



**WILLPOWER**  
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Working  
out

Being nice  
to difficult  
people

Quitting  
smoking

**PEOPLE NEED WILLPOWER FOR**

Eating  
healthy  
foods

Focusing  
on the  
work that  
matters

Going to  
bed in  
time to get  
enough  
sleep

# **WHY LEARN ABOUT WILLPOWER?**



# SELF-CONTROL AS A LIMITED RESOURCE

- Strength Model

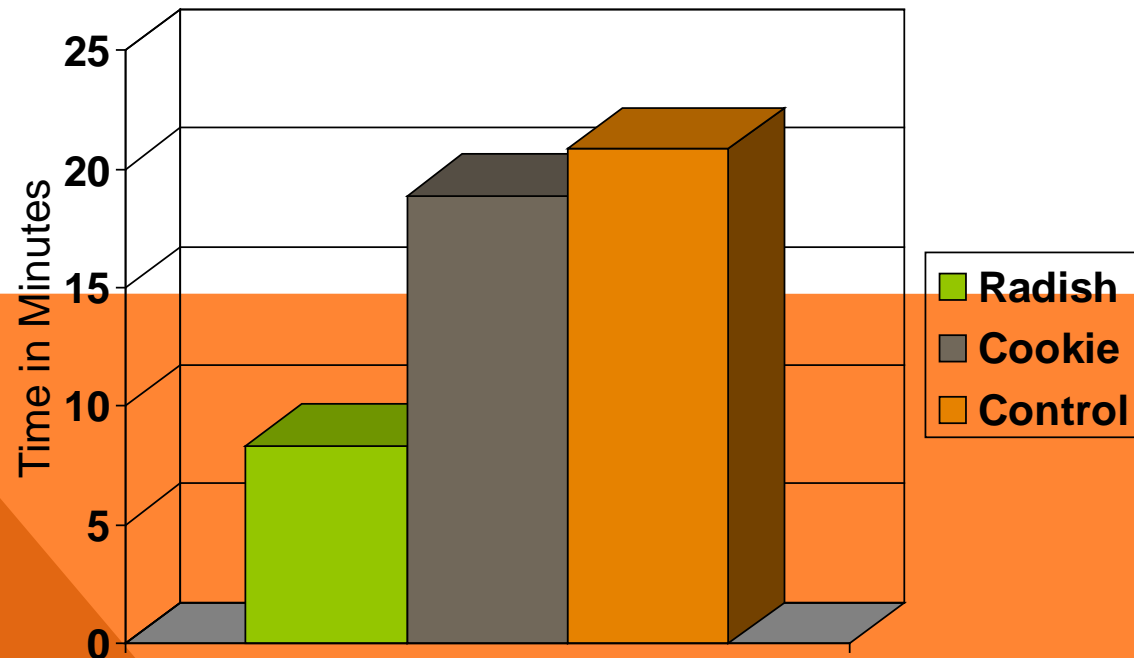


- Cookie Study

(Baumeister, Bratslavsky, Muraven, & Tice, 1998)

- Cookies vs. Radishes

- Persistence on Unsolvable Puzzles



# HOW ARE DECISION-MAKING AND SELF-CONTROL RELATED?



# **MANAGING THE LIMITED RESOURCE**

**Conserve it**

**Replenish it**

**Strengthen it**



# CONSERVE IT

- Avoid temptation
- Make one lifestyle change at a time
- Make behaviors automatic

# REPLENISH IT

- Glucose & Willpower
- Lemonade in lab studies
- Applying it



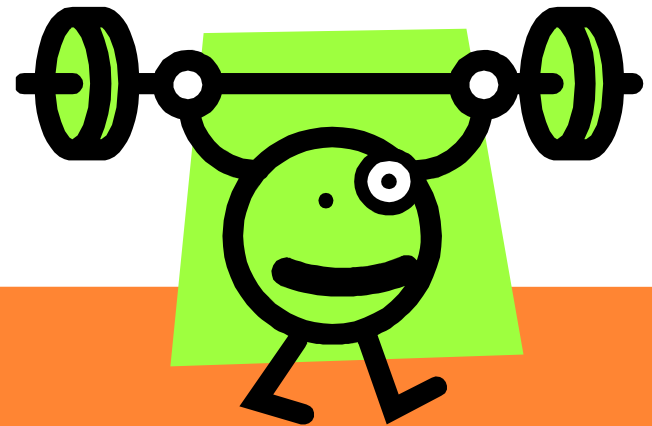


# STRENGTHEN IT

- Participants were assigned to two-month exercise program
- During the exercise program, participants...
  - Maintained more self-control strength
  - Smoked fewer cigarettes
  - Consumed less alcohol
  - Ate healthier
  - Did less impulse spending
  - Lost temper less frequently

# STRENGTHEN IT

- Effects are not specific to exercise
- Also found with
  - Money management plans
  - Using non-dominant hand for routine tasks
  - Straightening posture



# IN ADDITION TO STRENGTH...

Monitoring!

Technology has improved our ability to monitor our behaviors



# SELF-CONTROL CAN AID INNOVATION

- Having & Taking the time to innovate
- Implementing new ideas



**THANK YOU!**