

# Balance365 Episode 209 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

Hello, everyone. Today I am very excited to introduce to you the first episode and a three-part series where Jen and I cover changes we see our successful members make. "Don't do this, don't do that, this is bad, that's bad" - 95% of diets fail. The message of what doesn't work can feel overwhelming. In fact, it can leave some people wondering does anything work? Is this hopeless? Why even bother? In this series, we want to focus on what we've seen that does work and why. Now, remember, not one woman's journey is exactly like another but there are often common themes to be found in each one. Here's how this series will go down. Part one, we are going to cover the five mindset shifts we see in our successful members. Part two, the weight loss strategies we see in our successful members. And part three, five habit changes we see in our successful members. We're kicking that series off today with episode one: Five Mindset Shifts we See In Our Successful Members. This really is where it starts. Your mindset becomes the foundation that sustainable change can be built on. We hope you enjoy this series as much as we enjoyed creating it. And if you love what you hear in this episode, wait until you work with us. Our program opens up just a few times a year. So make sure to head over to our show notes and get your name on our waitlist. Enjoy.

ANNIE

Hi, Jen, how are you?

JEN CAMPBELL

Great. How are you?

ANNIE

I'm good. Do you want to tell people the truth? You were a little crabby this morning.

JEN

Okay, how many podcast episodes -

ANNIE

[Laughs]

JEN

- do we have to open where you tell everybody I was grumpy? [Laughs]

ANNIE

I think it is such a beautiful example of how you might have some emotions entering a situation, but with a little conversation and connection, you move right through it real quick.

JEN

Yeah. Annie coached me and I'm all good.

ANNIE

This...This wasn't about me. This was about your resiliency and your ability to just release.

JEN

Thank you. I am in a much better mood after our little pre podcast recording chat.

ANNIE

Yeah, sometimes we get a little overwhelmed with all of life's to-do's.

JEN

We do. Yeah.

ANNIE

Don't we all? [Laughs]

JEN

Yeah.

ANNIE

I know I do. Okay, so today, Jen, we are talking about the five mindset shifts that we see in successful members. We have a lot of experience, a strong connection with members that have had a lot of success in our program, and we've seen some patterns and commonalities, for sure.

JEN

And also, this is the first part of a three-part series. So we are going to be covering over the next few weeks, you're going to hear about the mindset shifts that we see in our successful members. How their approaches change, and what how their actions change.

ANNIE

Yeah, and I love that we have started out with opening with mindset, because so often people want to jump right into action.

JEN

Yeah.

ANNIE

And the mindset and the approach, the strategies behind the action really matter, which we're going to get into, so are you ready to dive in?

JEN

Let's do it.

ANNIE

Okay, number one, they become aware of their thoughts and mindset.

JEN

For sure. So -

ANNIE

Tell me more.

JEN

Yeah. So in Balance365, we talk a lot about thoughts and how those thoughts create feelings and determine what we do and how we do it. So the average person thinks a thought and then reacts to it. Right? We might not even be consciously aware of the thought. It's almost like a habitual thought pattern. But we're acting on it every day. It's showing up everywhere. And I'm not talking just health and wellness here, like this could be how you deal with relationships. This could be how you parent. This could be...I don't know. [Laughs] Everywhere.

ANNIE

Well, it's, the thoughts are the same as, say, the telephone ringing, you don't have to consciously think about answering the telephone, you might have to think like, "Do I want to answer it or not?" But yeah, you don't have to think about the steps - "Okay, I pick up my phone, then I press this button, then I put it up to the ear." You just do it. And thoughts are no different. Right?

JEN

Yeah. So our successful members, they learn that they are not their thoughts. And what I mean by that is, we have, what is it, Annie? 60,000 thoughts a day?

ANNIE

62,000, the average adult.

JEN

Oh, right. Okay. The average adult has 62,000 thoughts a day. We can't control them, right? They just kind of they come, they come and they go. What we can learn to do is to stop reacting to them. So in Balance365, we teach people to observe their thoughts. And our successful

members start doing this regularly, observing the thoughts they have and getting curious about them.

ANNIE

Yep.

JEN

They might also start challenging those thoughts and exploring what else they could think. And that's called intentional thinking. Right?

ANNIE

Yeah. And this is, this is so important, because as you mentioned, Jen, so many of those 62,000 thoughts are happening on autopilot.

JEN

They are!

ANNIE

We don't even know. And so bringing awareness reflected through either journaling or reflecting or just a series of questions to help you understand like, why did you do the thing that you did?

JEN

Yeah, just a pause to say, "What am I thinking right now? Like, where did that start? What thought did that action start with?"

ANNIE

Yeah, it can help to bring some of those unconscious thoughts and behaviors into the forefront of your mind, like more intentional, as you said.

JEN

Yeah, for sure. And a very typical situation, where this might be happening, is actually a coaching session I had this morning. So there's one of our members, she's struggling with taking action on a movement habit. She has a lot of ideas for movement and how to get started. But she's stuck in inaction is what she told me. And after a series of questions, we learned that when she has these thoughts or ideas around what she could do for an exercise habit, they are always followed up with the thought, "It's not enough. That's not enough." So you know, it might be, I think she shared with me that she wants to start walking three times a week for 20 minutes. And then she has the thought, "It's not enough." She wants to start doing yoga a couple times a week, for 20 minutes. And then she has the thought, "That's not enough." So what kind of action do you think a person is going to take when every idea they have with changing their habits is followed up with, "That's not enough?"

ANNIE

They're not gonna do anything.

JEN

They're not going to do anything. So the situation here around thoughts and the why our successful members think about their thoughts is, nothing is going to change for this woman, if she doesn't change that thought.

ANNIE

Yeah.

JEN

Because, right now, by not looking at her thoughts, the only thing she's trying to change is the action. So if she's having the thought, "That's not enough," then all she's going to do is keep coming up with bigger and bigger and bigger plans until her thoughts say, "Okay, that's enough." But then that plan is so big, she can't stick to it. Right? So what if instead of trying to change the actions to calm our thoughts, we change our thoughts, we look at them and say, "Is that true? What else could I think?" Right? So she could choose to think, "No, that is enough. I'm just getting going here. This might not be where I want to land. This is may not be my ideal exercise habit. But this is enough. And I've just got to get started."

ANNIE

Even this, as simple as it sounds, acknowledging this is the pattern that she is stuck in. And it's actually unhelpful.

JEN

Yes.

ANNIE

And seeing it as unhelpful can be so helpful for your change. And similarly, I want to go back to what you said about how our successful members acknowledge that they're not their thoughts, and we can't control them. And what they do learn to do is to stop reacting to them. I coached a woman this morning who was struggling with some all or nothing thinking and she said, "How do I stay consistent with my habits and get rid of this all or nothing thinking?" And I said, "A better question would be how can you stay consistent in your habits, and have all or nothing thinking alongside of it? Like, can you just let that be a thought that's in your brain? You see it, you hear it and not indulge it. Not react to it. Not take action on it." It's just there.

JEN

Yeah, for sure.

ANNIE

Yeah.

JEN

So bottom line here is our successful members learn to observe their thoughts, and our struggling members stay focused on their actions and results, and they don't dig any deeper.

ANNIE

Yeah, like we could spend a lot of time talking about that point number one. Because it's so important. But let's get to the second thing that we see in our successful members, when it comes to their mindset, is they take the judgment out of it.

JEN

Yeah. So this is related to number one, when you start observing your thoughts, most people will find they are accompanied with a lot of judgment. In fact, I would go as far to say that most people, they avoid taking action, because what they're actually avoiding is failure, or the thoughts they have about themselves when they do fail. Right? So our whole culture has a very, very unhealthy relationship with failure. And here's the truth, you are going to fail. Anyone who makes a change, takes a risk, you know, whether, you know - or pursues a new hobby, habit, a goal, anything, is going to fail. And there's a great quote that I heard from Annie, and I think she said on this podcast before is that successful people fail their way to the top.

ANNIE

I think I got that from The Slight Edge. Don't like, credit the quote to me.

BOTH

[Laugh]

JEN

"-Annie Brees."

ANNIE

But say it again, one more time.

JEN

Successful people fail their way to the top. So if you talk to any of our successful members, listen to our member spotlights, they are not sharing stories of perfection all the way through till they, you know, got to their goal. There are a lot of failures that are happening while people are trying to figure out what works for them. And when you take the judgment out of it, when you let yourself be human, like part of the human race where everybody fails, then your failures can become learning opportunities. And one thing we say at Balance365 over and over as we ask people to observe, without judgment, observe their thoughts, as we just discussed, observe their feelings, observe their actions, observe their results, but without judgment.

ANNIE

Yeah, to me, I see this sounding like the difference between a failed versus "I am a failure."

JEN

Exactly. Yes.

ANNIE

Our members can say, "I screwed that up. I didn't make the choice I wanted to make. What can I learn from it? What are the takeaways?" Versus, "I'm a screw-up. I'm a failure. I'm a mistake." Like, okay, calm down. [Laughs] You made a mistake. You failed this. You are not a failure. It's not a reflection of who you are or what you're capable of.

JEN

For sure. So instead of, "I didn't work out this morning, I'm such a failure," it becomes, "I didn't keep the commitment I made to myself to work out this morning. What happened there?" Or, "Oh my god, I gained two pounds. I'm such a failure." It becomes, "I'm two pounds up. Interesting. What's happening there?" Instead of, "You ate so much at the party last night, what is wrong with you? You have no willpower and you're never going to be successful." It can become, "Wow, okay, you really overate last night. You really went for it. That's okay. You're human. Are there any lessons to learn from this?" So most of our members join with a weight loss goal. Our successful members don't just stop avoiding failure, they learn to expect it. Our struggling members judge themselves over and over and all it leads to is hiding and quitting. And it's actually a very real possibility that we have members listening right now who are judging themselves for judging themselves, right? So I would just say if that's you listening, get on a call, show up. We've both been there and you can work through this.

ANNIE

Absolutely. The third might be my favorite mindset of successful members. They get clear on their why.

JEN

Yeah. So in Balance365, we put a big emphasis on values and vision, and we're going to blow your mind here. But wanting to lose weight is never, ever, ever enough. We see this over and over and over again. If you have a weight loss goal, just for the sake of losing weight, you are going to become apathetic about it eventually. Right? And so think about it, if you're listening to this right now, has wanting to lose weight just for the sake of losing weight ever been enough? And I think Annie would expand on this and say, even getting healthy, right? Like we hear these vague...We even hear these vague why's from people, they might think they have a why. But what we are saying here is, our successful members get very clear on their why they get very vivid with it.

ANNIE

And I would even say that their why oftentimes has a very influential impact on their life and how they want to live it. And it is very important. So even things like, "I want to get healthy because I want to live a long life." Okay, like, well, what like, what do you want to do in that long life? Like, what are you doing? Where are you going? Who you spend time with, it's just, it's just a little too vague to really compel you to commit to the change process.

JEN

Yeah, and look, like when we are in these moments, we all have kind of these inner toddlers. [Laughs] And we, when we are choosing instant gratification over our long-term goals that we've set for ourselves. But in those moments, when you're in those moments, when you're tired, it's end of the day, you go in and you're just you kind of hit the effort point, right? The "screw it"s. What's vivid for you in that moment is what's right in front of you, you can, you know, see the cake, smell the cake, feel the cake, it's right there, you can take a bite and you will immediately, you know, probably find some kind of comfort or thrill or calming right? It could feel like a reward, like it's all right there for you. Now you have a competing desire, which is a long-term goal. And how compelling is that long-term goal in that moment when you're choosing between, you know, emotionally eating a piece of cake or half a cake that you can see, feel, touch, taste versus, "I want to get healthy?"

ANNIE

Yeah.

JEN

[Laughs] Like it's just not very -

ANNIE

"I want to lose 10 pounds." Like -

JEN

Yeah, it's just not, it's not enough. And I wish it was, but it's not. And so you have to create experiences for you that feel just as vivid as that cake does right in front of you.

ANNIE

Yeah, and I mean, the truth is, do we simplify nutrition? Yes. Do we help break the behavior change and habit formation process into smaller, sustainable, like, steps that they can take? Absolutely. Does that mean that it's going to always feel easy? Or that you're never going to struggle? Or that it's not going to be hard at times? No, like change, no matter what you do, how you approach it, it's difficult, it's going to require saying no to yourself, it's probably going to require some sacrifice. It's going to require some struggle as you learn some new approaches and skills. And when you have a really compelling, vivid vision pulling you forward, it breeds purpose into those choices. And suddenly those choices is like, "Okay, I don't want to do this. This is hard, but I can tolerate it because I can see how it is propelling me forward to this thing that I really want."

JEN

That I really want. Yeah, and I've gotten really clear about it. I was watching you coach the other day, a woman who got very clear, you really took her there. She came on to talk to you about her apathy and how she lays in bed all morning scrolling her phone, probably not every morning, but lots of mornings, she doom scrolls and her whole morning gets away from her so that time she could have spent organizing her day, tidying her house, you know, getting a

workout in, ended up being Instagram and Facebook. And you really pushed her to talk about her trajectory. And what that trajectory, if she decides to keep doing that, what trajectory is she on? Versus if she gets up and follows through with the commitments that she's making to herself. You know, where's that taking her? And it was like watching kind of this, her eyes just lit up and she talked about ten years in the future. She's shopping with her adult daughters, and they're sitting down at a table to enjoy lunch and a glass of wine and their shopping bags around them. And they're connecting. And it was very, very powerful. And so those are the experiences that you need to get clear on, that you're going to have when you keep these commitments to yourself, that you're making, to change your health habits.

ANNIE

Yeah, because in the moment, she probably feels like all she's doing is saying no to this thing that she thinks she enjoys.

JEN

Yeah, like, "I don't - this bed is warm."

ANNIE

"I'm cozy."

JEN

"This feels good." Yeah, like - what, like, "But I want to get healthy." [Laughs]

ANNIE

Yeah, but just even the awareness of her saying yes to scrolling is a no to something else.

JEN

Yeah.

ANNIE

Or in the inverse, saying no to scrolling and getting out of bed is actually saying yes to something else she really wants -

JEN

To that experience.

ANNIE

It's like, it's never just a no or just yes, there's always something else on the flip side that you're saying yes or no to.

JEN

For sure.

ANNIE

And consideration of what that is can be really beneficial.

JEN

Yeah, all of a sudden, the scales tip a little right? Where it's going, am I choosing between this or this? And to like, know that experience with my daughters is a, "Hell yes. I'm not missing that. So I'm getting my butt out of bed. Facebook and Instagram are not stealing that experience away from me."

ANNIE

Yeah. And this takes some personal reflection, because we can't tell you your why.

JEN

Yes. [Laughs] Everyone has a different why. And everybody has a different vision for themselves in the future.

ANNIE

Yeah, I had a beautiful coaching call with a member who, her why was she wanted to be in her 70s and riding horses.

JEN

Gosh, I love that.

ANNIE

She wanted to be able to have the like physical strength and endurance and stamina and just zest for life that allowed her to do that.

JEN

As everybody knows who listens to this podcast, I do struggle with exercise. But actually, to be honest, when I got very clear, I had this image of me throwing a grandchild up above, you know, picking them up and throwing them in the air above me. My like, that was so vivid and clear for me. And like, that's the result of me working out. It's not about aesthetics. It's not about muscles. I mean, nice, cool, yes, to have some muscles. It's like, no, but it's that. It's that moment of pure joy that I can have if I'm strong enough to be able to throw my grandchild up in the air.

ANNIE

Wasn't there a really compelling commercial around the holiday season last year, with an older man who was lifting weights? Do you remember this?

JEN

Yeah, I do.

ANNIE

Oh, I bawled.

JEN

And then he was like putting up a tree and -

ANNIE

For his like, for his family, for his daughter or something like that, or his neighbor. I was like - [makes sobbing noise].

JEN

Okay, I'm gonna cry.

BOTH

[Laugh]

JEN

We need to move on to the next point.

ANNIE

I was not prepared to see that when I was just, like, joyfully, scrolling Facebook. I was like, "Oh, look, he's working, like, this little guy's working out." And I was like, Oh, my gosh!" [Laughs]

JEN

That's beautiful. Yeah. So, it was a very good commercial. And we would like you all to get very clear on your why because our successful members are very clear on their why, they've painted a very vivid vision of their future. And they know exactly what they are moving towards. And it has a lot more to do with their life than it does fat loss. You know what I'm saying? And our struggling members, they skip over it. I have literally heard women tell me they thought it was fluff. They thought it was all kind of woo-y to do this vision stuff. And I would say, no, that is literally the trajectory-changing work that you need to do.

ANNIE

Yeah. Or, "I'll lose the weight and then I'll do that stuff. Just let me lose the weight first." You need this to lose the weight.

JEN

For sure. Which actually, I bring up in my next point. So the fourth mindset shift that we see our successful members having is they start playing the long game. So most people treat weight loss like a race. And a lot of you might be thinking, "No, not me. I wouldn't do that." [Laughs]

ANNIE

"I listen to your podcast, I get it."

JEN

Yeah. And I'm going to challenge that because I think whether it's conscious or unconscious, most people have a finish line in mind, whether it's, you know, a date or a goal weight or a

holiday or whatever. And sometimes they participate in that race through like programs that are like seven day, 21 day, 30 days, you know, whatever. Or sometimes it's removing certain foods until they reach their goal weight, etc. The point being, they have this mindset that at some point, they're going to be able to stop. Right? Like, yeah, "Okay, but I'll get there, and then I'll be able to chill, relax, stop doing what I'm doing." But the truth is that whatever you use to lose weight, you're going to have to keep doing it, or all the weight is going to come back on. And that's essentially what's happening in our culture right now with these swings, right? Back and forth, back and forth, on the wagon, off the wagon. And that's because the majority of our population who have weight loss goals are very focused on fast weight loss, right? Wanting to see results tomorrow, next week, you know, even next month, right? They're driven by this urge to just get this weight off fast. Right? And we hear this, we've heard it, you know, multiple times people telling us that they love what - they love what we do, and they love what we stand for. But as Annie just mentioned, they're just going to get this weight off as fast as possible. And then they're going to come work on this mindset stuff. Right?

ANNIE

Yeah, we'll see you in a few weeks.

BOTH

[Laugh]

JEN

And a lot of our members say their biggest regret is that they didn't join sooner. Right? That they didn't get off that train a little sooner.

ANNIE

Because they now see that it's not even a train. It's a hamster wheel -

JEN

It's a hamster -

ANNIE

- that they're stuck on. They're not going anywhere, they're just doing the same sh\*\* over and over and over.

JEN

Yeah, for sure. So our successful members have a shift from wanting something quick to wanting something that's going to work for the long term, they move away from like tricks and gimmicks and 21 day and 30 day this, you know, like all those different short term restrictions. And they start asking themselves, is this something I could do forever? Our struggling members are still looking for those carrots, they're still looking for... They're hyper focused on their scale weight, you know, and that is...And I'm not saying, I'm not saying that it's wrong to weigh yourself daily, or whatever people do. But it's a kind of an obsession, like a hyper focus on getting fast results

ANNIE

Mm-hm. Or even accelerating the intensity of our habits, and turning them into rules and making them into something that's restrictive and not sustainable. Like we all have habits that would be, at some point, cross a line over into unsustainable for us. Right?

JEN

Right.

ANNIE

And just because we have what we think are reasonable habits doesn't mean you can't like morph it into something that doesn't work for you.

JEN

Right, right. Yeah. And so yeah, I think the point here is that our successful members keep their eyes on the horizon. Right?

ANNIE

Yeah.

JEN

Yeah. The last point we want to talk about here, the fifth mindset shift that we see in our successful members, is they learn to parent themselves. So we've referred to this in the past as mothering yourself and in Balance365 we've talked about learning to mother yourself. But many people just resonate more with parenting yourself. And this is learning to push and when to pull back. Right? There's always a time, one of our past members said this on her podcast with us, she said, there's a time to advance and a time to hold the line. And learning to identify when that is is so, so, so important for long-term sustainability and honestly just overall good like wellness. And like emotional regulation and stability, right?

ANNIE

It's compassion. It's very rooted in compassion.

JEN

Yeah, you've got to know when to push, when to pull back, when to cut the crap and when to give yourself some grace. And a lot of people struggle with this. They are trying to push themselves when they really don't need to be pushed. Right? They're like this close to burnout. And, but there's also a lot of people giving themselves some grace when you know, they really could nudge themselves out of their comfort zone a bit.

ANNIE

That came up on a coaching call, too. A woman said, "I say yes to myself all the time. All the time."

JEN

She's not enduring any discomfort for change.

ANNIE

And she sees that, being a little too, in her word "soft" with herself has kept her from reaching her goals and living the life she wants to live. And so her objective of the coaching call was to help increase the ways in which she says no to herself. Because she sees value in it.

JEN

Yeah, for sure. And I, you know, I had this lightbulb moment for myself years ago. And it was realizing that I intuitively do this for my children, but I was struggling with doing it for myself. So when my kid is sick, not feeling well, you know, tired, I'm not going to make him go to soccer practice, right? I'm going to say, "Hey, looks like you legitimately need a little break. Let's then, you know, let's stay home, watch some TV, eat in front of the TV," you know, whatever. I would do this for my kid. But if my kid is like, "I don't feel like going to soccer." I'm going to say, "Get your butt out in the car." [Laughs] We're going." And what if we did this for ourselves? Right? It can change everything. And I've even seen this saying come up in Balance365. A lot of our members are saying it now. Didn't feel like it. Did it anyways. Yeah.

ANNIE

Yeah. Good stuff. It also releases the pressure, I think women put on themselves to feel motivated or to feel like excited about change, like, no...the bad...the good news is, is that you can take action, even when you don't feel like it, even when you aren't excited. But when you have that realization, then it's like, "Oh. Now I gotta do it and not be excited."

JEN

I don't know any reasonable parents out there who would let their children be in charge of their future? Right? Like not yet. They're not ready,, because and there's a detrimental impact to parents who are always pushing their kids to, right? That aren't letting them have that rest that they need or to have some grace. So there's, there are downsides to both sides. And we're saying, "Hey, we got to find the middle. We might not always get it right." Right? But try it. Sometimes you need a rest. And sometimes you need to push yourself out of your comfort zone. So our successful members, they start being honest with themselves, which they can do because of point number two, there's no judgment there. So they can be honest with themselves and they can gently mother themselves towards choices that are good for them for the long term. And our struggling members are doing the opposite. They are being very hard on themselves when life is already kicking their ass. Or they're giving themselves grace when they probably need a push.

ANNIE

Yep. Okay, shall we do a quick recap?

JEN

Yeah, let's do it.

ANNIE

Okay, so the five mindset shifts we see in our successful members. Number one, they become aware of their thoughts and mindset, acknowledging that they are not their thoughts and they can just observe them. Number two, they take the judgment out of it. You don't have to feel like a failure just because you failed. They have a very, very vivid clear why that helps support them in pursuing their goals. They start playing the long game, they ditch the short-term fix, the 7-day, 21... 30-day tricks, diets, tips. And then finally they learn to parent themselves. Knowing when to lean in and when to pull back is a valuable skill that they all have.

JEN

Yes.

ANNIE

Beautiful.

JEN

All right.

ANNIE

Okay, thank you, Jen.

JEN

Thank you.

ANNIE

Bye-bye.

JEN

Bye, everyone.

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](https://balance365.co) to join coaching.