



M.A.N.E. Framework (14)

**M – Going Backwards (Regression).
A – Lesser Accountability = Lesser Results
N –
E –**

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M - Mindset

Going Backwards

One of the saddest things to see, is when people start to go backwards, putting on the pounds again, and becoming unhappy in themselves again (yes, this does happen sometimes). The people who stay with Results are much more likely to continue progressing, and those who move on and detach themselves from the very things that have gotten them all of the results here, are at greatest risk of going backwards and gaining the weight back again (plus feeling lethargic and uncomfortable in their clothes).

The people who go backwards who remain with results (very few) are people who are either just too addicted to the junk food and their desire for the junk is greater than their desire to change. They resist our advice and avoid certain coaches.

Others who go backwards are those who get a new boyfriend/girlfriend and start hanging out with them while drinking and eating out and holidaying much more. Their partner and the wining and dining become the priority, with training and nutrition going on the back burner.

When this happens, we try to talk to clients and get them focused again on making progress again, rather than continuing to regress. Sometimes we enlist the help of a hypnotherapist.

Those who move on, unfortunately, tend not to thrive. People are not aware of the exact processes that are in place to get them to make the lifestyle changes, and so they don't realise how much harder it will be when they remove themselves from all of these things. The processes that are getting you to change your relationship with food, and shedding the pounds, are as follows:

- Mindset help (via this group)
- Goals updates (via this group and SMART goals sessions)
- Accountability (via this group, weekly weigh ins and through submitting your meal pics)
- Nutritional education (via this group)
- Frequency of contact (via sessions, and this group, plus Facebook messages, emails and sometimes via the phone)
- Great social circle (via this group and those that you train alongside at training sessions)
- Frequency of exercise (via what's included in your programme)

Now, let's imagine that you've just moved on elsewhere e.g. gone to join a gym or gone to do some fitness classes 'to do it by yourself'. What of the above will you have in place to get you to continue progressing?

At this point, like I said, you may not realise that what I have just listed above is what's actually getting you all of the results. When you take all of that away, your chances of success plummet massively. The reason I know this is because I've seen it happen, many times over. Now this doesn't mean that you have to attend this group for the rest of your life, but you do have to have at least some of the above in place in order to wean you off of this level of support and education. We offer continuity options for this, when you're ready to move on from this group.

Now, in order to ensure that you don't go backwards and end up putting the pounds back on again, we're going to make a big promise to take action, and get back in asap when things start to go in the wrong direction. So...

Action 1 to ensure that I do not go backwards (declaration)

If I start to gain weight, notice my clothes getting tighter, and bread and chocolate etc start to reappear in my cupboards at home, I promise that I will take the following actions:

Action 2. Put dates in diary

You will now put dates in the diary right now, with one being 10 weeks down the line and the other being a further 12 weeks down the line. Enter into the diary, the following:

10 weeks from now – “Am I going backwards? Look at module 14 handout.”

(If you've just started your programme, put this entry a further 8 weeks later down the line)

22 weeks from now - “Am I eating more rubbish than before? If so, time to act! Module 14”

If you are going backwards, then be brutally honest with yourself and look at the declaration that you've written above. Read through it again... You wrote it for a reason, right? (And not just because you're being asked to do it just now at this group). You don't want to go backwards, do you? So make sure that when those reminders pop up in the diary, that you read them and look back at what you wrote above.

A - Accountability

Lesser Accountability = Lesser Results

As I've said a few times to those of you who have been coming for a number of weeks, accountability works. Not only does it work, but the more accountable you are, the better it works. This is why we have you posting in meal pics of as many meals as possible, and into a group along with others, so that you're not only accountable to the coaches, you're also accountable to everybody within that group.

One of the first things that will cause people to go off track and start regressing, is when they are no longer accountable. If you have no accountability, it then becomes easy to 'just have one', followed by another, and then before you know it, the kitchen cupboards are seeing old nemeses returning, and you're eating out more, drinking more, and having 'the odd glass' of wine in the evening.

Knowing this, it makes sense to be as accountable as possible, and to actually increase, rather than decreasing your accountability.

So, how can I increase my current level of accountability?
