

# The Ritual Effect

From Habit to Ritual

Harness the surprising power of everyday actions

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His Ted talk 'how to buy happiness' has  
more than 5 million views.**

**Look at the rituals of famous people...**

**Victor Hugo strips naked and asks his assistant to keep the clothes till he has met his daily writing goals.**

**At 330 pm Immanuel Kant opens his door to go for a walk everyday.**

**Agatha christie slips into a bathtub and eats  
an apple in the evening**

**At the end of a long day Charles Dickens takes out the compass to check that his bed is facing North and then goes to sleep**

**Rituals are emotional catalysts that energize, inspire and elevate us.**



**Rituals often operate below our radar and enable us to savor the experiences of daily life.**

**Habit is the what, its something we do**

**Ritual is not just the action but the particular way we enact it.**

**A day filled with good habits can make us feel productive. Habit is limited in the ability to deliver on life's most expansive range of emotions.**

**When we ask people about the rituals of their lives, we often find that DIY was important for them.**

**Nadal is known for tugging at his shorts before serving. GQ magazine labelled him “the most famous underwear adjuster in history.”**

**But Nadal does more – he tugs his shorts, tucks his hair, wipes his face . In one match he did this 146 times.**

**Nadal explains it as “ its something I don’t need to do, but when I do, it means I am focused.”**

**Ritual is a response to uncertainty and stress, hoping to increase the odds.**



**In baseball the batting ratio is 30 pc and hence there are many rituals in batting and nothing much in fielding.**

**Rituals depend on our ability – and our willingness to make the leap from the merely mechanical to the deeply meaningful.**

**Tennis champ Serena Williams bounces the ball 5 times before her first serve and 2 times before her second serve.**

**Ronaldo will only take the first step into the football field with his right foot.**

**All performers swear by their rituals, they admit that the rituals might sound silly.**

**Rituals provide us with many opportunities to incorporate more savoring into our everyday lives.**

**Consumption rituals are emotion generators that offer the potential for more joy and pleasure, elation and nostalgia, anywhere.**

**Food is one example of how we struggle to exercise self control.**

**Resisting temptation is a constant undercurrent in our daily lives and temptation takes many forms.**



# **4 lessons of relationship rituals**

- 1. Rituals wake up our experience of commitment**
- 2. Relationship rituals are exclusive**
- 3. Ritual, not routines bring the magic**
- 4. You say ritual, I say routine.**

**The pomp and pageantry of love and commitment – whether a traditional wedding or a conventionally romantic night out with red roses and candles looms large in our collective imagination**

**Holiday rituals with family are logistics management made special.**

**I will be home for a ritual, not for routine**  
**The quality of connectedness, the link to a**  
**sense of a family identity transforms these**  
**activities from routine to ritual.**

**Every family meal offers a reason for reinvention. Today 20 % of the family meals are consumed in a car in the US.**

**Family rituals bring us together, immersing us in the moment and bolstering our sense of identity as a family. But one of the most lasting benefits is the gift of memory.**

**Mourning is another ritual.**

**Many mourning rituals are public facing and highly regimented.**

**Professional mourners are common in China and India, and the idea is catching on in England.**



**Military units have their own version of mourning rituals.**

**Mourning rituals aren't simply about coping with grief. They are also about remembering and memorializing**

**Group rituals at work have collective effervescence.**

**Peoples desire to find meaning and purpose at work has only increased in recent years.**

**Overengineering employee bonding can be to the detriment of individual employees. The best evidence is the open office plan.**

**For companies an open office is a cost saving plan, but they sell it to the employee as part of open culture.**

**An open office plan infringes on individual space and privacy.**

**Healing is another ritual, it can only happen when apologies are preceded by understanding.**



**Handshaking is one of our most widespread rituals. International politics can hinge on handshake drama.**

**In a close relationship like family or marriage, trust is naturally present.**

**Rituals offer all of us a way to enhance our lives with something more.**