

DEFINE YOUR “WHY”

During your healthy living journey, remember that a simple perspective shift can change the game. By shifting your focus towards deeper goals that include long-term health and overall well-being, you not only enhance your chances of success but also cultivate a sustainable and healthy lifestyle. Use these tools to help you get clear on your “why,” and remember to continue coming back to it throughout your journey!

JOT DOWN YOUR VALUES & GOALS

What truly matters to you?

SET “SMART” GOALS

Make your goals Specific, Measurable, Achievable, Relevant, and Time-bound

SEEK SUPPORT

*Make a list of your support army!
a friend, family member, co-worker, healthcare professional, etc.*

PRACTICE VISUALIZATION

*Create a vision board, repeat positive affirmations,
listen to visualization meditation, envision a
successful journey!*

DEFINE YOUR “WHY”

BENEFITS TO DEFINING YOUR “WHY”

SUSTAINED MOTIVATION

When motivation stems from improving your overall well-being, you're more likely to stay committed and sustain your goals in the long run, despite setbacks or temptations. In fact, according to recent 2023 research, individuals motivated by health and fitness goals not only achieved greater weight loss compared to individuals with aesthetic weight loss goals, but they were also more likely to stay committed and less likely to drop out of the study. If your goal is to lower your cholesterol or reduce your risk of diabetes, for instance, your incentive for maintaining healthy habits over time is much greater than someone wanting to fit into a smaller pair of jeans.

INCREASED RESILIENCE

Beyond motivation, defining your “why” can help you become much more resilient throughout your healthy living journey. If we're being honest, healthy living journeys are rarely linear or predictable. In fact, they're usually the opposite – they often come with unexpected setbacks, temptations, triggers, and moments of doubt.

Without a strong sense of purpose, it's easy to toss in the towel and convince yourself you'll “start again tomorrow”. However, when you have a clear understanding of your “why,” you're better equipped to navigate these obstacles. In fact, overcoming these obstacles is often a necessary part of growth! And while it may seem scary or discouraging, we all face them. But, by coming back to your deeper motivations, you'll often find that it's easier to get back on track when you veer off course.

IMPROVED OVERALL HEALTH

While aesthetic goals may help you attain weight loss, these goals often neglect the bigger picture of long-term health and well-being. Not to mention, the aforementioned weight loss is often short-lived. By defining your “why” beyond surface-level goals, however, you shift your focus towards creating sustainable lifestyle changes that promote overall health. If, for example, you want to lose weight in order to reduce the risk of chronic disease and promote healthy aging, you're likely going to make other lifestyle choices that benefit your mind and body beyond weight loss, such as reducing stress, improving sleep, and opting for nutrient-dense foods.