

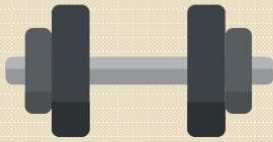
# THE POWER OF HABIT CH: 5

## STARBUCKS AND THE HABIT OF SUCCESS

2016

### The Key to Willpower is Self Discipline

Think of willpower like a muscle. It can be overworked so it is best to reserve your willpower throughout the day instead of exhausting all of your efforts on one thing.



People who indulge in bad habits typically have lower self discipline. These nasty habits can carry over into school or even work.



Highly self-disciplined adolescents outperformed their more impulsive peers on every academic performance available.



### Advertising and Habit

Advertising is about changing behavior. A company uses multiple strategies in order to change the behavior of consumers and persuade them to buy their product. The goal is for the consumer to create a habit of purchasing a certain brand. This is called brand loyalty. Once a consumer has committed to a brand then it is difficult for them to switch. If a consumer has strong Self-Discipline then they are going to be less likely to switch (Arjun, Holbrook 1).



### The Starbucks Model

Starbucks found out that people can be trained to have greater self discipline and willpower by targeting inflection points during training sessions.



-The Cue is an angry customer

-The Routine is handling the incident correctly

-The Reward is a happy customer

-The Craving that is powering all of this is the craving to please the customer.

This strategy has been adapted and perfected by Starbucks.



This type of training has allowed them to grow and expand their business across the globe.

Chaudhuri, Arjun, and Morris B. Holbrook. "The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty." *Journal of Marketing* 65.2 (2001): 81-93. Web. 21 Apr. 2016.