Good. Yeah. And you've added podcasts are now to your list of accolades. Tell us about, tell us about, for listeners who haven't checked out choice ology, they've got to do it, man, do it. It's a, it's a great podcast. But tell us about it and tell us like what got the, what got you started, why did you want to do that?

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Yeah, no, that's a great question. And by the way, I know I have too many. You're pointing out that I have my own self control problems. This is why it's setting self control. So I actually was plenty. A lot of the people who study behavior change and self control are like so incredibly self controlled that they can't understand why the rest of the world has problems other than the other half of us are like disasters. And when it comes to self control and we study, we can struggle so much ourself. So there's the mood searcher and the people are like, I don't understand these. Like all these lab rats out there. What's wrong with them? Anyways,

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we understand. You fully understand.

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Anyway, no, you know what category I'm in. I'm in the mess category. Um, choice RV has been so much fun to do. So it kind of landed in my lap. I got a call asking if I'd be interested in doing this podcast. It was about improving decision making and it was actually right around the time I was starting to think about writing a book about my research on [inaudible] and thinking about how to have a broader impact beyond just [inaudible]. My research is real by design meant to have an impact that's part of the Academy. So I'm not doing, I'm going on and working in field settings because it's important to me that the work or broad audience and poke people and we tested in settings where we can see if it



works there. We know work in the wild. So that was always part of my trying to create real change outside of the Academy and it's obvious that a podcast with a great way to have a broader reach and the podcast actually I took over already had a large following because they had done an episode of it with Dan and he'd done a great job at Schwab content.

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There's a big thing to make the podcast popular. Megan [inaudible] episodes and I said, this is fabulous and I think I can bring something new or exciting to it. Even my background is a scientist who made sure we really don't all the science exactly right, that we're interviewing experts in every episode and then the rest of the team brings, which is kindness, are a couple of things. One, they're growing storytelling. Every episode was a story that helps illustrate the pod points and I would never have been able to do that without [inaudible]. They know how to find the stories and the other thing that they bring, like an understanding of what that sort of tearing and academic and boring and that. So it's been really fun, collaborates and with people who are great at the idea around the Academy, the life. You can tell me when I'm going nerding and then we'll the brain and the latest research to the podcasts in their actual are, you know, maybe listen.

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That's cool. You mentioned the book. I want to make sure that we get to talk about the book, but Kurt did you have, go ahead. So you're working on a book. Tell us about it.

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I am, I'm working on a book and I even need my behavior change techniques. You know I temptation bundle. I have accountability. I use all my tricks to make sure I'm reading. The book is tentatively titled ***Change for Good*** and it is with penguin portfolio and it will come out sometime in 2021 and it will be finished sometime in the next few months actually. But it's sort of a long process from finished, circulated. Everyone read it and buzzed and hyped and then actually out on shelves than any Amazon. But I'm really pleased about it. And the title probably hopefully gives away what it is about behavior change and hopefully you know, change that's lasting and transformative rather than temporary. And so it's what the initiative I leave is all about. And I basically taking the learning from the work we're doing there and career and frankly from the team of scientists who come together around this initiative and trying to package them their sort of something someone can read this bourbon gaging and also really helpful if they're crying will change and their own personal life or work life or they want to help others cheats. So it has dual lenses. It's both focused on how do I change myself and move to the simple things to change to flip around and say, okay well how can I request to help people? I love where people I work with changing. If that is, that's the goal. It's not an internal goal than an external goal.

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That is fascinating. And I going back to to choice ology because I just wanna make sure that our listeners, if they have not listened, they, they do. Cause like you talked about the story element, which is I think one of the best pieces of, of that podcast of your podcast because you bring these personal experiences in that when you start to listen to them, you're going, how is this related in, you

know, they're, they're very much where you're going. I thought this was about this. And then all of a sudden you go, Oh, I it. And you bring

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in some wonderful guests that really highlight some of the research and some of the behavioral sciences in there, which just makes it that much more impactful. So, so listeners of this podcast, please listen to choice algae too. So we'll link to it in the show notes. Yes, absolutely. Uh, so we're excited that the book is going to be coming out relatively soon in the big scheme of things. Yes.

[30:09](#)

Like I'm pretty sure I'll forget by then.

[30:12](#)

[inaudible]

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I'll ask you guys to remind people when the book comes out in 2021

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and we will, we will be happy to remind people then. Um, could we spend just a couple of minutes on music? I'm thinking, of course you want to go to music. Yes. Tim. Tim, it's music is Tim's thing, but we'll, we'll go there. Katie, you, uh, when I think about like the arc of your, your, uh, academic career, like from financial engineer to behavioral scientist, it's kind of mind blowing. Uh, and again, I mentioned all these things that you do. What are your playlists like? What, give us some insight into what you listened to and when and in what contexts you listen to music.

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I, um, my playlists are frivolous and upbeat.

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Okay.

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His that makes me feel better about everything makes me want to do them. So I'm like, you know, I worked Michael Jackson, Iowa, Taylor Swift, those are, you know, stuff that's kind of get a sense of what my playlist might look like from that order. A reason actually very behavioral. Um, the work I do route's tremendously fun and surrounded by more than bars. It's also hard and sometimes frustrating. And you can eat a mood boost when you've got no reasonable or you know, regular people that you think is beautiful and you send it off to a journal and they send you a harsh reply saying this is all nonsense. Or who knew this already when you read the paper from 1972?

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Yeah,

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a lot of rejection and bad news in academia. That's the nature of science. And I find that my playlist helps keep me positive and back whenever I talk to anyone who's thinking about a career as an academic and they ask like, what are two things that are critical for success? I'm like optimism and the ability to bounce back from rejection and failure, like honor down. You have to be so resilient because there's so much bad, hard. Most of the time we fail. And so anyway, I, I keep up playlist that counterbalances

- [32:33](#) so, so do you use, do you listen to music when you're writing or when you're working or is it in those moments where
- [32:39](#) you need that, that pickup or in between, you know, different aspects.
- [32:45](#) I don't let them off. I'm working on it by the way. I'm married to an awkward physics professor here at crying, listens to house and Vic while he codes and I'm like, well he can't program the bomb and he can't get his work done without it. I'm the opposite. I prefer like isolated silent and then my pump up music is, um, if I need to relax or recover. And also you're up. Actually when I was just starting my career, so nervous about giving presentations at conferences like, Oh my God, dig in the audience that the name dropped, the known appreciates with like, you know, a Nobel Laureate. But you know, like the guy and what I would do would lock myself in the hotel room. The conference center will put on music. Um, so I use it for those kinds of things.
- [33:49](#) We talked with Robert Cialdini, he was on and, and he does something similar, like when he's getting up and getting ready to talk, he has, he has music that he listens to in order to get him pumped up and in the mood and kind of set, you know, he uses it almost to set the teen, maybe the walk in music that he's prime. Yeah. It's like a prime that he uses, you know, to get him going on different things. We've heard that actually from a couple of different people so.
- [34:14](#) Well, and you remind me a little bit of Francesca. Gino said that she likes to use it for dancing and that dancing is a, is a, a way of kind of getting up for something like move up the, you know, movement is, is important. So she's only listening to music for the purpose of getting your body moving.
- [34:28](#) Yeah, no, absolutely. And I need time. I can be compared to you were Bob Cialdini, your friend has the genome.
- [34:34](#) Well that, that's pretty great. All right. Well Katie, Oh, so the last thing is just if there is any last words of wisdom that you would have for our listeners. What, what words of wisdom would you want to leave them with you on the spot? I'm sorry.
- [34:54](#) No, like words of wisdom. I haven't yet.
- [34:59](#) Yes you do. Yes. More than us. That's where, yes, you're more than Tim and me. So you know,
- [35:04](#) Hey, let me try it. So behavior change, if that's, you know, if your listeners, this interview has been largely about behavior change off of behavioral science, but let me say behavior change is really hard. It's really hard. Life is really hard actually. Behavior change is really hard. And I think one of the reason people don't achieve their goals is that give up on themselves after they failed a couple of times. They think they're never going to get, and that's one of the reasons I

love my work on record is because I actually want to cut more Slack. Fresh shirts work great. Well we probably should do more of that in general and recognize, look hard. You know it, it takes a lot of work, a lot of effort, you know, whether it's trying to quit smoking is about as hard as behavior change, problem, problem, or even just trying to motivate yourself to help you.

[36:01](#)

We're critical to have it and we're second and the world is giving a temptation all the time. **We're not built, we do the right thing all the time. So keep trying. You can't hit a home run if you don't go up to that. Give yourself a break. If you have or grabbing your month, look for the next thing and don't expect magical solutions.** You know, don't expect that if you join, I'm not specific, whatever grade or products that trying to get you to think you're going to here, that it's just going to work because nothing has been proven to just work and it's just keep trying, try everything and you will make progress.

[36:46](#)

All right, I love that. I absolutely love that. And by the way, for hesitating as if, Oh, I don't know if I have anything to say. I think you just said a lot. All right, Katie milkman. Thank you for being at me.

[37:01](#)

Thanks for having me guys. This was really fun.

[37:03](#)

We will stop the recording there and um, we are getting you off to your next commitment and sorry about the miscommunication Caroline, if she's,

[37:13](#)

Oh, totally my eye anyway. I'm not doing very well at managing my email these days as you noted, but like between writing a book and when I'm with friends or, and you know, having a podcast, I'm like a little bit overwhelmed. So anyway.

[37:27](#)

Okay. And you can imagine very generous with your time. So yes, Tim and I were both very when and you know, just like offering to, to do the help with the hundredth episode and everything. I've gone Oh my gosh, thank you. So I could see where that might happen. Yeah,

[37:43](#)

well thanks for saying how thanks for understanding and um, I'm so glad.

[37:47](#)

Thank you. And this was great. We appreciate it and we'll, we'll get it out and actually in the next couple of weeks and we'll let you know.

[37:53](#)

Cool. I will, I still look forward to hearing it and thanks. Bye.

[37:55](#)

Yeah. And Caroline, if you're still there, thank you for your help in coordinating, much appreciate. Yeah. Tim, are you going to, you need a picture and a bio? Yeah, yeah. We just, you know, we just need the, uh, kind of the, the, the basics, right? The, a, a bio of how you'd like to be referred to if contact information, if you'd like to be contacted in any way, and then a photo with your permission to,

to use your photo in the, um, you know, in, in the podcast. If you, if you could send us those things would be greatly appreciated.

[38:28](#)

Um,

[38:29](#)

so bio photo and contact information, how

[38:32](#)

it's often, you know, bio, I could have one thought respond to three of my own emails. Um, photo.

[38:38](#)

Yeah. So if it's Twitter or LinkedIn, whatever, whatever's comfortable.

[38:42](#)

How can I give you my, when you more people email me and my head will explode.

[38:46](#)

Yeah, yeah, yeah. That's exactly it. So don't, don't need an email. I mean, one Twitter. That'd be great.

[38:51](#)

Cool.

[38:53](#)

Great. Thank you. Thanks. Thanks so much. We'll talk to you later. Bye.