

# CREATING YOUR POWERFUL SELF-CARE WHY

Research shows that you are 42% more likely to achieve your health goals if you write them down and have a strong reason WHY you want to reach them.

Start with your WHY. That's what matters. Your WHY reflects your level of commitment and allows you to implement the HOW consistently. Your WHY helps you navigate the inevitable ups and downs that occur in all sustained behavior changes to help you stay consistent over the long haul.

Why is it that you want to practice self-care? What are your big reasons for dedicating time and energy to your efforts? Your WHY needs to be stronger than the societal reasons and negative connotations of self-care as selfish.

Unhelpful WHYS include, "because someone told me to," "because I should," or "to please others," or "to be attractive/fit in smaller clothes." These may work in the short-term but don't often create the motivation necessary for long-term change.

Examples of powerful WHYS include, "because I want to enjoy life to the fullest and that means taking time for myself," "because I no longer accept busy-ness as a reason for holding me back," and, "because health is my top priority." In order to get to your powerful WHYS, most people need to also acknowledge their less helpful WHYS.

My unhelpful WHYS are:

**My powerful WHYS are:**

# CREATING YOUR POWERFUL HEALTH WHY

The research on learning and neuroscience informs us that repetition is a key component to taking on a new belief and changing your personal identity. That means that starting today, your goal is to repeat your WHY to yourself daily...multiple times per day if you can. Write your WHY on sticky notes and post them where you will read them regularly...in the car, on your bathroom mirror, at work, on the refrigerator, use them as the home screen on your computer or smart phone, etc.



Where can you post your powerful WHY so that you can see it and read it throughout the day?

In addition to repetition, research shows that emotion can solidify new ways of thinking and new behavior. When you think about achieving your health goal, how do you feel? Examples are:

*proud happy fulfilled calm elated confident satisfied*

Write down the emotions you would like to feel when you achieve your health goal and practice generating those emotions when you read your powerful WHY each day.



# STOP. START. CHANGE SELF-CARE PLAN

This tool is designed to help you identify actions to stop, start, and change to better support your self-care. When our basic self feels unattended to, it unconsciously triggers primary fears of survival that can show up as anxiety or sabotaging behavior, or physical symptoms such as headache, weight gain, or chronic pain.

In the “Start” column, write one thought or behavior that will heal your body, mind, and spirit.

In the “Stop” column, write one behaviors you would like to stop completely.

In the “Change” column, write one thought or behavior that you would like to modify and state specifically how you intend to adjust them.

Note: Choose things that are very specific, measurable, and realistic. For example, choosing “stop talking critically to myself” is challenging to do 100% of the time. Instead, you could write, “Say something loving to myself everyday when I wake up” in the start column.

Start	Stop	Change