



**Transformative
Insights**

Firstbeat Wellness Programme

Webinar 2 – Making and
sustaining positive change

Agenda

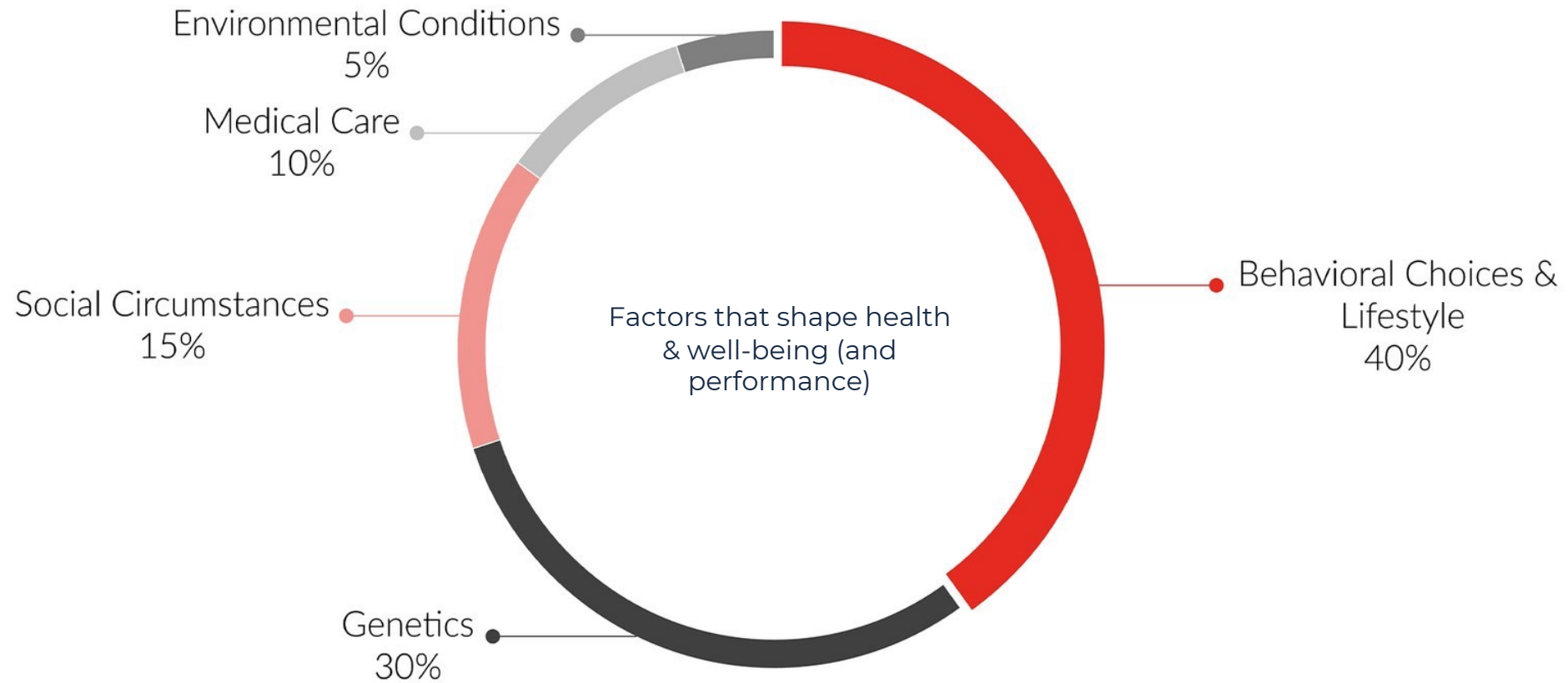
- Check-in
- The divide between 'knowing & doing'
- Strategies for making & sustaining positive change
- Breakout room activity
- Avoid the common pitfalls
- Q&A



Check-in



The power of lifestyle



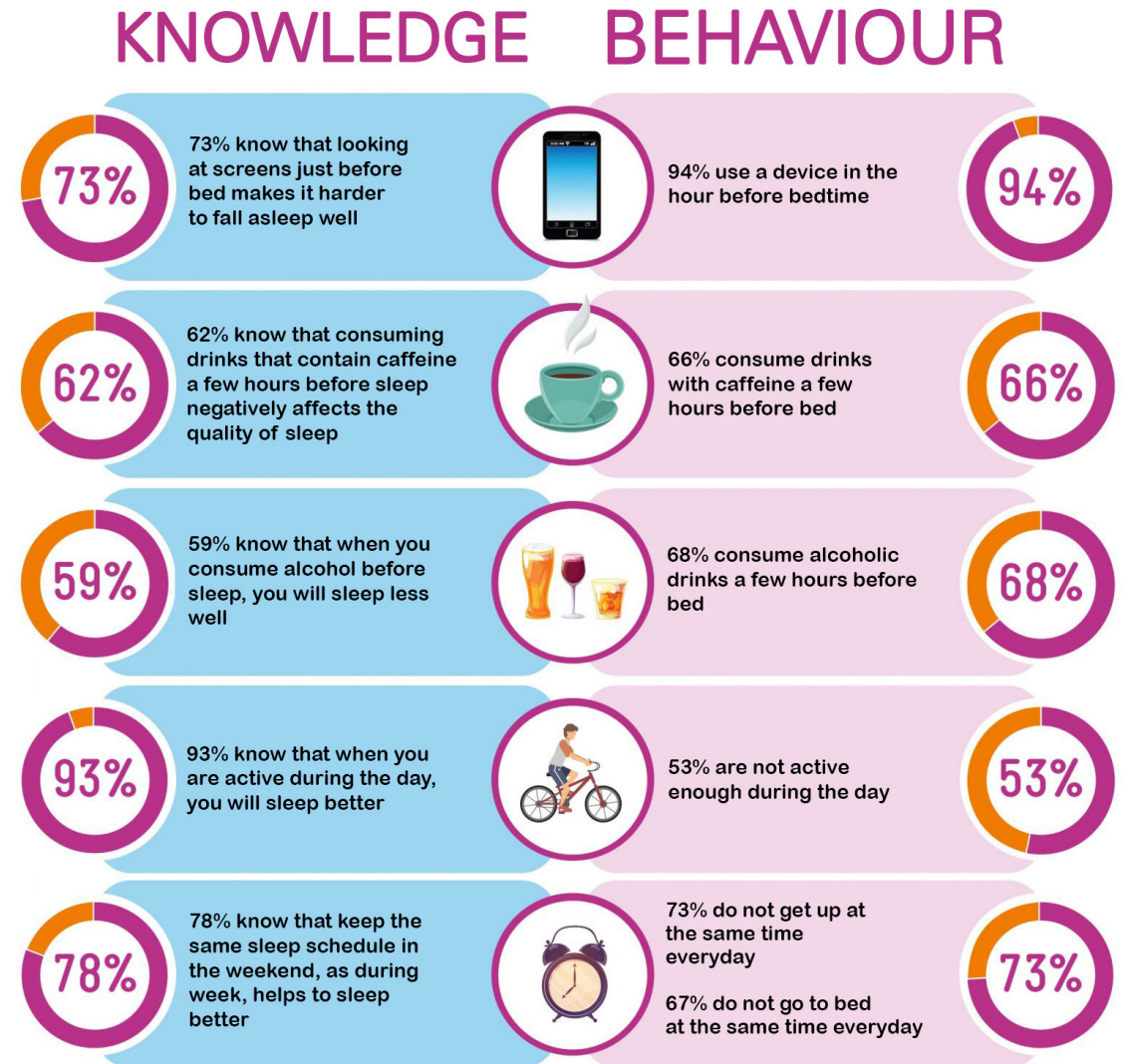
McGinnis & al, 2002



There is a large divide between knowing and doing

*“Helping individuals to identify 'healthy lifestyle choices' is only half the story because **these choices are the product of our sense of identity, our environment and wider societal influences.**”*

- Adapted from Australasian Society of Lifestyle Medicine



The traditional thinking that,
*“grit, willpower and
persistence is all it takes to
generate and sustain
lifestyle change”,* is (at best)
only partially true!

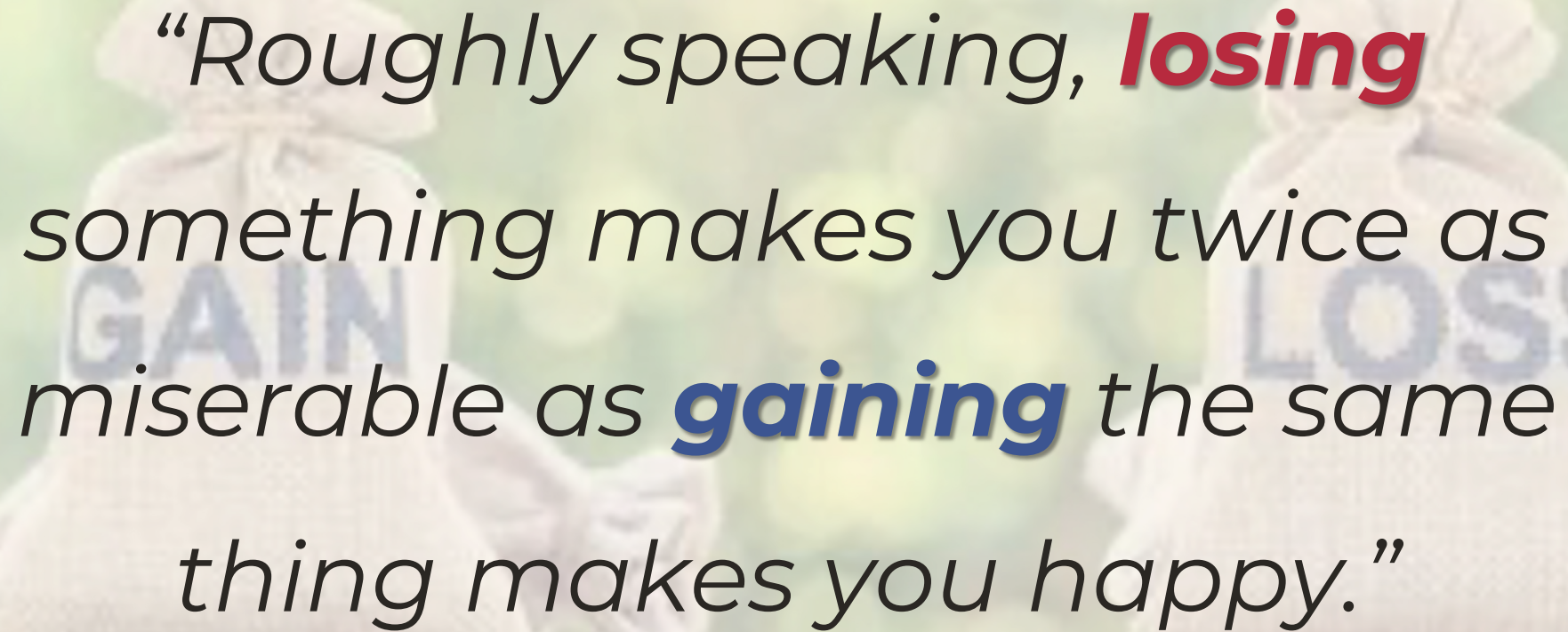




We are hardwired for unhealth (in modern society)

*Our brains have evolved
'default-wiring' that's designed
to keep us **alive** (time-present),
not to make sure we **thrive**
(future-focused).*





*“Roughly speaking, **losing** something makes you twice as miserable as **gaining** the same thing makes you happy.”*

- Richard H. Thaler & Cass R. Sunstein in Nudge



To survive and function our 'auto-pilot'
follows the established and habitual
pathways laid out **by** and **for** us!

*BUT: "It's no measure of health to be
well adjusted to a profoundly sick
society"*

Jiddu Krishnamurti

The power of
habit, social &
environmental
cues

Designing for health & wellbeing



Intrinsic versus extrinsic motivation

Extrinsic Motivation

You are motivated to do the activity in order to gain an external reward in return. Your goal is focused on an outcome, and does not satisfy your basic psychological needs. Rather, it involves external gains, such as money, fame, power, and avoiding consequences.

Create movement and shape intrinsic motivators

- Social acceptability
- Commitment and accountability
- Towards rewards | Avoid punishments
- Incentives / environmental nudges

Intrinsic Motivation

You are motivated to do the activity because it is internally rewarding. You choose to do it because it's fun, enjoyable, and satisfying. Your goal comes from within, and the outcomes of your goal satisfy your basic psychological needs for autonomy, competence and relatedness.

Needed to sustain behaviour change

- Resonance vs dissonance (emotions)
- Beliefs and values
- Meaning & purpose (higher why)
- Impact on others

Shape
intrinsic



FIND YOUR MOTIVATIONAL FORCE

Start with what has
worked in the past!

In break-out rooms, take turns to:

Reflect on a time in your life when you successfully achieved a goal or generated & sustained habit change. Probe into these questions:

- in one or a few words what made you succeed?
- how can you leverage this with your current goal?

Deeper dive questions:

- what were the key conditions that enabled this change to be successful and sustainable?
- what provided you with the motivation and energy to change in the first place?
- what made “not making the changes” simply not an option?
- what enabled you to overcome barriers?
- what strengths did you tap into and leverage to stick with the habit changes?
- what nudged you back on track when needed?

You signed up for the programme so you have a desire to improve your health, wellbeing and / or performance!

But why?

What is the higher-level benefit, value, aspiration or purpose that's ultimately the reason why you are wanting or needing to enhance these aspects of your life?

In other words, what is really important to you that you can't currently access / fulfil / achieve?



Self reflection after the webinar:

1. What is the obvious goal / desired outcome / pain-point that made you sign-up for this programme?
2. What makes achieving this goal / outcome or solving this pain-point important to you?
3. What makes achieving **that** important to you?
4. Repeat #3 until you have reached your higher why!

"Once I get more recovery during sleep, I will feel more rested and energised so that I can take on the study I have been wanting to do for the last five years. This will enable me to role model to my kids the important value of life-long learning"

[illegible]

- Having an idea or goal: 10%
- Consciously deciding that you will do it: 25%
- Deciding when you will do it: 40%
- Planning how to do it: 50%
- Committing to someone that you will do it: 65%
- **Having a specific accountability appointment with someone you've committed to: 95%**

- Read the [Activate and accountability partnership lesson](#)
- Find one or more accountability partner(s)
- Have your first accountability get-together and agree on how you will work together
- Prepare to share you experience in Webinar 3

*If your partner is physically active
you are **5** times more likely
to become physically active as well!*

AVOID THE COMMON PITFALLS

**"You do not rise to the level of your goals.
You fall to the level of your systems."**

- James Clear

Pitfall 1: Trying to change many habits / everything at once.

Solution: Pick one habit and do it well. Use this quick win as energy for more positive change

Pitfall 2: Taking on the biggest / hardest / ugliest habit first.

Solution: Break it down, pick one you know you can stick to and make it "so easy you can't say no".

Pitfall 3: Not changing your environment.

Solution: Create an environment that nudges you to make healthy lifestyle choices and promotes accountability.

Pitfall 4: Sledgehammering (all or nothing approach).

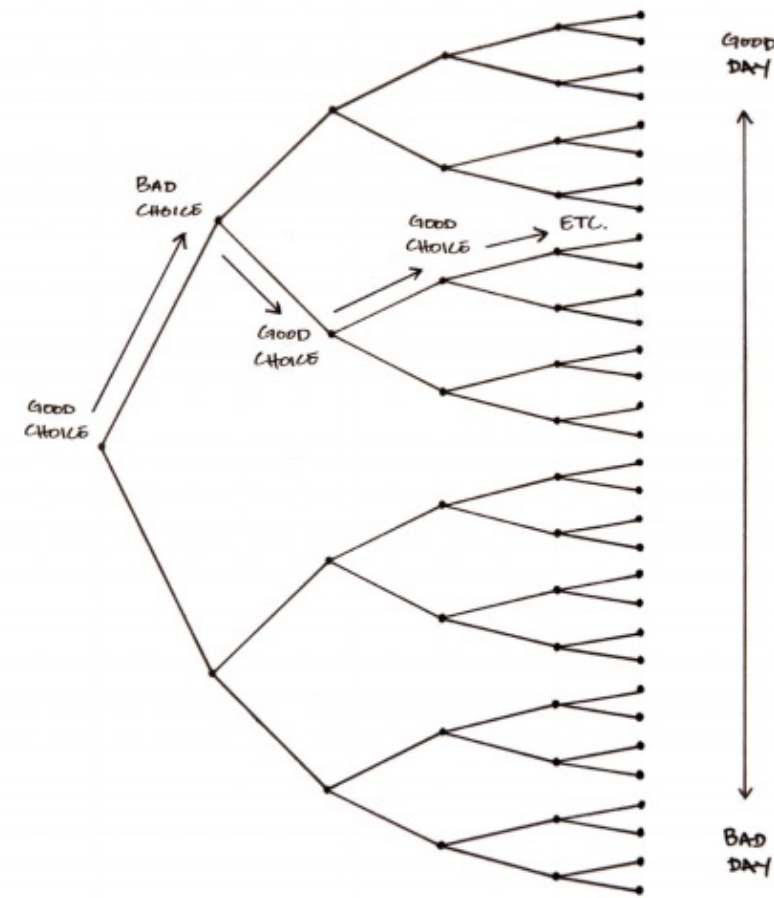
Solution: Celebrate (mini) successes and practice self-compassion when you slip up.

AVOID THE COMMON PITFALLS

**"You do not rise to the level of your goals.
You fall to the level of your systems."**

- James Clear

Pitfall 5: Letting the first habit of the day slide.



Solution: Success breeds success. Get the first new habit off the day of to a good start, which paves the way for the next choice to be a positive one as well.

Q&A



**Transformative
Insights**

info@transformative-insights.com

www.transformative-insights.com