



But why?

Most people know the basic principals of a healthy lifestyle. Eat less fat; avoid sugary foods; eat 2 fruits and 5 vegetables daily; do 30 minutes of exercise per day. This is not rocket science.

The challenge comes from trying to consistently follow a healthy lifestyle.

There is one universal law to change and that is we need a driving reason to do it.

The most successful way to alter your behaviour is having a compelling reason to take up that new habit. The reason why is that a compelling reason creates an emotional attachment to the new habit. This is important as we are driven by emotions. We make the mistake of thinking that we are driven by logic, however we are driven by emotions.

Have you ever bought something you didn't really need? You're standing in front of it, thinking "I don't need it. Can't afford it. It's not practical..." Yet you walk out with it. Why? Because of the emotional feeling you got from making that purchase.

No matter the change you want to make, you need to have an emotional reason as to why you are going to do it!

It could be as simple as wanting to look good on the beach this summer or wanting to improve your health so that you can be around to see your kids grow up.

Here are some examples of people's compelling reasons.

Brian 40 – My compelling reason is that I have a daughter with Down's Syndrome, one of the side effects of Down's is that her life expectancy is reduced. However I have worked out that if I live beyond 85 I will most likely out live her and she will never know a world without me. That way I will always be there to look after her. Everyday I look after my health to ensure that I live beyond 85.

Stuart 53 – My compelling reason is that I am a CEO who travels a lot and a father of two young boys. In the past I would get home on a Friday afternoon and just crash out and over the weekend I would be so exhausted that I didn't do much with the family. I recently started to introduce exercise back into my life as well as following a healthy diet. What I find now is that I come home on a Friday and I have great energy levels all weekend. What drives me to follow a healthy lifestyle is that it enables me to enjoy my family more.

Sue 48 – I run my own business with 13 staff. My life is pretty fast paced as I also have 4 kids. In the past when I got busy I would drop my exercise and just eat anything I could get my hands on. What I found is that I snapped at my family more. I couldn't focus at work as well so I had to stay back and work longer. I couldn't think as clearly and I wasn't very creative. Even though I cut out looking after my wellbeing to save time, what I was actually doing was losing more time through lost productivity. Even though following a healthy lifestyle takes a little time and effort, it more than makes up for it by improving how I work.