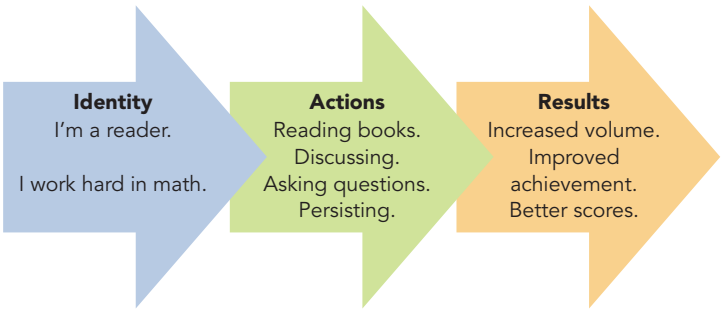

This is a modified version of James Clear's (2015) "Layers of Behavior Change" concentric circles illustration.

FIGURE 2.3 • The Important Role of Identity in Behavior