



# Commitment

There's often a gap between our intentions and our actions

- 68% of smokers want to quit

Making a commitment can raise the stakes

Commitment devices can be a way of engineering this (like locking up your money with a company offering just this service)

We try to be consistent with our public promises (like getting married)

Or with achieving an exercise goal, when we make a contract around it (like going to the gym – more likely to do when you have a contract compared to not having one)

Commitment to stop drinking for a month leads to longer term behaviour change (like the Dry January challenge in the UK)