Abstract: Exercising self-control is often difficult, whether one is declining a drink in order to drive home safely, passing on the chocolate cake to stay on a diet, or ignoring email to finish an important paper. But enacting self-control isn’t always difficult, particularly when it takes the form of proactively choosing or changing situations in ways that diminish the strength of undesirable impulses or potentiate more desirable ones. Examples of situational self-control include the partygoer who chooses a comfortable seat far from where drinks are being poured, the dieter who asks the waiter not to bring around the dessert cart, and the student who deliberately closes his email browser before studying. Because undesirable impulses tend to grow stronger over time, situational self-control strategies are often highly effective in preventing undesirable action. Ironically, the efficacy and farsightedness of such strategies may explain why they are understudied: Manipulating our circumstances to advantage minimizes the in-the-moment experience of intrapsychic struggle typically associated with exercising self-control.