

Knowledge is Not Power; Action is Power

Concluding Step 11: Changing Behaviors

Pursuing Podcast Episode 16

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Notes	
Main Points	<ul style="list-style-type: none">● Step 11: <i>We commit to behaviors that are consistent with our healthier emotions, thoughts, and beliefs.</i>● As we work on changing our emotions, thoughts, and beliefs, behavior change will follow.● This being a circular feedback process, as we implement behavior change, our emotions, thoughts, and beliefs are reinforced in a positive way.● Some critical positive behavior changes are self-parenting, self-care, and showing up with self-compassion. Research is clear that for behavior change to be positive and lasting, self-compassion is far more effective than self-punishment.● As we consciously change behavior, we can take advantage of the brain's design for efficiency to automate the process. By consciously repeating these behaviors through evidence-based methods, we create unconscious action programming, or habits.
How do we prepare ourselves to take action?	<p>There is a simple formula, that you even discuss in Episode 1,</p> <ol style="list-style-type: none">1. Know where you want to go2. Know where you are3. Set a process to get to where you want to be. <p>It's like Google maps. Google maps automates the process, but you still have to do the action.</p> <p>Our brain works similarly. It is always trying to create efficiency and it does so by automating your actions. Think of brushing your teeth and how many different physical actions it requires. If you had to</p>

	<p>consciously use your brain for every action that we do in a day, there would be no brain power left to do anything other than just basic tasks. So in reality, the brain is just trying to minimize the amount of time or energy that you put into things. It automates behaviors and this is real power, because it requires less work and time to get the same thing done. These automated actions are our habits. Habits are powerful and the way we can get so much done in a day. There are some problems with this however:</p> <p>We are also emotional beings. And because the brain also wants to seek pleasure and avoid pain, emotion will override rational thought all day long. We think we make decisions based on logic, but evidence shows otherwise. Dr. Antonio Damasio (a neuroscientist and professor of psychology) in his research he studied people who had damage to the parts of the brain where we process emotion. They saw an interesting observation...that people who had no emotion could not make decisions. They couldn't decide, even when they could walk through something in a logical way, they just couldn't make a decision, because they couldn't "feel".</p>
<p>What is the role of emotion when it comes to changing behavior?</p>	<p>There is no immediate pain in being in conflict with rational thought. There is immediate pain in an action that is related to an emotion. It's all about patterns. That's how the brain becomes efficient. Let's go back to the brushing of teeth. How does that become a pattern, or a habit? Daily brushing of teeth did not really take off until Claude Hopkins, an advertising genius around the time of WW1 was tasked with marketing the toothpaste Pepsodent. At the time, even rational thought and evidence showed that brushing teeth prevented dental problems. But no one could get people to act and brush their teeth on a regular basis. So what did Claude do? He coined the term "film" on teeth, and got people to create a habit of brushing to get rid of the film on the teeth. (In reality it doesn't even take toothpaste to get of that film.) He recognized back then how to get people to act, and even create habits.</p>
<p>What is the process that helps people make healthy habits a habit?</p>	<p>The process is quite simple. It involves what we call the habit loop that Claude Hopkins recognized back when he got us all to brush our teeth habitually. It starts with a trigger (feel the film on your teeth), then some action (brush them), and the reward would be no film, which would lead to a pretty teeth.</p>

	<p>That’s the critical portion to be adding or changing a behavior. By taking advantage of our brain’s desire for efficiency, once you’ve created a habit, you no longer need to think about the behavior.</p> <p>Step 1. Prepare and Assess. This means looking at your beliefs, and thoughts, and having self-compassion and all the things you’ve talked about in your podcast. They all prepare us to do the action part....and it’s essential, or you’ll never successfully pass step 2.</p> <p>Step 2. is to choose a transformation routine. This is actual process of establishing or changing a habit. It involves choosing or identifying triggers, choose a behavior to add or replace, and then choosing or identifying a reward.</p> <p>Step 3. is the action part. It’s putting the transformation routine into action and through a series of evidence-based helps, like using accountability partners, coaches, or other things to make it easier to establish the habit.</p> <p>Step 4. is to revisit, review, and repeat. If you had difficulty in making the habit, then you go back and revise your plan, if you successfully made the new habit, then you go back and assess your life and determine what’s next.</p>
<p>Facebook Group</p>	<ul style="list-style-type: none"> ● For discussions, questions, topic suggestions, etc.,you can join the Facebook group, <i>Pursuing Perspective</i>.
<p>Three Action Items</p>	<ul style="list-style-type: none"> ● Review all of the steps on thoughts, emotions, and beliefs, (Episodes 7 & 8) in the context of how those affect your behavior. (Note: Choose one specific behavior to focus on.) ● Find a method that is going to help you change behavior, whether it is this one or another one, you need a process to be able to effectively change your behavior. ● Start with a simple behavior you want to change or implement and try it out.
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