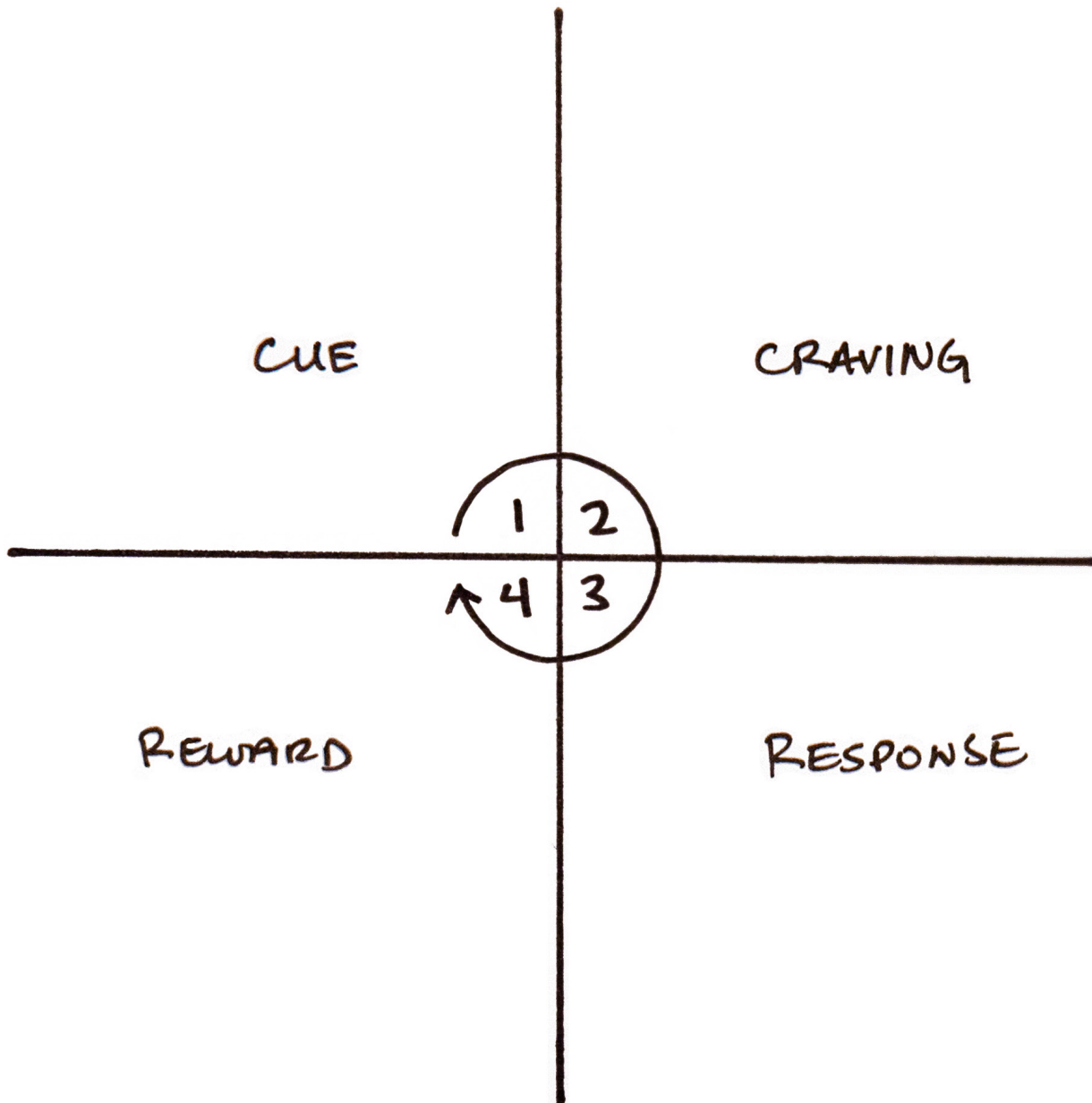


The Habit Loop



The four stages of habit are best described as a feedback loop. They form an endless cycle that is running every moment you are alive. This “habit loop” is continually scanning the environment, predicting what will happen next, trying out different responses, and learning from the results. In summary, the cue triggers a craving, which motivates a response, which provides a reward, which satisfies the craving and, ultimately, becomes associated with the cue.