

# EXPLORE YOUR ENTHUSIASM

## EPISODE 61: CHANGE THAT STICKS

Welcome to Explore Your Enthusiasm, episode 61. Today we're going to talk about how YOU can make change that sticks. Before we get into that, I want to let you know that the Starship is now open. It closes on July 1, so you've got just one week. Head to [TaraSwiger.com/StarshipBiz](https://TaraSwiger.com/StarshipBiz)

### Now: How do you make change in your business or life that STICKS?

Every quarter, the Starship Captains vote on a book they want to read together. We create a forum thread and have conversations about the lessons we've learned or the things we realized. This quarter the book was Gretchen Rubin's [Better Than Before](#), which is all about changing and building habits. Habits are the things you do regularly, without having to think very hard about it. They are VITAL to the health of your business, so that you can get done what needs to be done, without spending much energy getting yourself to DO it.

Now people usually think about habits like "eating right" or "exercising more" and Gretchen lists several "foundation" habits that are at the root of a healthy life.

But there are also foundational habits for your business. Most businesses need to do the following on a regular basis:

- ★ Production
- ★ Managing email
- ★ Customer service
- ★ Writing (descriptions, blog posts, tweets, emails)
- ★ Marketing

The more these tasks can become habit, the less energy you'll have to spend "making" yourself do it, and the more easily it will flow. I'm sure you've experienced this with anything you do regularly: At first, it's hard to remember or to get yourself to do it, but eventually it doesn't seem to take any energy at all to make it happen.

Now, actually putting the habits in place and making them STICK, that's where it gets tricky. I've learned through working with people that the same habit (say, blogging) is easy for some people to start, but nearly impossible for others. This is why everything I teach is about finding what will work for YOU. If you find it impossible to do something in a certain way - first, ask yourself if it's important and if it matters. Then, keep looking for a solution that will work for YOU.

In [Better Than Before](#), Gretchen identifies four tendencies that people seem to have when it comes to reacting to expectations. Identifying which one you are can help you set up the best system for creating a habit. I found these tendencies SO useful when working with my students, and in fact, I even had a reader email me out of the blue about her tendency and how it helped her recognize what kind of programs and classes would work best for her.

### The Four Tendencies

Often, when I read them to people, they have an immediate response to which one fits them:

- ★ [Upholders](#) respond readily to outer and inner expectations
- ★ [Questioners](#) question all expectations; they'll meet an expectation if they think it makes sense—essentially, they make all expectations into inner expectations
- ★ [Obligers](#) meet outer expectations, but struggle to meet expectations they impose on themselves
- ★ [Rebels](#) resist all expectations, outer and inner alike

Now, if you're not sure which one you are, Gretchen has [a quiz on her site](#).

I am a Questioner - I do a lot of research and reading on anything before I make a decision. And this is how I shape the classes I teach - I don't just tell you WHAT to do, I give you a series of questions so you can identify the thing that works best for you. In other words, I don't issue outer expectations, I help you develop inner expectations of what you want to do in your business. Several Starshippers are also Questioners, and that's what they say they like about it - I give them the information for them to decide on their own expectations.

I've learned, however, that many people are Obligers and need to have an outer expectation, so I created the Starship which includes a community and regular accountability, so that you can make an inner expectation (what you want out of your business) an outer expectation (by telling other people, you feel like you can't let them down).

There are also quite a few Rebels in the Starship, and I think that they landed there because it's a combination of inner exploration, outer accountability (if you want it!) and then the consistency which helps them stick with stuff. Also, they tend to like the choose-your-own-adventure aspect of the Library. The Orientation to the Starship states that you should use the Starship however works for YOU and Rebels like that, because there are no enforced structure for them to rebel against. (What's interesting is that Rebels choose to see it as "no enforced structure", whereas Obligers do best if they DO choose to see it as an "enforced structure" - they commit to us to either show up at the weekly chat, or to check in every week in the check-in thread, or they commit to take and finish a class.)

That said, I haven't met an Upholder in any of my classes. Why? I think that if you're an Upholder, you're going to just DO what you need to do in your business...you're not looking for and relying on a community or encouragement to get it done.

Throughout the book, Gretchen states quite a few times that Obligers do best when they create outer accountability. There are so many Obligers in the Starship, that I'm now taking the accountability one step further and creating an Accountability Partner program, where anyone who wants to can sign up and be hand-matched to someone else who wants the same kind of accountability. So you're held even MORE accountable than you might feel in a group setting.

### How can knowing your tendency help you in your business?

You can set up your environment to reinforce a habit or project you want to start.

- ★ **If you're an Upholder** - you just need to get clear on what "expectations" will grow your business.
- ★ **If you're a Questioner** - seek out enough information to convince you of what you need to do. (Also, avoid information that will distract you from your goal, like articles on 10 reasons why you MUST be on Periscope now). Once you decide what you need to do (like, blog or list items every day), be sure you remind yourself of the reasons regularly so you'll stay motivated.
- ★ **If you're an Obliger** - get accountability! Tell someone else what you want to do and when you'll do it, and then make sure they follow up with you!
- ★ **If you're a Rebel** - Look at the expectations you might be rebelling against. Ask yourself: Do I really HAVE to do this? If not, stop worrying about it! If so, recognize that it's YOUR CHOICE. Nothing is something you "have" to do, you get to CHOOSE, and you're choosing this because it matters to you!

I'd love to hear which tendency fits you! Tell me on Instagram, with the hashtag [#exploreyourenthusiasm!](#) I'll be watching that carefully so I know what you are!

And if you're an Obliger, the Starship is the only program where I provide built-in accountability and one-on-one help. So if you're finding that you are NOT making progress on your business, check it out at [taraswiger.com/starshipbiz](https://taraswiger.com/starshipbiz). If you're a Questioner, you might also like the discussions and seeing inside other people's businesses, to help you determine what will best work for you!

Thanks for listening, and have an enthusiastic day!