



# The Science of Change

By: Kirk Vidrine

# Kirk Vidrine

## Who am I?

- MS Human Nutrition
- 20 years Health & Wellness
- Helped Over 5,000 people

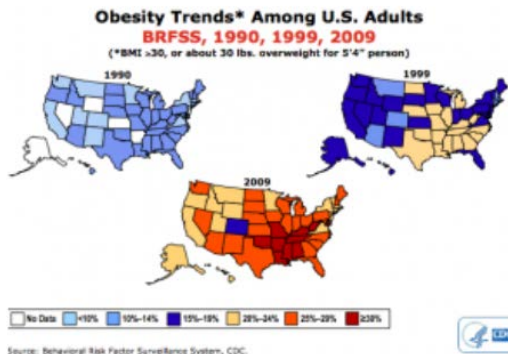
## What do I do?

- Demystify the science of health
- Provide real life solutions
- Create Healthier, Happier and more productive lifestyles



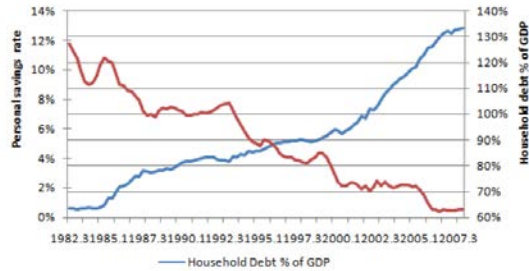


So...A little  
confession

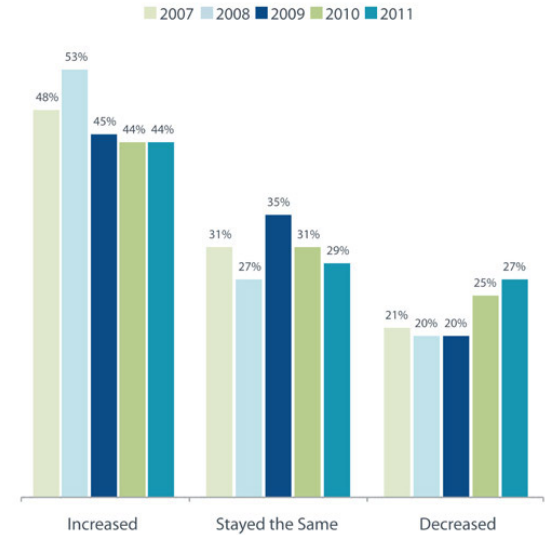


*U.S. Obesity Rate Maps*

### US Household Debt vs. Personal Savings



### Stress Over the Past 5 Years

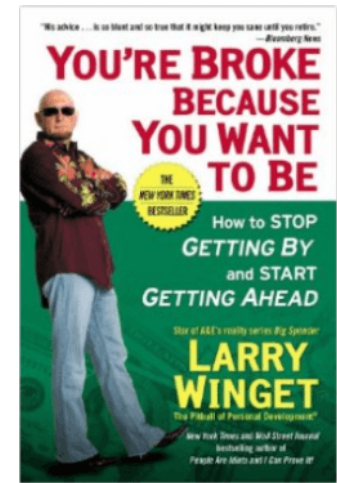


**BASE: All respondents 2007 (n=1848); 2008 (n=1791); 2009 (n=1568); 2010 (n=1134); 2011 (n=1226)**  
**Q620\_54** Thinking about the past 5 years, would you say the level of stress in your life has increased over time, decreased over time, or has it stayed about the same?

# The Problems

# Quick Fix to the Rescue

- More than 50,000 diet book options in the US
- Countless debt, stress and relationship books



I'M ON A VERY STRICT DIET



OOOH LOOK CAKED!

## Scary Facts

- Life saving drugs are taken only **55%** of the time
- Self directed weight loss programs fail **98%** of the time



Hunting for  
Werewolves

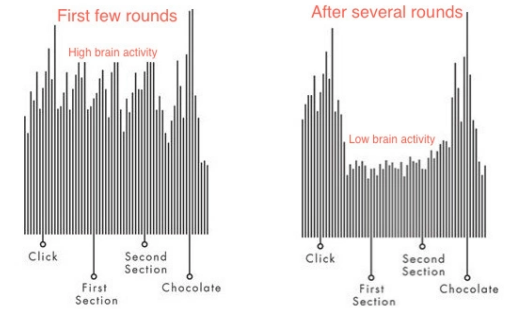
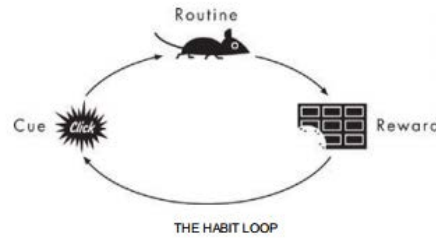
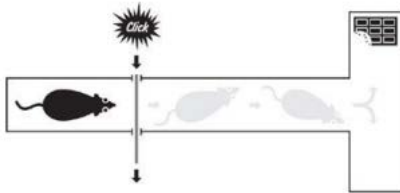


# Keys to success

1. Create sustainable habits
2. Create an Environment that supports your change







# Habits are wildly Powerful

- Of mice and men....and chocolate of course
- Meet Henry Molaison, incredibly famous and he didn't even know it
- Cues are the Key -> the habit loop

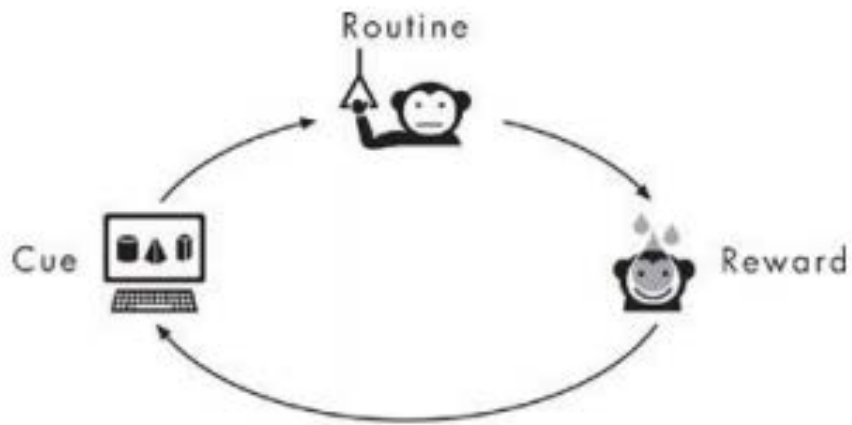


# Creating Habits

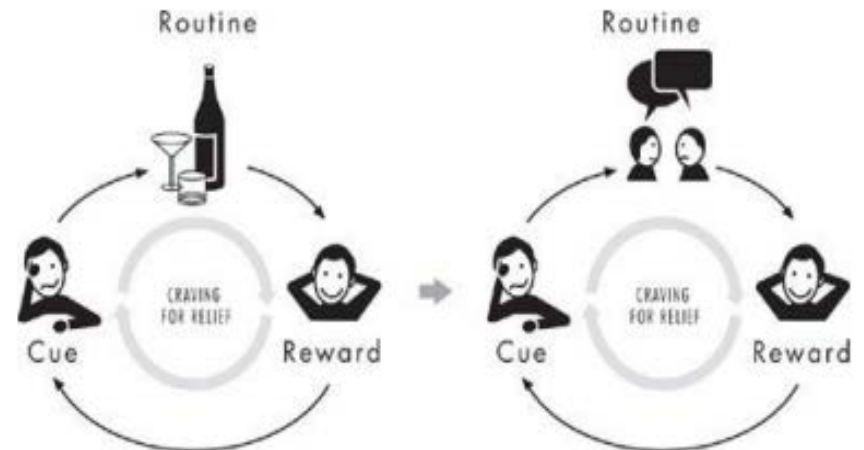
Do you brush your  
teeth?



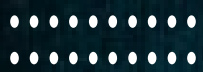
# New vs Old Habits



JULIO'S HABIT LOOP

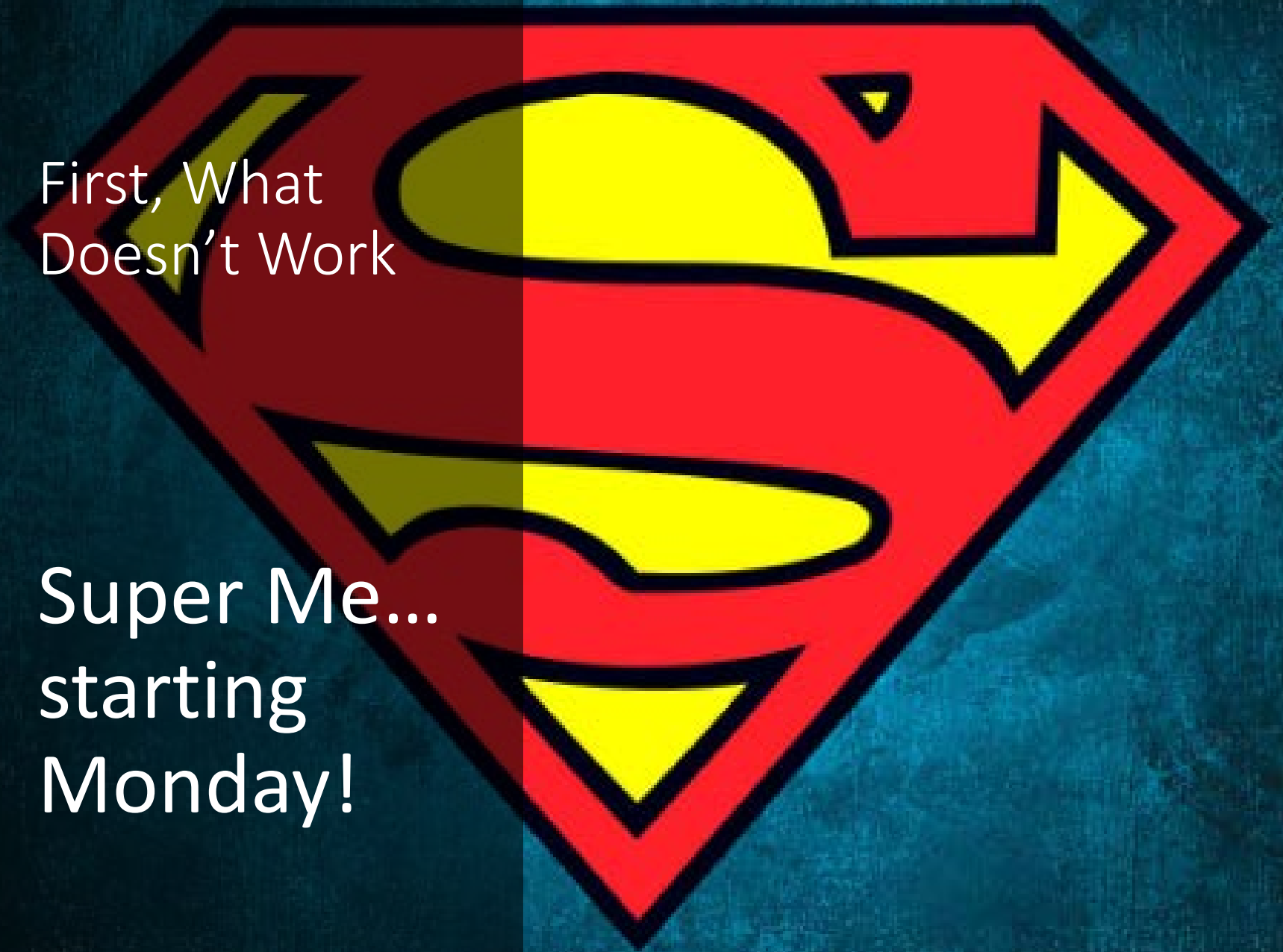


KEEP THE CUE, PROVIDE THE SAME REWARD, INSERT A NEW ROUTINE



First, What  
Doesn't Work

Super Me...  
starting  
Monday!



Good News

# The Ripple Effect



ONE SMALL CHANGE  
CAN HAVE AN ENORMOUS IMPACT

3-6 changes is all you need to transform

"If the ladder is not leaning against the right wall, every step we take just gets us to the wrong place faster." ~Stephen R. Covey

How to build a Habit  
Step 1....the most important step



# Plan Purposefully

***Goals without a plan are just wishes – a great football coach***

Plan the right way – 3 W's: What, When, Who

1. What exactly do you want to accomplish?
2. What is your timeframe?
3. Who's got your back?





# Winning is Everything

***Winning is a habit, unfortunately so is losing – another famous football coach***

- Winning matters...according to your brain
- Lesson/shorten the task/goal until it's easy
- Rewards matter....remember the mice & chocolate



# Review, review, review

- People who weigh themselves regularly
  - Lose more weight
  - Stay on their diets longer
- Review and Renew
  - Daily is best, Weekly at least
  - The big 3
    1. How well is your habit going (90% or higher target)
    2. What did I do right? Where did I run into problems?
    3. What are the 1-3 most important things I need to do next week to step closer to my goals

# Creating a Habit

Step  
1

Choose the right goal



Step  
2

On paper, on purpose



Step  
3

Review

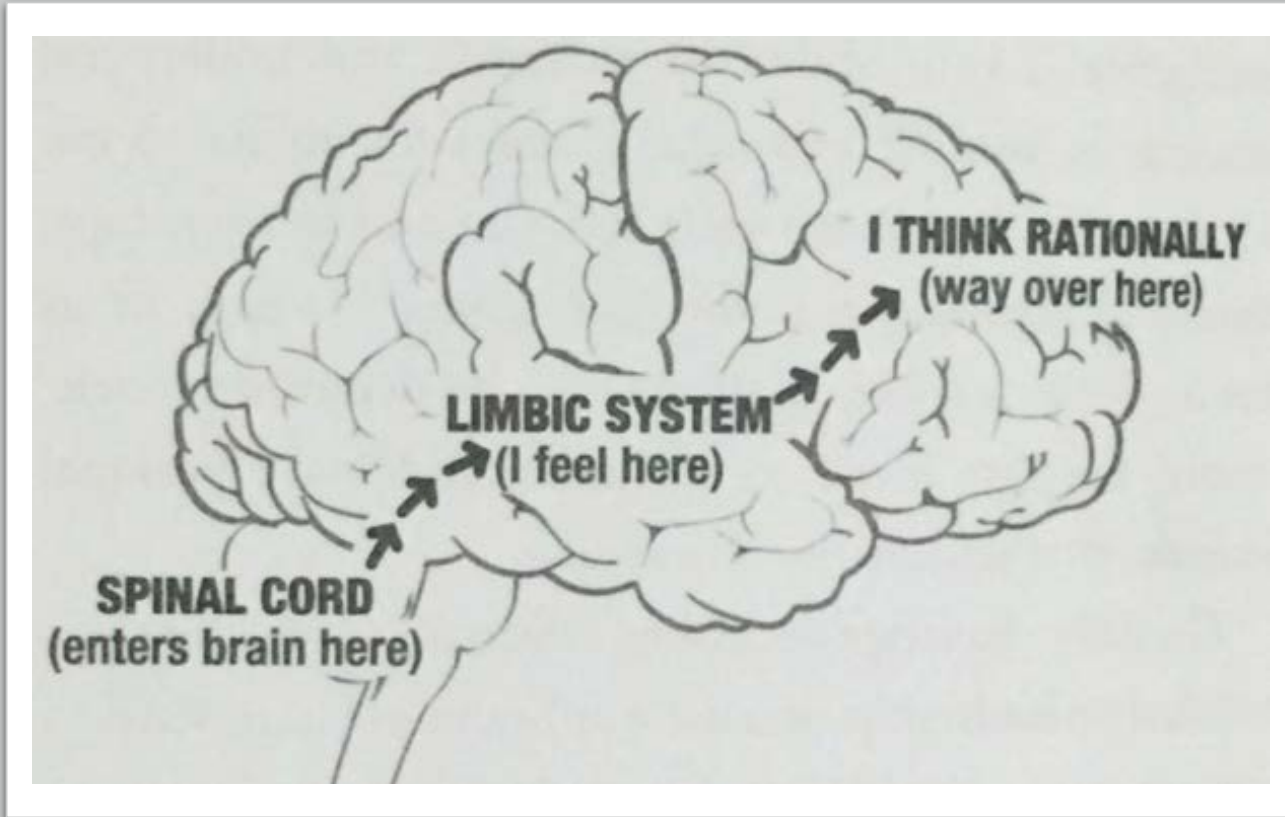
# Procrastination...the habit killer

## Did you Know?

- 95% of people admit to procrastinating
- 31% admitted to wasting at least 1 hour/day
- 26% admitted to wasting at least 2 hours/day

## The Nasty 6

- Boring
- Frustrating
- Difficult
- Unstructured
- Lacking in Personal Meaning
- Lacking in Intrinsic Rewards



# The Brain Game

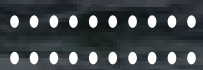
# How to beat procrastination

## Top 2 methods

1. Breakdown the task/goal
2. Just start

## Other ideas

- Find enjoyable person/place
- Create rewards for finishing
- Write out benefits to completing task



# You are your environment

Where you live plays a bigger role in your health and happiness than genetics!





Build a  
supportive  
environment

Get the right tribe

The good choice easy

Make the bad choice hard

# Best Health habits

- Weigh yourself daily
- Plan & track your food
- Drink water with every meal and snack
- Eat 1-2 servings Power Plants with at every meal and snack
- Sleep 7+ hours/nightly
- The Daily 30
- Limit Caffeine to 4 cups (low cal) daily and Alcohol intake to 2 drinks daily

# Healthy environment hacks

- Small cups/small plates
- Create a home base
- 20 second rule
- Pre pick your dinning out meals
- Weekly Menu
- Get a fit buddy, heck get a bunch of them
- Make healthy easy, make unhealthy hard



Questions