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People often go to great lengths to avoid reckoning with their internal contradictions. --Katy Milkman

Katy Milkman: How to Change

"In her new book, *How to Change*, Katy Milkman offers simple yet profound insights about why better understanding our own internal obstacles--such as laziness, procrastination, forgetfulness, or our tendency to favor instant gratification over long-term rewards--is key to changing ourselves for good. Too often, books deliver one-size-fits-all approaches to common goals, like getting in shape or eating healthier. But since the internal forces preventing me from starting a new habit might be different from those preventing you from starting the same one, that doesn't really work. That's why it's essential to tailor the science to our own barriers, picking and choosing strategies where they fit the internal opponent we're up against, says Milkman."

Be The Change:

Read an adapted excerpt from Milkman's book [here](#).