



# PURE

Whole-Food & Plant-Based Support

## Module 8

Mindset, Habits, and Motivation

# Disclaimer

This program cannot be construed as a recommendation of medical treatment or medication. It is not professed to be physical or medical treatment nor is any such claim made.

There are no medical recommendations or claims for the PURE program or for any of the vitamin or mineral regimens described in this program.

No individual should undertake the PURE program or any of its regimens without first consulting and obtaining the informed approval of a licensed medical practitioner. The author makes no warranties or representation as to the effectiveness of the PURE program.

# Module 8 Guide

Mindset

Habits and Motivation

# Mindset

When you hear “weight loss program” or “health program”, do you automatically begin to dread the process? Most of us hear those words and will approach a lifestyle change with a restriction mindset. We try to determine what we have to give up forever to have a life and body we love.

Doctors and mental health professionals, however, agree that a positive, or abundance mindset is more likely to yield positive results than one based on guilt and deprivation of pleasure.

# Habits

## Being Patient

On average, research shows that it takes 60 days or more to establish one new habit to the point where it feels automatic.

60 days.

We're not even that far into this program yet!

This is said not to discourage you, but to help provide perspective as you develop your Healthy Habits.

# Habits

Are you still struggling with integrating plant-based, whole-foods into your lifestyle?

That is normal.

Do you feel a little overwhelmed with the amount of change you've put into place?

It might be time to scale back a bit, allow the process of time and consistency to do its work.

Are you able to let go of the setbacks you've had, and renew your purpose this week?

It's not always easy to let go, but in order to move forward and stay committed to the program it's important to be kind to yourself and remember that change is hard.

# Renewing Your Purpose

This week's theme is Renewing Your Purpose. It is an opportunity to explore how Motivation works for you, and to continue focusing on the reasons it matters for you to successfully complete the program and establish PURE eating habits for life.

So, what IS the end purpose to joining this program? If you look back at the worksheet you completed, "Why I Joined" - what did you list? Was it just shedding some pounds, following your doctor's lifesaving orders, or were there other pieces to your purpose? Having a healthy and hearty relationship with food? Being a good role model for your children?

# Renewing Your Purpose

These goals, this purpose to your program, are much bigger than the establishment of a few habits. They take commitment and consistency over time - and that means allowing yourself the grace and space and time you need to make the changes you want to see in your life. There is no rush. 12 weeks is the length of the program. It's not an arbitrary deadline to have everything "figured out".



# Motivation

Motivation is literally the desire to do things. It's the difference between waking up before dawn to pound the pavement and lazing around the house all day. It's the crucial element in setting and attaining goals, and research shows you can influence your own levels of motivation and self-control. So, figure out what you want, power through the pain period, and start being who you want to be.

High achievers are often marked, unsurprisingly, by a strong motivation to achieve. Less accomplished individuals are often more motivated to avoid failure.

# Motivation

Achievement motivated individuals have a strong desire to accomplish something important and feel best when accomplishing demanding tasks. They are willing to expend intense effort over long timespans in the pursuit of their goals.

Failure-avoiding individuals are more focused on protecting themselves from the embarrassment and sense of incompetence that can accompany failing at a valued task. Consequently, they are less likely to attempt achievement-oriented tasks and may give up quickly if success is not readily forthcoming. Where total avoidance of tasks is not possible, failure-avoiding individuals may procrastinate or give less than their best effort.

# Motivation

Of course, achievement motivation versus failure-avoidance motivation exist on a continuum, with most of us falling somewhere in the middle. In the research literature, this continuum is described as Relative Motive Strength.

An individual's relative motive strength does not exist in a vacuum but is associated with an elaborate matrix of beliefs that justify the commitment of intense effort toward goal achievement, or the relative lack thereof.

# Motivation

The core beliefs that differentiate achievement motivated individuals are:

1. **Success is your personal responsibility**

Achievement motivated individuals tend to believe that initiative, effort, and persistence are key determinants of success at demanding tasks. Failure-avoiding individuals are more likely to view success as dependent on available resources and situational constraints (e.g., the task is too hard).

2. **Demanding tasks are opportunities**

Achievement motivated individuals tend to see demanding tasks, where success is uncertain, as 'challenges' or 'opportunities.' Failure avoiding individuals are more likely to see them as 'threats' that may lead to the embarrassment of failure

# Motivation

## 3. Achievement striving is enjoyable

Achievement motivated individuals associate effort on demanding tasks with dedication, concentration, commitment and involvement. Failure-avoiding individuals categorize such effort as overloading or stressful.

## 4. Achievement striving is valuable

Achievement motivated individuals value hard work in and of itself. Failure-avoiding individuals may mock achievement striving as uncool. They may associate achievement striving with lack of a social life.

# Motivation

## 5. Skills can be improved

Achievement-motivated individuals have a strong belief that they can improve their performance on demanding tasks with practice, training, coaching, and dedication to learning. Failure-avoiding individuals tend to see skills as fixed and/or dependent on innate talents.

## 6. Persistence works

Achievement motivated individuals are inclined to believe that continued effort and commitment will overcome initial obstacles or failures. Failure-avoiding individuals are inclined to see initial failure as a sign of things to come.

*Fly Rock, Wellington, New Zealand - (C) Carl Beuke 2007*

# Motivation

The beliefs held by achievement-motivated individuals are not necessarily more logical or objectively correct than the beliefs held by failure-avoiding individuals. However, they are empirically associated with high levels of achievement.

Once you understand the modes of achievement motivated versus failure-avoiding thinking, you will recognize them in the way that others talk about their goals, dreams, successes, and setbacks. You will also recognize them in your own thinking, and you can choose to cultivate the beliefs that will support you to achieve your goals.

“Desire is the key to motivation, but it's determination and commitment to an unrelenting pursuit of your goal - a commitment to excellence - that will enable you to attain the success you seek.”

- Mario Andretti

# Vision Board

Vision boards serve to add clarity and remembrance of your big hopes and goals by creating a visual aid. Consider making one to help you complete the final weeks of this program and reinforce the habits you will maintain when the program is finished.

Before you start your vision board, read back through your goals and why Healthy Habits matter to you. Be very clear about what you would like to change in your life and what you would like to improve. If you have been journaling, this knowledge should come a little easier and you will have double reinforcement.

Play music while you create your vision board, any kind of music that inspires and energizes you.



# Assessment

Five positive changes this week?

- 1.
- 2.
- 3.
- 4.
- 5.

What can you do in the next week to bring you closer to your goals?

What are your main concerns?

How did you feel?

# Assessment

	Weight	Sleep	Constipation/ Diarrhea	Energy	Mood
Sunday					
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					