



MARTIN GRUNBURG

AUTHOR • SPEAKER • ENTREPRENEUR

Award-winning author and entrepreneur

Regarded worldwide as the foremost authority and thought leader in the arena of habit development for the purpose of goal attainment, Martin Grunburg is widely recognized as the "father" of the modern habit-tracking movement. He is the inventor/creator of The Habit Factor® (app), which was the first habits-to-goals tracking app (introduced into iTunes 2009), as well as the first to publish a simplified, practical, and revolutionary new method for goal achievement (The Habit Factor® book, 2010). Both the methodology and app were quickly adopted and implemented by Ph.D.s, business consultants, life and business coaches, and a wide range of thought leaders worldwide. Martin was invited to present these insights about habit and goal achievement at TEDx in the United Arab Emirates (immediately after The Habit Factor® was published). His work has been featured in the world's most popular productivity blogs, such as Lifehacker.com and Mashable.com, as well as the New York Times, C|Net, and OpenForum, among others.

WHAT YOU CAN EXPECT

A seasoned presenter, teaching and training The Habit Factor® methodology to professionals, Ph.D.s, entrepreneurs, and professional coaches for over a decade.

ENTREPRENEURS & LEADERS

LEARN

- How & Why Habit Drives Character & Culture
- The relationship of SKILL & HABIT
- The Specific P.A.R.R. Methodology
- How to implement P.A.R.R. in Teams
- How to Game-ify habit development
- Core components for habit development

HABIT INSIGHTS & MYTHS

- The critical link between Habits & Goals
- The 21-Day Myth
- The MYTH of Streaks
- Instincts vs. Habits
- Discipline & Virtue
- The neuroscience of habit development
- Habitstrength and Habit Alignment
- and much more..

"OUTSIDE THE BOX"

Most authors and scientists within the realm of behavior science advocate the "habit loop" as a best practice and framework for habit development. The Habit Factor® promotes its unique and long-validated **P.A.R.R. methodology**, PLAN, ACT, RECORD & REASSESS, which leverages humans' innate capacities: Choice, Intention & Reflection. Cue, Routine, Reward is derived from experiments with mice.

THOUGH PROVOKING

Whether it's challenging SMART Goals or Cue, Routine, Reward, Martin is sure to leave immense value and thought-provoking insights about habit and how to harness it most effectively.

MORE BACKGROUND

Prior to developing and authoring The Habit Factor®, Martin co-founded Home2Office Computing Solutions, Inc. (DBA C3 Network). As former founder/COO, he's been nominated twice for the Entrepreneur of the Year award (Ernst & Young) and has twice led his company to win the Better Business Bureau Torch Award for Marketplace Ethics.



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