



CREATING CHANGE

A Process of Conscious Goal Setting

Nori L Zastrow





Much of the information to better our health is already out there. There are hundreds of diets, superfoods, exercise plans and platforms, and of course, our own genetics for us to use as tools to help us meet our wellness goals. It's hard to know which of these we should be utilizing, but it can be even more difficult knowing **how to take those first steps, how to actually create change, and how to keep the changes you're making.** If there's one thing I've learned over the years, it's how much we truly are individuals; we have our own stories, our own belief systems, and our own habits. Becoming conscious of these variables can optimize our outcomes and allow us to take the steps necessary for living the life we want to create.

There is no wrong way to do this, just your way. Lean in to your *Strive* and know that if something hasn't worked in the past, there's a reason. Find that reason and move the needle. Enjoy exploring your being with curiosity, instead of judgment.

Nori Zastrow



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1. START WITH YOUR *WHY*

You've decided you want to change something. In order to make lasting, growth-minded change, we need to know **why** we want it.

2. LEARN *HOW* TO CREATE FOR *YOU*

What strategies have you used in the past? What didn't work? Discover what moves the needle for **you**.

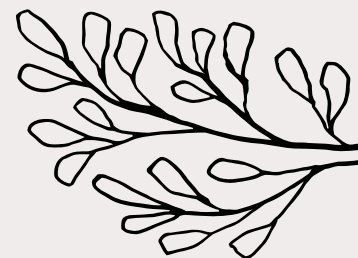
3. MAKING SPACE FOR *LASTING* CHANGE

You've explored and developed a strategy that worked for you to make changes and reach your goal(s). Now, how do you keep them?



Know the Why in Your Strive

Every individual's motivation for change is different. Some of us are intrinsically motivated (doing something because it satisfies you without any external rewards), while others are extrinsically motivated (doing something to receive something outside of ourselves...recognition, a prize, or approval). It's often helpful to know how you are motivated, however, knowing **why** can be much more beneficial for lasting change and a growth-mindset. Learning why you are extrinsically motivated, can not only help you achieve your goal, but may allow you to dig deeper into why you may be motivated by those things. For example, You're motivated to make more money, so you can buy that dream car. Why do you want that dream car? Is it because you've just always thought that car was awesome, or is it because someone shamed you for driving a crappy car in your youth & you're still not over it? Either way, we're not saying the car shouldn't be a goal, but the feeling and experience around the car is something worth contemplating when creating your goals.



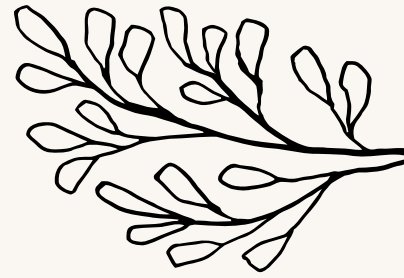
Finding Your Why

Before starting your journey, consider these thoughts...

WHY HAVE YOU DECIDED TO CREATE CHANGE?

- What happened to make you consider this change? What precipitated the desire for something different/new? What is or was the trigger?
- Many experts in the field of lifestyle change say we're either moving *towards* something or *away* from something, with love and fear being our primary motivators. Are you moving away from something out of fear or toward something stemming from love. You may reach your goal either way, but knowing *why* you want to reach it can be transformative. It can be the difference between reaching it and feeling fulfilled, versus reaching it and feeling fairly empty.
- If you realize your reason for change is more fear-based ("have to do this or I'll feel like a failure", or "If I don't do this, he/she won't like me"), try to re-frame the reason for wanting to change. Instead, focus on how you want to *feel* once you've reached your goal ("I want to feel empowered" or "I want to feel fulfilled").

Contemplate Your Why



Learn *How* to Create Change That Works For *You*



Your Habits = Your Lifestyle

Be aware of old habits that may get in the way of your goals and begin adding new steps.

What has helped you reach or impeded your goals in the past? Keep in mind that some things that worked previously, may not work this time...and that's ok.

Will power alone can only get you so far. Greater neural pathways are formed with stronger habits. It will take some effort and new habit-forming to break old cycles.



It's OK to Pivot

Remember what your goal is. Even if your goal is to lose weight, try to focus on the feeling you want to have when you meet that goal. Keep that in mind as you move toward that goal. Meditate on it, journal about it, brainstorm ways to help you get there.

Your focus should be on the emotion you ultimately want to experience.

Don't forget to pivot. This is about creating change, so be conscious of the process as you move through your journey and be ok if half way through you realize a different path may be better for you.

The *How* That Works For *Me*

Are your obstacles for change motivational or skill-based? Are you struggling because your motivation is waning or because you just don't yet have the skills needed?

Change is often created based on our consequences. We're usually trying to get something we want or avoid something we don't want. To create a new habit, try immediately reinforcing a new action with a healthy reward. For example, For every 25 minutes of exercise, give yourself \$5 to go toward a new piece of exercise apparel .

Continue to be conscious of what you're creating. Explore the things that come up as you get closer to or struggle with your goal. You may be just as afraid of *reaching* your goal as you are of *not* reaching it.

Your support system and your self-efficacy will help lead you to what you want to create. This may mean losing old friends, gaining new friends, finding new hobbies and letting go of old habits.

How to Make It *Last*



Remember....

*You are in charge of your journey. To make lasting changes, you have to be aware of where you're at while you're trying to reach a goal or make changes in your life. Keep checking in... Make changes if you need to. Focus on what you're creating because if you're not focused, **you're still creating**...it just may not be what you intended to create.*



Observe, don't judge....

*Observe yourself as you're creating, but do so **without judgement**. Try to remind yourself of the purpose of your Strive...to be conscious and observe, keeping your eye on the goal while learning what works for you and what doesn't. Consider again, the feeling you want to create. Once you've made the changes to your life that you intended to make, ask yourself what worked for you. What new habits, skills, behaviors helped you grow? What habits and behaviors got in your way?*

Creating Change Worksheet Page

You May Choose to Use This as a Template, or Make Your Own...Whatever Works For YOU!

WHY are you wanting to create change? Journal, meditate or contemplate, mind-map, or talk with someone about your real reason for change. For example, do you want the promotion because of the status or the way it will make you feel (accolades and/or accomplishment might feel great, but lean in to why that matters to you)

What is the ultimate experience you want to have...what is the *feeling* you want to have when you've reached your goal or created space for you to change?

How can you best support yourself in making these changes? Think of habits you need to alter. Without focusing too much on the obstacles you may foresee, try to write down anything that has set you back previously and remove them, if possible.

Map It Out!

I. WHY
Do You Want This?

II. How Do You Want
to Feel Once You've
Created This Change,
and Why?

III. What Kind of
Accountability Do
You Need?

GOAL/CHANGE YOU
WANT TO CREATE

VI. Be Conscious of
Your Journey Without
Judgement
If You Aren't On
Track, Observe and
Pivot, if Necessary

IV. What Are Your
Obstacles?
(Motivation, lack of
skills, time,
organization...)
Organize Your Steps

V. Keep Your Why
and the Feeling You
Want in Your Vision.

TAKE ACTION

LET GO OF OLD HABITS & FIND A NEW EXPERIENCE

ACTION BRAINSTORMING CAN HELP IDENTIFY WHAT THINGS ARE HELPING OR STOPPING YOU FROM ACHIEVING YOUR GOALS.

<u>CHANGE/ GOAL</u>	
STOP DOING	
DO LESS OF	
KEEP DOING	
DO MORE OF	
START DOING	



STRIVE

GOALS

WHEN SETTING GOALS, MAKE SURE IT FOLLOWS THE STRIVE STRUCTURE. USE THE QUESTIONS BELOW TO CREATE YOUR GOALS.

MY CURRENT GOAL IS:_____

S T R I V E	<p><u>SPECIFIC</u></p> <p>ARE YOU SETTING A REACHABLE GOAL & IS IT SPECIFIC?</p>	
	<p><u>TRUTHFUL</u></p> <p>ARE YOU BEING TRUTHFUL ABOUT WHY YOU WANT THIS GOAL?</p>	
	<p><u>RESTRUCTURE</u></p> <p>WHAT HABITS DO YOU NEED TO GET AWAY FROM? WHAT CAN YOU REPLACE THOSE HABITS WITH?</p>	
	<p><u>IMAGINE</u></p> <p>KEEP IMAGINING WHERE YOU WANT TO BE, WHAT GOAL YOU'RE TRYING TO ACHIEVE. WHAT DOES IT LOOK AND FEEL LIKE?</p>	
	<p><u>VALUE</u></p> <p>WHAT IS THE VALUE OF THIS GOAL? HOW IMPORTANT IS IT TO ME? DO OTHERS CLOSE TO ME VALUE THIS GOAL AS WELL?</p>	
	<p><u>EXPERIENCE</u></p> <p>WHAT EXPERIENCE DO I WANT TO DESIGN FOR MYSELF? HOW DO I WANT TO FEEL WHEN I REACH MY GOAL?</p>	





It's Your Strive to Make

The information in this ebook was created for you to begin your journey with intention and the understanding of how to create the changes you want to make in your life. Behavioral change is the most difficult variable when setting goals. We typically try to jump into the process of reaching a goal with an all or nothing mindset, and without the tools necessary to break old habits. We also tend to think once we reach a goal we will "feel" a certain way..."once I get (this), I'll be happy". The process discussed in this ebook allows you to be conscious not only of your goals and of your journey, but also in how you to hold the feeling you ultimately want as you go through the process, instead of having it once you've reached your goal. The path to change will look different for everyone...find what works for you and continue on with your Strive.