



## Keystone Habits

### One Habit Can Change Everything

Charles Duhigg, author of *The Power of Habit*, discovered that some habits are more powerful than others. He calls these keystone habits because they create a ripple effect. Rather than changing one behavior, they naturally influence many others. Great leaders don't try to improve twenty different things. They identify the one habit that makes the other nineteen easier.

Andy Stanley applies this same principle to organizations by asking, "What is one thing we could formalize that, if everyone embraced it, would naturally drive the other behaviors we want?"

### The Habit Loop

Every habit follows a simple pattern: **Cue** → **Routine** → **Reward**

**Cue:** The trigger that reminds you to act. It answers the question, "When should I do this?"

**Routine:** The habit itself. It's the action you repeatedly take until it becomes second nature.

**Reward:** The benefit you experience after completing the habit. The reward reinforces the behavior and makes you want to repeat it.

When the cue is obvious, the routine is simple, and the reward is meaningful, habits stick.

### Examples of Keystone Habits

**Exercise:** People who begin exercising regularly often start eating healthier, sleeping better, feeling more energetic, becoming more productive, and even spending less on healthcare. One healthy habit leads to many others.

**Family Meals:** Research has consistently found that families who regularly eat meals together tend to communicate more, build stronger relationships, see better academic performance in children, and experience lower rates of substance abuse and risky behavior. One habit strengthens the whole family.

**Food Journaling:** One of the strongest predictors of successful weight loss isn't a particular diet—it's consistently keeping a food journal. Simply writing down what you eat increases awareness, improves decision-making, reduces mindless eating, and often leads to healthier choices without changing anything else. One small habit changes many others.

### The Big Idea

Keystone habits remind us that lasting change rarely comes from doing more things. It comes from consistently doing the right thing. Find the one habit that naturally produces the culture you want, and the other behaviors begin to follow.



## OUR KEYSTONE HABIT

If one habit could change the culture of our church, what would it be? Our mission is helping people connect to Jesus and one another. Rather than asking everyone to do twenty different things, we're asking every person to develop one simple habit:

### **Invest. Invite. Bring.**

**Invest** in people, **Invite** them, and **Bring** your unchurched friends to the Kirk. When this becomes our habit, everything else begins to change.

### **The Cue: The Four Knots**

Every habit begins with a cue. Living in the Keys, we know knots hold things together. We believe there are four "knots" that should remind us someone may be ready for hope.

- **Things are NOT going well.** Life has become difficult.
- **They're NOT prepared.** A diagnosis, divorce, job loss, retirement, grief, or another major life transition has caught them off guard.
- **They're NOT from here.** They're new to the Keys and looking for community.
- **They're NOT connected.** They don't have many friends, a church family, or a support system.

When you notice one of these Four Knots, that's your cue.

### **The Routine**

Simply Invest. Invite. Bring.

Don't overcomplicate it. Build a relationship. Extend an invitation. Bring them with you.

### **The Reward**

The reward isn't simply a growing church. It's becoming the kind of church Jesus designed us to be. We move from Spectators to Participators to Disciple Makers.

Instead of asking, "Did I enjoy church today?" we begin asking, "Would my friend encounter Jesus here?"

That changes everything. We become more welcoming. We notice our signage. We serve more willingly. We strengthen our children's ministry. We pray differently. We worship differently. We see every Sunday as an opportunity to help someone take a step toward Jesus.

One habit can change our church. One invitation can change someone's eternity.