

Excuses, Excuses

Why do we make excuses?

deflect blame
avoid responsibility
self-protect against anxiety and shame

What are the costs of making excuses?

lack of personal growth
loss of control
lower odds of future success

Is it an excuse, or a reason?

Reasons include circumstances and people out of your control, as well as your behaviors and decisions.

Excuses enable you to ignore that; focus you outward, instead of inward.

EXCUSE



BUT I ALWAYS...

You predict your behavior based on past experiences.



I'M SO STRESSED

Blame it on evolution - stress taps into our lizard brain and turns on the auto-pilot.



I WAS GOOD ALL WEEK

"I earned some extra goodies eating all those salads, right?"



I DIDN'T EAT ALL DAY

"Now I can eat whatever I want!"

SHIFT



CHALLENGE ASSOCIATIONS

With practice, your brain can "unlearn" what it's been taught.



NO TIME IS PERFECT

Life is never stress-free. You can choose to make progress in less-than-ideal circumstances.



PRACTICE PERMISSION

You never have to "earn" or "burn" your food. Give yourself unconditional permission to eat.



IT'S A TRAP

This will lead to overeating, feelings of guilt, and overcorrection.

EXCUSE



I'M TOO BUSY

Common excuse when "healthy eating" feels overwhelming or simply isn't a priority.



HEALTH FOOD IS EXPENSIVE

"How can I afford all that organic stuff at the health food store?"



I'LL JUST GAIN IT BACK

"Why bother? I've never been successful before." This becomes a self-fulfilling prophecy.



I LOVE TO EAT!

So do we! Eating is supposed to be enjoyable.



I HAVE NO WILLPOWER

By assigning willpower magical status, you relinquish your control.



I'M ON VACATION

"Calories don't count when I'm at the beach!"

SHIFT



BREAK IT DOWN

Identify the simplest of things you can start practicing now.



REDEFINE "HEALTH" FOOD

To control costs, keep it simple, make it yourself, & watch portions.



THAT WAS THEN, THIS IS NOW

Maybe you just haven't discovered the strategies that will create sustainable change for YOU?



FIND THE BALANCE

In matters of nutrition, consider taste. In matters of taste, consider nutrition.



TAKE CONTROL

Look for ways to make the better choice the easy choice.



BE REALISTIC

Vacation should involve good food, but don't abandon your fundamental habits!