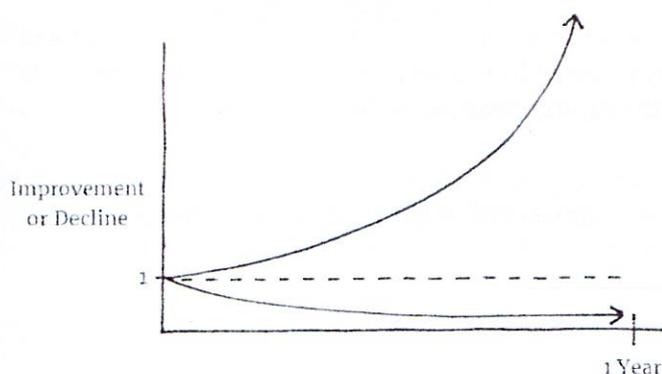


## The Power of Tiny Gains

1% better every day  $1.01^{365} = 37.78$

1% worse every day  $0.99^{365} = 0.03$



JamesClear.com

The upward trajectory of that exponential 1% growth, compounded over a year is plain to see: three-hundred and sixty-five 1% improvements (compounded) equals a 37.78 multiplier in improvement.

Read that again. We're not talking about a mere 37% improvement (which would be more than acceptable for many businesses) after a year. We're talking about an almost 37 TIMES (3,678%) improvement.

Conversely, if you allow things to get a tiny bit worse each day, that compounds too - and those three-hundred and sixty-five 1% deteriorations lead to a 97% reduction in performance.