In a rush to lose weight? We often seek out short-term solutions that rarely produce long-term results. Chances are you may have been brainwashed into thinking that the only way to lose weight is to be rigid and inflexible when it comes to what you eat. While this may be true for “lose weight quick” diets, the unrealistic limitations imposed can make a long-term commitment feel like an impossibility.

The real question is **WHY do you want to lose weight?** Understanding why will unearth your true intentions. Creating a healthier lifestyle starts with how you manage your own expectations and how you perceive better eating habits.

**Bottom line:** it’s not (just) the diet, it’s the dedication. And this year, Concern is highlighting the often-overlooked factor that plays into successful diets: a healthy mindset. A beach body should be a byproduct of a “beach mind” - one that is consistent and focused on long term success.

**Reframed Mind = Reshaped Body**

Motivation can be sneaky. Big bursts of inspiration can lead to burnout. Instead of hustling to the gym at the first sign of summer, start by creating the right mental framework that is fueled by motivation, not desperation:

**Positive Perception:**
- Consider the changes you’re making as improvements, not solutions
- Take time to focus on the relief you feel after a workout
- Look at healthy eating as a sign of growth, not as punishment

**Self-Acceptance:**
- Don’t beat yourself up for your unhealthy habits
- Embrace the parts of you that you can’t change!
- Be honest with yourself and set realistic expectations

Reframing helps shift your focus to embrace a new diet with a positive mindset. A positive mindset will help you stay motivated and enjoy the process.

**Pro Tip:** When you look in the mirror, don’t focus on the “trouble spots”. Find a part of your body that you can enhance and focus your goals around that!
The Hunger Mind Games

Feeling hunger is no different than any other emotion we feel. The way we view it can drastically affect our perspective and our willingness to stick with a healthy diet.

- **Understand** the difference between “I’m starving” and “I’m craving” – Is your hunger debilitating or are you simply aware of your desire for food?
- **Think Strategically:** Be prepared for environments that trigger hunger by preemptively eating something healthy.
- **Know your enemy:** Identify emotional triggers and understand that eating is not always the best solution.

**Pro Tip:** Before you head to a BBQ or outdoor picnic go for a light jog. Even a 10-minute workout will get your head in the game and make you think twice about scarfing down that potato salad!

Honing Healthy Habits

Instead of revamping your culinary lifestyle, try simple tricks to decrease your sugar, calories, and portions throughout the day.

You’ll develop new healthy habits and without the crash; it will just be a way of life:

- **Focus on smaller portions**
  - Use smaller plates to subconsciously encourage you to serve yourself less
  - Plan for seconds! Take a small portion at first so you can go back for more. If you eat slowly, chances are you may not need round two!

- **Think about your drink**
  - Avoid sodas (even diet) and sugary juices
  - Drink a glass of water before you look at the menu – a slice of lemon or strawberry will add flavor.

Manage Your Transformation with Small Goals

Make a list of smaller goals that will help you achieve your health goals. These mini-goals should be things that will improve your lifestyle without wreaking havoc in your life, such as:

- Eating more fruits and vegetables every day
- Eating low-fat popcorn instead of chips
- Ordering a side salad instead of french fries
- Eat earlier in the evening instead of a heavy snack

**Celebration: The Ultimate Motivator!**

By consciously celebrating your small victories, you’ll not only maintain a positive perception, but you’ll embrace future challenges. Most people don’t give themselves enough credit for creating new habits. In order to really enjoy your healthy lifestyle, you’ve got to enjoy the journey!

- Recruit a cheering section by surrounding yourself with supportive people
- Use your small goals as milestones and celebrate every time you reach one
- Hang out with friends who lead healthy lives
- Don’t limit your goals to pounds or inches. Explore activities or exercises that you can’t do now and set your sights on achieving them:
  - Running a distance you’ve never been able to
  - Climbing or hiking a new terrain
  - Playing a sport you’ve always wanted to compete in

Visualize yourself six months from now.
Do not lose sight of your “WHY!”

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This newsletter is intended for informational purposes only, and should not be used to replace professional advice. If you find your level of stress is impacting your well-being, you can contact us for additional help and support.

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