



The Willpower Instinct: How Self-Control Works, Why It Matters, and What You Can Do to Get More of It

Ph.D. Kelly McGonigal

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Based on Stanford University psychologist Kelly McGonigal's wildly popular course *The Science of Willpower*, *The Willpower Instinct* is the first book to explain the new science of self-control and how it can be harnessed to improve our health, happiness, and productivity. Informed by the latest research and combining cutting-edge insights from psychology, economics, neuroscience, and medicine, *The Willpower Instinct* explains exactly what willpower is, how it works, and why it matters. For example, listeners will learn:

- Willpower is a mind-body response, not a virtue. It is a biological function that can be improved through mindfulness, exercise, nutrition, and sleep.
- Willpower is not an unlimited resource. Too much self-control can actually be bad for your health.
- Temptation and stress hijack the brain's systems of self-control, but the brain can be trained for greater willpower.
- Guilt and shame over your setbacks lead to giving in again, but self-forgiveness and self-compassion boost self-control.
- Giving up control is sometimes the only way to gain self-control.
- Willpower failures are contagious - you can catch the desire to overspend or overeat from your friends - but you can also catch self-control from the right role models.

In the groundbreaking tradition of *Getting Things Done*, *The Willpower Instinct* combines life-changing prescriptive advice and complementary exercises to help listeners with goals ranging from losing weight to more patient parenting, less procrastination, better health, and greater productivity at work.

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