Motivating Lifestyle Changes

Ian Montel, MS, NASM-CPT, CES, PES
NASM Master Instructor
August 2, 2014
“All our life, so far as it has definite form, is but a mass of habits—practical, emotional, and intellectual—systematically organized for our weal or woe, and bearing us irresistibly toward our destiny, whatever the latter may be.”

-William James, 1892
“Champions don’t do extraordinary things. They do ordinary things, but they do them without thinking, too fast for the other team to react. They follow the HABITS they’ve learned.”

-Tony Dungy, NFL Head Coach
Habits

- *The Power of Habit*
  - Charles Duhigg
  - 2014 (Paperback), Random House Publishing
Habits

- Habits are psychologically ingrained
  - Empathize
  - Doesn’t mean acceptance
- To change habits you have to change neurological patterns
The Habit Loop
The Habit Loop
The Habit Loop
The Habit Loop
The Habit Loop
The Habit Loop
The Habit Loop

Beer

Busy and Hot AZ Day

Enjoyment Relaxation
The Habit Loop

Iced Tea

Busy and Hot AZ Day

Enjoyment Relaxation
Creating Cravings
Creating Cravings

Find Simple Cue
Creating Cravings

1. Find Simple Cue
2. Clearly Define Rewards
Creating Cravings

Habits are powerful because they create neurological CRAVINGS!!

1. Find Simple Cue
2. Clearly Define Rewards
3. Craving Created
Creating Cravings

Busy and Hot AZ Day → Clearly Define Rewards → Craving Created
Creating Cravings

Busy and Hot AZ Day → Enjoyment Relaxation → Craving Created
Creating Cravings

Busy and Hot AZ Day → Enjoyment Relaxation → Beer
Creating Cravings

Busy and Hot AZ Day → Enjoyment Relaxation → Ice Tea

THE BEST TRAINING MODEL. THE BEST TRAINERS.
www.nasm.org
Keystone Habits

THE BEST TRAINING MODEL. THE BEST TRAINERS.
www.nasm.org
Keystone Habits
Keystone Habits

- Keystone Habit
- Secondary Habit
Keystone Habits

- Keystone Habit
- Secondary Habit
- Lifestyle Change
Keystone Habits

- Exercise
- Secondary Habit
- Lifestyle Change
Keystone Habits

- Exercise
- Healthy Fuel
- Healthy Rest
- LIFESTYLE CHANGE
Keystone Habits

- Exercise
- Healthy Fuel
- Healthy Rest
- Healthier Lifestyle
Keystone Habits

- Keystone Habit
- Secondary Habit
- Lifestyle Change
Keystone Habits

- WILLPOWER
- Habits needing change
- LIFE CHANGE
The Last Ingredient

1. Find Simple Cue
2. Clearly Define Rewards
3. Craving Created

BELIEF

- Routine
- Cue
- Reward
Making the Change Happen

- Any habit can be changed if you understand *HOW* they function
- You must *DECIDE* to change it
- Once you know a habit exists, you have the *RESPONSIBILITY* to change it
- Once you understand that habits can change, you have the *FREEDOM* to remake them
Making the Change Happen

• Cues and Rewards
• Make the unfamiliar seem familiar
• Make it a social event
• Give people habits that help them figure out where to go on their own.
• Setbacks are *NOT* failures—they are experiments
  – Failure “forces us to learn, even if we don’t want to” - Prochaska
Awareness

• Knowing a habit exists
  – Does the client know?
  – Realizing a habit exists

• Having the desire to change the habit
  – Ego
  – Roles
  – Deeper Sense of Being
Ego
Ego

Role

THE BEST TRAINING MODEL. THE BEST TRainers.
www.nasm.org
Ego

Role

Ego

Sense of Being
Ego and Identity

- Identity
  - Learned
  - Desired
- Old Thought Patterns
  - Learned
  - Reality
- Old Thought Paradigms
  - Learned
  - Reality
Sense of Being

- Awareness
- Presence
- Who does it really hurt?
- What is the worst that could happen?

Sense of Being
Role
Ego
Sense of Being
The Formula

Find Simple Cue → Clearly Define Rewards → Craving Created

Role
Ego
Sense of Being

CUE
ROUTINE
REWARD

THE BEST TRAINING MODEL. THE BEST TRAINERS.
www.nasm.org
Contact Information

• Ian Montel
  – lan.montel@nasm.org
  – www.facebook.com/ianmontel

• NASM
  – www.nasm.org
  – 800.460.6276
Thank You!

For Your

Commitment to Excellence