

Balance365 Episode 201 Transcript

ANNIE BREES (INTRO)

Welcome to Balance365 Life Radio, a podcast that delivers honest conversations about food, fitness, weight, and wellness. I'm your host Annie Brees, along with co-founder Jennifer Campbell. Together we have a team of personal trainers and nutritionists who coach 1000s of women daily and are on a mission to help women feel happy, healthy, and confident in their bodies on their own terms. Join us here every week as we discuss hot topics pertaining to our physical, mental, and emotional well-being with amazing guests. Enjoy.

ANNIE

Happy 2022, my friends, we made it. This is our first episode of the year. And we also happen to be enrolling members as I speak. So if you join the waitlist to start, Balance365 in 2022, run, don't walk, to your email inbox to snag your spot. We cannot wait to support you in living your biggest fullest life this year. Are you ready to reclaim strength, energy confidence, and control? Then you need Balance365 in your life, my friends. Today we have an incredibly important topic and I cannot stress this enough. What we cover in this episode truly is one of the biggest foundational issues for so many of our new members. This topic is where we end up spending a lot of our coaching time, it's that important. And that is why wanting weight loss isn't enough. We know you want it. You might even want it really, really bad. But it truly is not enough, and stay tuned to find out why. Enjoy.

ANNIE

Jen, we're talking about why wanting weight loss isn't enough.

JEN CAMPBELL

We are.

ANNIE

Do you think it will surprise people to hear that wanting weight loss isn't enough?

JEN

Yes. And I think that some of our listeners might be feeling some kind of feelings about that, being challenged, right? Because this is really a challenge here.

ANNIE

Yeah, I would anticipate that there might be some defensiveness.

JEN

For sure.

ANNIE

Like, you don't believe me? I want it bad enough. I'll do anything. I want this.

JEN

Yeah. [Laughs] Do you know how long I've been working at this? Etc, etc.

ANNIE

But you and I have both had the experience where we did really want weight loss. And we still struggled.

JEN

Yeah. So actually, when I wanted it the most is when I was struggling with it the most. When it's all I wanted, is when I was struggling with it. When I thought it was the answer to all of my problems, I was struggling with it.

ANNIE

Why do you think that is? I mean, I have some ideas. But why do you think people struggle, even when they think they want something?

JEN

I think that people struggle with things they are desperate for. Because you are putting all your eggs in one basket. And you have a lot of beliefs about if you just have this one thing, here is what would happen to your life. And that doesn't happen. And actually, when you're desperate for it, you're more likely to reach for more and more and more extreme methods, methodologies of getting it. You're more likely to start doing harmful things to yourself, something you would never suggest for someone you cared about. Starvation...

ANNIE

Or make compromises.

JEN

Cutting carbs. Yeah, yeah, totally. And the reward just isn't there.

ANNIE

I also think there's this element of, "I want it and therefore it's going to be easy."

JEN

Yeah.

ANNIE

And I would disagree. I think behavior change, whether you're talking about building an exercise habit or saying no to a second helping of, you know, your mom's warm brownies. Or, "No, I'm going to eat the food I have at home instead of go through the drive-thru." Like just because you want a result doesn't make those choices necessarily any easier. Right?

JEN
Yes.

ANNIE

And it might be simple. It might provide some clarity on like, I want this versus this but actually committing to following through on those decisions consistently over time is still difficult.

JEN

Yeah. So behavior change is difficult. Mindset shifts are difficult and when you are, getting back to my methodology point, when you are focusing on a plan that's very over-complicated and trying to marry that with, you know, the science of behavior change, then you're, the odds are really stacked against you. Do you know what I mean? Because you're trying to overcome this insanely restrictive, tedious way of eating, as well as all that mindset stuff. And you know, what we say is, it's actually very simple. It can be way simpler, what you actually change and focus on can be way simpler than what you've been doing. And then you can put your effort into the behavior change process, the mindset change process. But again, I think people have this misconception that, well, if it's simple, it must mean it's easy. It's like, well, no, I mean, it's simple, not easy. That's the thing. But it's learning where to put your time and energy to actually get these changes to stick.

ANNIE

And there certainly are things and strategies that can make it easier. And simplifying might be one of those things, if you're used to these, like, got to crunch these numbers and count this and weigh this and track this. And work out this many sets and reps and times, like, it can be helpful to simplify for sure. But that doesn't mean that it's always easy.

JEN

Yeah. And I think it is really important to understand that the human brain is designed to create habits. The human brain wants you to be on autopilot. In, what is it? 40, like 40% of people's behaviors are habits?

ANNIE

Yep.

JEN

So, and just to understand this, it's that our brains, you know, the whole human body, right? We want to conserve energy. And our brain will create habits for us. So that we don't have to expend energy on every single decision we have to make in a day. I don't have to go downstairs and consciously think about where we keep the coffee and the spoons. Every morning, I just walk, I walk to the cupboard, I get out the coffee, my brain knows, here's what we do in the morning. And so this saves me a lot of time and energy to have these habits, right? So your brain also doesn't care if it's a good habit or a bad habit. It latches onto the pattern, there's a reward to all habits. So there is a reward even to our bad habits that latches on to this pattern.

And then we have a deeply ingrained habit in our brain. So if, you might have a habit of eating every time you feel stress. So the reason it's difficult is that we're actually, we've got to rewire our brains for to new habits, and we've been fighting against those urges, like, you know, a very deep, primitive urge to follow through on these habits that we've established

ANNIE

Yeah, and a desire or a want to not eat when you're stressed. Or to want to, like choose something different, doesn't make creating those new pathways, those new habits, like any less work.

JEN

Right. And, so that's the thing, I really want people to understand that because I think there's just a lot of guilt and shame over some of our bad habits. And I want you to know here that it's like, no, no, no, no, this is like just a human thing that your brain is going through. And I think there can be a lot of power in being able to, you know, zoom out from these different situations when we find ourselves back in these very unhelpful cycles to go, "Ah, it's just a habit. This is a habit that my brain has formed."

ANNIE

And the good news is, it's proof that you can build habits just like you built this maybe habit that you don't want, you can build habits that you do want. But also I think some of the shame can come from our cultural messages in the fitness industry I see a lot is, if you want to bad enough, you would do it. There's this like, if you aren't doing the thing, you just must not want it. Like, and I even picture this like drill sergeant, like yelling in someone's face sort of image like, "How bad do you want it?" You know? And it's like, "Uhhh, I'm 38, don't yell at me like that!"

BOTH

[Laugh]

ANNIE

Like I do not respond well to that type of motivation. And I think the better question and the question that we would offer our members, and we want to offer you today, is to spend less time on how much you want it. And more, why do you want it?

JEN

Yeah. Perfect.

ANNIE

Did you have that experience when you shifted, like less from like, how bad do I want it to, why do I want it?

JEN

Definitely, that is, like my journey summed up in a sentence was, you know, going from feeling desperate for weight loss, and always struggling with it, transitioning to weight loss becoming

something peripheral, something that I saw as part of a bigger journey. And that's when it all clicked for me. And that's actually when it happened for me sustainably, when I stopped yo-yoing, when my weight started going up and down, when I stopped suffering for it. Because there's a big difference between something feeling challenging, and something feeling like you are suffering for it. Humans are not, [laughs] I'd say, humans are not wired to suffer.

ANNIE

Not in prolonged states -

JEN

No

ANNIE

- anyways. [Laughs] Yeah. So what did that look like for you?

JEN

So the weight loss I experienced seven years ago now, I lost between 20 to 30 pounds. And I say that, or we could, we could average it to 25 pounds. And I say that because if you are new to our show, we really talk about the importance of allowing yourself to find, like a new weight range. And that people's bodies are not just static, they're not just that you don't just reach one weight. You know, say 160 pounds, and then just stay there. And so I would say, I found a new weight range seven years ago, and I fluctuate kind of within this 10-pound range. And sometimes I, so I in total lost, you know, 20 to 30 pounds, depending on the season of my life. But that's just what people can see. And my journey was actually about so much more than weight loss. And I found a deeper why. So I discovered what was important to me right after like, you know, I was 29, 30 years old when I started making this shift, and realized what I'd been doing was not working right? And realized I had just spent over a decade immersed in diet culture, immersed in shaming, immersed in believing I needed to look a certain way to have value, immersed in dieting, very, very restrictive, unhealthy dieting. So for me, it was discovering what's actually important to me. And getting really clear on the kind of woman and the kind of mom I wanted to be, really becoming a mom was like trajectory changing for me and had me reflect more on the kind of person I want it to be, instead of what size I want it to be. And for me, separating what I had learned was expected of me as a woman, which what's expected of women is, you know, many things, but you know, always pursuing weight loss is one of them, always trying to be smaller, always trying to become our most lean weight that we could be 'til we're dead. [Laughs] And so separating that from what I actually wanted, is how I was able to break free and start seeing weight loss as part of a bigger journey. And I found what I actually wanted for my life underneath all that once I was started being able to separate myself from the cultural narrative, right? Then I was able to objectively look at, if weight loss could fit into that picture, like I would say what comes before how is if. Like was that even something that was important to me anymore? I was able to objectively ask myself that question. And I think everybody needs to ask themselves that question at some point.

ANNIE

Yeah, because as you said, Jen, so many women are pursuing weight loss, almost on autopilot. Because like, that's just what you do. If you are not currently the leanest, lightest weight you have been, you should be pursuing it. That's I mean, that's the message anyway.

JEN

I have been, you know, again, in my journey, I could say yes, I've lost 30 pounds, but I'll also let you know that I'm still 20 pounds heavier than my leanest self. But when I was at my leanest, which was like my most restrictive dieting, over-exercising, period of my life, I was still thinking about weight loss. Right? Like I was still thinking about weight loss and changing my body. It was a constant.

ANNIE

And how many times have we heard that from women? I look back at photos when I was my lightest weight, and I still thought I was overweight, or I still thought I needed to lose weight, or I was still unhappy. Like, hi, maybe the issue isn't your weight.

JEN

Yes. [Laughs] So for me personally, when I was able to ask myself those questions, I saw that weight loss could have a place in my life, and it could fit for me in a healthy way.

ANNIE

How did it fit?

JEN

Well, here's what I knew. I actually, when I kind of made that decision, I number one, had no timelines on that. And I again, acknowledging it would have to come as part of a larger journey. Like, a journey back to myself, but I've shared this on the podcast before. But when I got clear that weight loss was something that I wanted, and it was important to me, it wasn't about a body ideal. Like, I didn't have even a goal weight in mind. It wasn't about becoming a certain size even. It was a feeling I was looking for.

ANNIE

Do you know what that feeling was?

JEN

Comfort. So I had become a size that felt physically uncomfortable for my like body frame. And it was the highest nonpregnant weight I had ever been. And I mean, I really felt it. I also know that this higher weight I was at was not the result of like great balanced habits, I knew. It was the result of a decade of disordered eating, bingeing, and restricting, which eventually turned into more bingeing and restricting. And I also knew that I didn't know anything about balanced nutrition, I didn't really know or I wasn't confident that I was feeding myself in or knew how to feed myself in a nutritious balanced way. Or in a way that was physically and psychologically healthy for me because I only knew about dieting. So all my nutrition education up to that point had actually been dieting education, not nutrition education. And I guess lastly, I would say that

my weight loss journey was about reclaiming the body I was always meant to have had I never dieted. So, I asked myself, you know, what would have happened if I had been raised in a culture that didn't push body ideals and restrictive dieting on people? Like, if I had never developed these bingeing and restricting habits? What would my body feel like? What if I had been allowed to grow a love for moving my body? Instead of primarily using it as a way to punish myself for eating? What would exercise look for me? You know?

ANNIE

Yeah.

JEN

What if I had actually been able to eat in a nutritious, balanced way without food shame or guilt? What would my body feel like? That's what I wanted to find out. And that's, I knew how I currently felt wasn't it. And that was just innate. That was my own intuition. And I also felt, I felt that was the body I deserve to live in. And I felt determined. I felt excited. I felt emboldened by all of those thoughts, like rebellious even. And it completely resolved the tension I felt over if I could love and respect myself and lose weight. From that mindset, I was like, "Of course I can." And really, let's look at the power between that right? So we've got on one hand, I need to lose weight. I'm terrified of not losing weight, to this is the life I deserve. You know, which is more powerful, which are you more drawn to, right?

ANNIE

Or even like, looking at that like in a decision by decision moment, because I'm sure you did a lot of things that were probably like really challenged some beliefs you had about -

JEN

Yeah, for sure.

ANNIE

- you know, "I'm eating these fruits and vegetables, and not this, you know, half a dozen cookies for lunch. Because I need to lose weight," versus, "Because this is the life I deserve. This is how I want to live my life."

JEN

This is food I deserve. This is the nutrition I deserve. And you know, cookies were not off the table for me at any point. They sure were when I was dieting. But if you can't, if I can't lose weight without eating cookies along the way, no, thank you.

ANNIE

Yeah, no, but like, you can see how much more powerful and compelling that choice can be when it's like about so much more than weight loss.

JEN

Yeah, so, and I mean, at the foundation, it shifts a person from a weight-centric mindset, to a health-centric mindset. And you know, we can take health overboard, you know, people can get way too wrapped up in every little decision in a day. But I would say that my weight loss came from me a shift in values, where I had to sit back one day and go, "You need to stop lying to yourself, you do not value your health, you are living like a person who values fitness, period. And if you really value health, then you value your physical health, your emotional health, your social health, your spiritual health."

ANNIE

Let me get a little coach-y on you. Do you think that those were your values? Or do you think those were your culture's values, our culture's values, that you had adopted as your own?

JEN

For sure. So, I think that they were definitely cultural values. I mean, look around us, right? We live in a diet culture. But I loved this analogy that one of our members used the other day about living her life. Like she's in a boat on a river, just bouncing back and forth. She hits a rock, goes that way, hits the bank of the river, goes that way. She's not rowing. She's not, she's just floating along this river, taking what comes to her, no intention whatsoever to create the life she wants. I was living like that as well. And most women, I shouldn't say most, many people are. So you're right. If we don't intentionally create the life we want, or if we don't intentionally create our own belief system, our own values, if we don't intentionally decide what has meaning to us, and what is fulfilling for us, then we'll just absorb that from around us.

ANNIE

I think you've got a James Clear quote that that's a good segue into.

JEN

Yeah, right. So this is a quote again, from James Clear author of "Atomic Habits," amazing book, if you haven't read it, go get it. "If you never draw a line in the sand and clarify what is really important to you, then you'll end up doing what's expected of you. When you don't have a clear purpose driving you forward, you default to doing what other people approve of. We're not sure what we really want. And so we do what we think other people want."

ANNIE

Oh, god that hits like a gut punch, doesn't it?

JEN

Yes. So. [Laughs] That describes the first 30 years of my life.

ANNIE

Same.

BOTH

[Laugh]

ANNIE

Yeah. And you know what, like, if you're, if you're hearing this, it's not too late. It's not too late to wake up and declare what's really important to you and to get clear on what you want and to get clear on your values.

JEN

Yeah, for sure.

ANNIE

Okay, so what I'm hearing is you still pursued changing your habits, you still pursued health, weight loss came as a result of that change. But the why behind it was dramatically different.

JEN

Totally. And people, you know, I think are really struggling to understand this. So I remember posting years ago, posting an egg white omelet on social media that I had made. And in the comment section, people questioning why I was eating egg whites, of course, and they thought it was like dieting behavior. So for somebody who is anti-diet, what the heck am I doing eating egg whites? And that's because people are obsessed with the what. And they're not understanding the why. I'll tell you why egg white omelets, because I feel terrible after a high-fat meal. And I used to do keto where everything was high fat. So I felt, I actually felt terrible most of the time and had no energy. But if I was losing weight, you know what I mean? That was my, like, tunnel vision success metric. So I actually used to have really high-fat breakfasts. And not on keto looked like having a balanced breakfast. That wasn't high-fat, but had some fat. So I just prefer to get my fat from cheese on an omelet.

ANNIE

A true to you versus me, you went into this story about your egg white omelet. "And I'll tell you why I use egg whites." I thought the answer was going to be, "Because I like cheese."

JEN

[Laughs]

ANNIE

Of course you take it like, the next level about your history and whatnot. But again, it's the why.

JEN

It's the why. Yes.

ANNIE

It's less about the behavior and more about the why and the relationship to the behavior.

JEN

Yeah, because I like how I feel when I have an egg-white omelet with some cheese and some veggies.

ANNIE

The other thing that I hear kind of woven in here, and I know we've talked about it with our members, we've experienced it in ourselves, is an identity shift. It's less about like, this is what I do, and more about this is who I am, and who I am as a woman who does these things.

JEN

And the reason that's the woman I am is because I am a woman who wants to feel good throughout the day.

ANNIE

Yeah. I've had that experience. I think I really, I really did want weight loss.

JEN

Yeah. Tell us about you, too. Tell us about your why.

ANNIE

Well, you know, honestly, it's not quite as, I don't think I had the vision then. I have it now. But my vision then when I lost, similar to Jen, 50 to 60 pounds, about, I don't know, 9, 10 years ago, probably...It just you know, kids keep getting older. It's like, we keep getting older, and the time keeps going. It's funny how that happens. But honestly, I just knew that I did not want to spend the rest of my life waking up every Monday morning and starting over, constantly worried about my weight. Feeling just afraid in general or fearful in general of who's gonna say something, who's gonna post a photo? What's going to happen when I have to go buy jeans? Who's judging me at the gym? Like, what can I eat? What can I not eat? I want to eat this, but I shouldn't eat this. And now I feel shame and guilt. Like, that was frickin exhausting. And it was also keeping me from like actually participating in life. I've talked about many times, about turning down rock climbing invites for fear that like a harness could hold me or worrying like, is this chair...What's the weight limit on this chair? Do they have, I have to borrow, you know, a set of scrubs at the hospital. Do they have a size that fits me? I didn't want to live my life like constantly like tiptoeing around, worrying that I was going to become upset over my body or an experience like that. And so I just, I kind of gave up as you know, I've said before, I kind of gave up on weight loss because I had tried everything else and it was like, screw it. It's not in the cards for me. At least I can be healthy.

JEN

Consolation prize. [Laughs]

ANNIE

Which, I mean, think about that for a minute. I didn't realize like, "Whoa, like, okay, clearly it was never about health for me. It was about weight."

JEN

Yeah, absolutely.

ANNIE

That was the shift for me. Which I didn't see, you know, until years later.

JEN

I give up. [Laughs] I'm just gonna focus on my health.

ANNIE

I can't be thin and happy. At least I can be fat and healthy. Like. [Laughs]

JEN

Yeah, goodness. Doesn't that say a lot about the mindset of diet cultured women?

ANNIE

Yeah. And as you noted, when my behavior shifted from health-centric, or from weight-centric to health-centric, the weight came off, because, and as you shared as well, becoming a mother, knowing that my mother was unhealthy and unhappy, her mother was unhealthy and happy. A lot of my family members had struggled with their weight as well. Like, this just was not the type of experience I wanted to pass on to my kids. And that also fueled my why. It was about something bigger than just me and my experience, it was also about potentially influencing their experience.

JEN

Absolutely. Yeah.

ANNIE

Yeah. So and this is who we are now.

JEN

It is who we are. And I also want to say, we have a quote that we use quite often in Balance365, that I think you and I both experienced this, and we're really trying to help our members have that same experience. Michael Beckwith says, "Fear will push you until vision pulls you." And so you know, when I was deep in my weight loss mindset, weight loss is the only thing that matters mindset. It was fear, it was all fear-based decision making. And then, you know, you can see that shift as I told that story, when I started looking inwards, and deciding who I wanted to be. That's when vision started pulling me. Did you feel that shift at any point?

ANNIE

Oh, absolutely. It's like, are you running? You're running. Are you running away from something? Are you running towards it? And the experience of running towards something that I truly wanted and valued and prioritized for myself. Not because someone else told me to was such a more positive experience -

JEN

Yeah, for sure.

ANNIE

- than running away out of fear.

JEN

For sure. And for me, that's when a lot of the resolution came around this tension I had around what I wanted, and also what challenges I was willing to face. Right? So I was much more excited about working through challenges on my way to something bigger than me, something I was excited about, than the challenges I was running from when I was in fear.

ANNIE

Yeah. Which we've talked about, too. I just wrote about this in one of our emails about how no choice is without challenge.

JEN

Yeah.

ANNIE

So if you're having trouble deciding, like, do I want this? Do I want this? Do I want this? Maybe the better question is like, what set of challenges do I want? And I know, our members struggle with this. And you've had some calls with members lately.

JEN

For sure. Yeah. So again, so the reason that this podcast I felt was so necessary was because so many of our coaching calls end up going here. And I don't know if it's like, end of the year stuff, but like, particularly right now, so many of my sessions are going in this direction. And it is, you know, people come on, and this is normal, totally normal, no one should feel embarrassed by this. They have, they want to talk about why they're stuck, right? They want to discuss a symptom. They're like, this is the symptom in my life that I'm not too happy with, whether they're stuck, whether they find themselves in an old pattern, they keep emotionally eating, when they say they're not going to, they keep overeating, you know, all these...They keep not exercising, right? Like, they can identify the symptoms pretty easily, and the pain that's causing them. But, and we can talk about the what, and the how, all day long, right? And sometimes that is just what a person needs. They need some accountability support, they need to, you know, dig in a bit. But more often than not, I see that it comes down to, this person does not have a compelling why. And so -

ANNIE

Yet.

JEN

Yet.

ANNIE

[Laughs]

JEN

Yet. And we often see people throwing out these vague, like, "Well, I want to be healthy," or, "I want to lose weight." And that's very vague, isn't it? And it's not really that compelling.

ANNIE

Like, give me some meat. [Laughs]

JEN

Yes. What does that mean? Like, what does it really mean? And what does it look like? And why? And I'm asking people that all the time, to the point that you know, other members are laughing because they know what's coming. They know Jen is going to be asking them why. Why is weight loss important to you? Then they'll give me some other vague answer of like, "Okay, well, why is that important to you?" We're just drilling down deeper and deeper and deeper. And they really gotta think sometimes and that's good. That's good to be doing that deep thinking. Two recent coaching calls, I had two completely different outcomes, because these women had two completely different why's. And this first woman, she came on, they had the same symptom stuck, doing the same thing over and over. But as we drilled down, each of them had a different aha moment about themselves. So the first woman, she walked away from our coaching session, realizing that weight loss is not important to her and I really want to mention that because I want everybody to know that we are not, you know, weight loss at all costs, type of methodology in Balance365. We don't have goals for your body, you set the goals, I want you to feel empowered to go out and live the life you want to be living, aligned with where you see yourself going. I don't care if it involves weight loss or not. But this woman had this lightning bolt moment, and she was almost in shock. She said, "I don't even know. I don't even know what to think about. If I'm not thinking about weight loss." But the freedom, the freedom, like even the week after, when we had a follow-up, she was, just she was almost still in shock. "Like, it's not important to me." She was just amazed. Second session, different woman, same symptoms, not the same outcome. This woman in that session was like, "Look, weight loss is important to me. It really truly is." And she just hadn't found her why yet. So we did the work, we dug in, I asked her some tough questions. And this woman's lightning bolt came from realizing her kids were growing up. And she had just, she'd been through a really tough season, three kids, the youngest one was just getting up and going. And she realized that what was really troubling her was that she wasn't following through with the commitments she was making to herself. And she follows through with all her other commitments that she makes to other people, but not to herself. And that really bothered her because that's not who she saw herself as. And her big why came from saying, "This journey is about reclaiming an identity. It's moving beyond being like, a mom with young kids." This just feels like, she's tired and hustling all the time to like, reclaiming a piece of herself.

ANNIE

Yeah, I've had the exact same experience. So many times. But yesterday, a woman came on, and similar situation. All that, I mean, the times that shows up in coaching, same thing, the words even she was using, "I'm stuck." And she essentially was like, "I don't know where I belong. I don't know where I fit in this puzzle. I'm in a career I don't like, I'm not following through on my commitments. I'm emotionally eating, because I'm stressed. And I'm wallowing in self pity. This is how it shows up, you know, in my behaviors." And it's like, yeah, we, like you said, we can talk about the behaviors all day that like, truly, that's kind of the easy stuff. Until you get down to the deeper like, let's get reconnected to who you are, what you want and what the hell you're doing, then, like, doing the thing becomes so much more simpler or clear.

JEN

Totally. Clearer. Yes, totally. Yeah. I've got another quote from James Clear. "True behavior change is identity change. You might start a habit because of motivation. But the only reason you'll stick with one is that it becomes part of your identity. Anyone can convince themselves to visit the gym or eat healthy once or twice. But if you don't shift the belief behind the behavior, then it is hard to stick with the long-term changes. Improvements are only temporary until they become part of who you are." Yeah.

ANNIE

I love that.

JEN

So to summarize. [Laughs] Why wanting weight loss isn't enough, is number one. We say because it's hard.

ANNIE

Mm-hmm.

JEN

There's challenges that come with changing your habits.

ANNIE

And wanting it doesn't make that work any easier.

JEN

Yeah. And second is you don't have a compelling enough why that's about the person you either are or becoming.

ANNIE

And like Jen said, oftentimes, women do have a compelling why, or a compelling vision about who they are, or who they want to be, how they want their future to look. It's just a matter of holding space and thinking about it and asking them those questions, which is why we do values and vision work in Balance365.

JEN

For sure.

ANNIE

And to your woman that you gave in the example about, who declared weight loss isn't important to her. That doesn't mean she just like gives up on all of her habits. It just means she's...A different result is desired.

JEN

Yeah. And also, the other thing is, for her, the interesting thing is, I mean, no one can say this, but she could still, you know, she could still lose weight. It's like, she's walking away from it as a primary, you know, motivator for change. And really realizing, but she could still, you know, she could still go change her habits and now I think she's on a journey of changing habits for this bigger why she's found, and the result very well could be weight loss. We don't know. Or not.

ANNIE

Like me.

JEN

Like you. But it's like, just the relief she feels and the space that frees up for her to go. "Holy cow, this isn't important to me. "And knowing, you know, we hold space for that and that's okay. And then it's also okay for that second member I talked about to say, "No, it is very important to me."

ANNIE

Yeah. If you are living in alignment with your values and who you want to be and pursuing what you want, we're happy to support you in that. Yeah. All right. Go give your why some consideration my friend.

JEN

Yes, absolutely.

ANNIE

Report back. Let us know what you find out when you ask yourself those questions. Alright, thank you, Jen.

JEN

Thanks, bye-bye.

ANNIE (OUTRO)

Hey, everyone, if your mind has been blown while listening to this podcast, just wait until you work with us. Let us help you level up your health and wellness habits and your life inside Balance365 coaching. Head on over to balance365.co to join coaching.