

**Goal:** Lose 40 pounds by June 11th, 2014.

**Perceived Reward:** “Look good, be healthier, and clothes look better”

**Perceived Cost:** “workout harder, use more weights, eat less/better”

**Behaviors Preventing Achievement of Goal:** “Overeating and sneaking food”

**Belief in Ability to Accomplish Goal:** “I have the skills, but lack the drive to achieve”

**Interpretation From My Perspective:**

I like your goal. I like that it has a metric to track, but we need to decide on whether we are chasing the size or the weight that is part of making the goal as specific as we can. In addition we also need to set a rigid deadline that will guide our progress and urgency.

We need to do some more digging on your reward. I understand those are all things you will get from achieving your stated goal, but why do these matter? We also need to define what each one means to you because they can all be interpreted relative to a person's point of view.

I think your cost more accurately reflect what exactly you need to do to be able to achieve your goal and while it is awesome that you are aware of these things the real purpose is to find out what you think this goal is going to cause you to give up or sacrifice. In other words why wouldn't this goal be worth accomplishing? It is imperative that you find this answer because we must figure out if this goal and the behaviors you are going to have to develop to achieve it are going to be worth it. Meaning that the reward is greater than the cost.

I am glad that you have identified the behaviors that you think are holding you back, but we need to break these behaviors down much farther to identify the exact chain of events leading up to these behaviors and then isolate the vital actions you can take to change and prevent them. But I do think these two have a huge negative impact on your goal and we must conquer them if you hope to achieve it.

In my opinion I think you have the skills already, but I think we need to develop them as well as help you identify when to use them. As far as your lack of drive I believe that drive is determined by motivation and to get motivated we need you to ultimately believe that the reward for achieving your goals and changing your behavior is greater than the cost. This is why we need to do a better job of answering the second and third question.

**Further Questions to be Answered:**

What does looking good mean to you?

**Use a reference from when she was thin. More proportioned. No big fat middle. Fat on the outside of my legs gone. Definition not michellen tire man.**

How do you picture your physique when you say “I look good”?

**See above.**

Why does it matter to you that you “look good”?

**Feel better about my self.**

What do you hope to gain from “look[ing] good”?

**Better feelings of about body and self.**

What is your definition of “healthy”?

**Healthier means better blood work. Preventing diabetes. Preventing HTN.**

Why is being “healthy” important to you?

**When I get healthier I will feel better. Not getting winded going up stairs. Being alive to see my kids kids.**

What is being “healthy” going to get you?

**Feel more achieved.**

Be mindful, how do you feel before you over eat at a meal?

How do you feel after you over eat at a meal?

What time of day, at what meal, or when do you find yourself over eating?

**Doesn't matter.**

Where do you find yourself at when you over eat?

**Non specific.**

Who is with you when you over eat?

**Doesn't matter who I am with.**

What events proceed a meal at which you overeat?

**Not specific.**

Why do you believe you over eat?

**I feel it is a habit.**

When do you feel you sneak food?

**At work.**

Why do you feel you sneak food?

**To hide the fact I am struggling with food and to prevent others from seeing.**

Where are you at when you sneak food?

**At work.**

**Proposed Behavior:**

Take 20 minutes to eat and finish your plate before getting more food or plating more food.

**On scale of 1 to 10 how do you rate your confidence at successfully completing this behavior?**

6

**Second Proposed Behavior:**

Chew each bite of food 20 times before swallowing.

**On scale of 1 to 10 how do you rate your confidence at successfully completing this behavior?**

8.