

EPISODE 62

[0:00:00.7] AS: Hello Insatiable listeners, Ali here. I want to let you know about my A Path Forward workshop that I'll be presenting live in the cities of Los Angeles, San Francisco, Philadelphia, New York and Denver.

Traditional goals like lose 30 pounds or cut out sugar do not work for the seasoned dieter. What those do is it gives you more rules, more restriction and more rebellion, and that gives all the power to the food. In A Path Forward workshop, you will learn your one true goal that gives you the power and enables you to achieve your health and weight loss goals.

I hope you'll join me in these live workshops as I love to meet so many of you in person. Visit my website alishapiro.com A Path Forward workshop for all the details and to sign up. I can't wait to meet you.

[EXERPT]

“SW: Maybe a depth of change is in what are you going to do about the reasons why you were turning to that crutched in the first place. I think there is a huge difference obviously between alcohol and food, because you can kind of stop drinking and nothing bad happens, but we all got to eat, right?”

Say I want to lose weight, for example, and I had this idea that I'm going to prepare all my food. I'm not going to really think about it too much. I'm going to get my meals a little organized and all that kind of stuff. So that's my plan. Then I find that actually I can't really be asked going to the supermarket to get all the food.

Sunday was going to be my prep day. Like, you know what? Gilmore Girls rerun? I could easily just in the next four hours watching, so I probably won't be doing my prep. There are all these kind of resisting behaviors that show up, and they often show up as inaction or action that is contrary to something that wouldn't support the claim.”

[INTRO]

[0:02:03.3] AS: You know battling food and your body doesn't work. You want to love and accept yourself. And because you're insatiable, you want results too. And wouldn't you know, you bring the same intensity to your life, wanting to maximize your time, potential, and experiences you have here on this beautiful and wondrous planet Earth.

Fair warning, it will be a rollercoaster. But for those insatiable, that's your prime time to thrive. We're here to say "YES!" to the hunger of wanting it all. I'm your co-host, Ali Shapiro, a health coach who helps people end the losing battle of dieting and find a truce with food.

[0:02:44.3] JB: And I'm Juliet Burgh, nutritionist, fitness expert, and a co-owner of Unite Fitness Studio Franchise.

[INTRODUCTION]

[0:02:52.2] JB: Welcome to episode 62, Why is Weight Loss so Hard with Sas Petherick. Sas has a master's degree in coaching and mentoring from Oxford Brookes, and is a certified Dr. Martha Beck Life Coach. She's been coaching women leaders for the past six years in adaptive challenges.

In today's episode, find out why it's great news that you only made it to day nine of your whole 30 cleanse, or your resolutions have already gone to shed. It turns out even though you think Weight Watchers, Whole30 or ketogenic diets are all different, their approach is actually the same and it gives the power to the food.

Today, learn the difference between technical and adaptive change and why weight loss is an adaptive problem that we try to use technical solutions for, like cleanses and marathon training, but it absolutely does not work.

[INTERVIEW]

[0:03:40.5] AS: Welcome everybody today. I am so excited. We have one of my favorite coaches in the entire world and that says a lot, because I am very skeptical coaching, even I'm

a coach, which I think Sas is as well and Juliet, it's the same thing with trainers right, anyone who calls us a coach.

But Sas, who we have here today is just exquisite life coach, brilliant, articulate, and we are here today to talk about why it's so fantastic when you only get to the ninth day of Whole30, or it's February and your resolutions have worn off.

I think this is going to be really eye-opening for people. Thanks for coming on the show, Sas.

[0:04:20.4] SP: Are you kidding? I'm so thrilled to be here. This is one of my favorite things to talk about.

[0:04:26.5] AS: Good, good. So let's get off with – I think if I was still in my dieting struggles and someone was like, "Congratulations. You couldn't finish your cleanse." Juliet, when we were talking before this like, Juliet had a client come to her today that said, "What day did you get to the Whole30, Juliet?"

[0:04:43.6] JB: Well, she went to 12 days on it.

[0:04:46.6] AS: Yeah. I get so excited when my clients can't do anything extreme anymore, because to me that says, "They're open to a different process and a different type of change." I love for you as a life coach when you see people who are stuck there in that where – what has always worked, or maybe hasn't been working. Would they finally really to consider, "Wait, maybe it's not the plan. It's me."

[0:05:13.4] SP: Yeah. I think this is really interesting, because in my own history with diets, I have a turbulent body type, I call it and that my body is a total mirror of where I am in my life. If I'm out of balance, so is my body. It's a fantastic indicator of where I am.

I think I've tried every diet and I have done the quite extreme things where you do a juice cleanse or something like that, because you're just distraught for the answer. The only thing I lost on a juice cleanse, incidentally, was my will to live.

[0:05:46.4] **JB:** I felt the same way as you.

[0:05:48.9] **AS:** Me too.

[0:05:51.3] **JB:** I mean, I would envy those who could do a juice cleanse even a few days. But my constitution would not let me ever do a juice cleanse. It felt like I was dying.

[0:06:03.4] **SP:** Exactly. I think, my own sense is that when we stop doing something, because we just like cannot for the love of anything do this one more day, that is a fantastic sign that this isn't going to work. Because the whole point of a relationship with nutrition is that it's about supporting your life. So if whatever is happening with you, either psychologically or physically or – and that kind of phenomenological just felt – seems like that was quite a big word, wasn't it? But just the felt sense of what is actually going on for you is you embark on the next diet.

When that no longer works for you, it's like a fantastic sign that this isn't going to be a solution that is going to support your life. My sense is that for most of us and myself included when I was searching for the diet that was going to be the answer, is that actually it's a quench for certainty. We just want someone to give us the bloody answer. You know, "Just tell me what. I'll do that." It's those kind of scare-gun approach to trying whatever the latest fad is, whatever the latest, you know, the kind of thing that the celebrity you admire is pitching. We sort of find that, because we're looking for someone else to tell us the right combination of nutrients that's going to support our life.

It took me a really long time to realize that there is no way no one else has that answer for me. That's something I have to find for myself. But the willingness to be with the ambiguity that that realization creates can be terrifying. I think when we've spent most of our lives being told what's good for you, what's bad for you, what's good for us, what's not, what we should be eating, there's all those kind of – particularly for women there's this kind of good girl, bad girl thing. I know Ali you're just like the expert on that. That we may actually – we come to the point where you think, "Actually, no one else has got the answer for us. It's me. I've got to face this thing."

I think that's when things get really interesting. Then that for me is the kind of that's the real revelation that takes place, because it's not just about your relationship with food and nutrition, it's about the relationship that you have with yourself.

[0:08:28.5] AS: I love that you said that relationship that it were really is that craving for certainty. Because when I really work on the stories and the emotions that come up with people and they notice that a lot of times, it is that uncertainty of when they go to eat.

So it's so important for people to realize that looking externally and for someone else to tell you, it's not a craving for – it's a craving for certainty. Not for someone else to say this is exactly it. It's amazing how we are convinced that the next person knows, right?

[0:09:05.9] JB: Well, it's interesting because I always had this correlation between – I noticed this as a sort to heal my relationship to my body and food that when there was a lot of stress in my life or uncertainty, or I think the New Year for people all of a sudden is that there is a lot of pressure on, "Oh, my gosh. It's a New Year, a new me," right? Like, "What am I going to do this year that's different than last year?"

But then, rather than listening to our intuition, we look outside ourselves and say, "Well, what's going to fix it?" Whenever I would have uncertainty in my life, that's when I would always start reading diet books, or I'd start dissecting my body and looking at it in the mirror and being like, "Something's wrong with me."

There was always a correlation between when there were a lot – with a lot of stress in my life and uncertainty that I would try to create the certainty like, "Here it is. I'm going to read this diet. I'm going to do this plan. It's going to give me the sense of false self-control."

[0:10:03.4] SP: Sorry, Ali. Go ahead.

[0:10:04.9] AS: There is a little bit – I was just going to say one of the things I have my clients work on is they'll notice they start to feel "fat" and they're like – Sometimes it's there, sometimes it's not. I'm like, "I want you to start to measure where you're feeling self-doubt. When that hits a certain threshold, that's when the fat feeling comes, right?"

It's like you need a container to put that self-doubt somewhere and like the culture says, "It's got to be how you look in your clothes." It gives you an answer. It gives you that certainty. This is what it is.

[0:10:37.3] SP: I thought what you're both kind of speaking to is this how like New Year, New You thing. This whole "how do I create this ideal me really magically through the passing of time?" You know, one minute past midnight, suddenly it's all a new thing. How many of us haven't like woken up and thought, "Right. Today it's going to be different. This is the start of something amazing."

I think what happens though is that we take the same, the same toast, the same mindset, the same behaviors, the same habits from yesterday into that day and into this new day, magical new day and then we sort of worry about, "Oh, God. It can all go wrong at any moment." It's like we're trying to drive somewhere new using an old map. I think that can really be quite confusing, because it all feels very internal. It all feels like "there must be something wrong with me, because my sister-in-law or my colleague at work has lost 30 pounds doing Whole30, why the hell can't it work for me?" It's like, "Well, maybe your body just needs carbs, honey?"

[0:11:44.7] JB: Oh, my gosh. I want a shirt that says that.

[0:11:48.9] AS: Let's make them.

[0:11:49.7] SP: Just need carbs, honey. With like a honey pie on it.

[0:11:52.9] AS: You have to put in front that says, "Imagine a British accent, or New Zealand accent saying this." Let's go into that, because Sas and I both are influenced by some of the same theorist. But there is these different types of change. There is a change called technical change versus adaptive change.

Technical change is when you can basically Google the answer. I think a lot of people who succeed on things like Whole30 or Weight Watchers, or they read Joel Fuhrman on how to be a

vegan, this is their first nutrition rodeo or second and they are like, “Oh, my God. I feel amazing when I eat vegetables. This is amazing.”

That’s technical change where there is already an answer out there and you just have to Google or find the right source. Do you have anything more to add to that Sas, before we get into adaptive?

[0:12:50.0] SP: I think that’s the thing about – those technical problems, the things that we can just solve to make the things that already have an answer, so absolutely Googleable. The kind of step by step, they’re kind of formulaic. They can be really complex. I think something like heart surgery can still be a technical problem, right? Because there is a known answer, there is a known procedure and you just follow these simple steps and any Joe-schmo surgeon can pretty much do that procedure.

So I don’t think it speaks to the complexity of the issue, but the difference between technical change or technical problems and adaptive change. And adaptive change is really what it means for any of us who have more than just a technical problem to solve. Adaptive change is really when we’re walking into the unknown, because there is no answer. No one can tell you what it’s going to be like to be you and your body in a different size, a different way.

Other examples of adaptive changes are things like becoming a parent. No one knows what you or going or how it’s going to be for you to parent that very specific little being that you have pushed out of your vagina into world. That is a completely unique experience. So I think that’s the two places I think where people can get slightly and different.

[0:14:19.9] JB: With anything, the way that people, their reactions to any milestone, anything that requires an emotional response, for example I just got engaged and my reaction to me getting engaged was very different than some of my friend’s reactions. There is no one way of – if you’re supposed to be really happy.

All of a sudden I had depression for a moment, and then it was the question of, “Oh, my gosh. Is this not right?” It had nothing to do with that, but any kind of emotional trigger can occur when

there is big milestone moments here, like having kids, getting engaged, getting married, anything and there is not one way to act.

[0:15:01.7] AS: I love that you use the example of heart surgery too Sas, because I feel like that is definitely an example, but a lot of healing is adaptive change and the medical system tries to pigeon-hole it into a technical solution.

What's interesting about medication is on a lot of studies you'll know 33% of people get better, 33% of people nothing happens and 33% of people get worse. But because the doctor is like, "No, this should be working." It's like their blind thoughts are – so I actually think that some medicine, not all of it is a lot more adaptive change than, at least our healthcare system in the US. I'm not as quite as familiar as the one in Britain or the United Kingdom. Oh, God I don't know what you guys call yourselves.

[0:15:46.4] SP: The United Kingdom might be a bit – almost a bit cynical these days. Yeah.

[0:15:52.7] AS: Same with the United States of America.

[0:15:54.3] JB: Take postpartum depression for example. That could be chemical, right? They would say, "Hormonal changes. It's chemical. Here is an SSRI and it will all be okay." But that change that could occur is you're no longer – you have someone else to take care of it. It's no longer you anymore.

Everybody has a different response, but that postpartum depression might just – like you're saying, be adaptive change that is now – that needs to take place.

[0:16:25.5] AS: Some people don't go into pregnancy super healthy, so they could be nutritionally, right? Some people, their baby isn't sleeping so that's triggering the depression. It's much more what Sas is saying is like, the solution isn't there yet that. That's what people need to realize is when they think they've failed all these diets or they think they need fixed, they're not looking at necessarily the right problem to begin with.

[0:16:51.8] SP: Exactly. My own real personal experience of this has been with being sober. I stopped drinking five years ago exactly yesterday. Which is quite weird.

[0:17:01.5] JB: Wow. Congratulations.

[0:17:04.3] SP: Thank you. That for me has been a huge adaptive change, adaptive challenge, because no one could tell me what I was going to be like as a sober person. I'm as terrified, I was going to be a bit like Fun Bobby on Friends, you know that minor character on Friends?

[0:17:19.0] JB: When you post on this, I just cracked up.

[0:17:22.0] AS: Wait. On Friends?

[0:17:23.8] SP: Yeah. He was a minor character, Fun Bobby, and he used to be super fun. He was the drinker character.

[0:17:30.8] JB: I just watched Friends last night on demand.

[0:17:34.7] AS: I do remember Fun Bobby, because he – well I'll let Sas finish, but he wasn't so fun when he got sober, so you don't remember him.

[0:17:41.6] JB: Okay. I just Googled him. I know who you're talking about now.

[0:17:45.6] SP: I think it's quite ago. If you're a lovely young millennial listening, this might be a slightly esoteric reference, but Fun Bobby was a minor character on Friends who was super fun. He was the life of the – and soul of the party. He was a drinker and everyone was kind of concerned about his drinking. Then he got sober and he was dull as shit. He was ostracized.

So my own experience of drinking was that that gave me the courage to do the crazy things. I was the life and soul of the party. I was much funnier, I was much more entertaining, I was much more up with things, and I'm kind of on the introverted extrovert spectrum. So I think if I had known a bit more about that, I would've realized that actually my social anxiety, any social

anxiety I felt was probably just that I needed to go home. But no actually, I just drink more vodka.

For me, I couldn't see a way that – because I was using the alcohol as a way of dealing with any kind of stress or upset. My mom had died quite young, and so grief was a huge part of my life at that time. The whole idea of giving up that crutch, that alcohol was providing felt completely unknowable to me. It was terrifying. When I did finally decide on a quiet shameful morning that actually I've can't live like this anymore, this is not who I want to be and I don't really know what my future is going to hold if I carry on doing this.

I made the choice that I was just going to stop the drinking. I mean, I would see what happened. What I found was that to be sober, I needed to change a whole lot of other things in my life. There are so many parallels with a person who has the diet addiction, or a food body issue, where it's just taking up a shit ton of space in your mind and your day when it's controlling you. It kind of has you rather than you have it, which is exactly how I felt about alcohol.

It's almost like the adaptive challenge is in what are you going to do about the reasons why you were turning to that crutch in the first place. I think there is a huge difference obviously between alcohol and food, because you can kind of stop drinking and nothing bad happens. But we've all got to eat, right?

I know it is a very different problem but I guess what I've learned from this is that actually how we do one thing is how we do everything, I think. If you are finding that your relationship with how you're showing up in your life, in any area of your life where it's just taking up a ton of brain space and it no longer feels like it's working for you, that is always to me the sign that you're on a threshold of moving into an unknown place.

It is an adaptive challenge. If you're willing to walk into that unknown ambiguity and just see what your life could be if you changed, then that is walking in the path of an adaptive challenge. I can say five years later, it is the thing I'm most proud of, because it's not that I'm – not a drinker anymore, I'm a whole different person.

It's that transformation that often happens when you just let go of a thing that has been eating into your energy, quite literally I think sometimes. When you can let go of that and know that it no longer has a hold on you, it becomes something else. It's not a challenge anymore.

[0:21:37.1] JB: I think the things for a lot of people who have any obsession whether it be with alcohol, dieting, their body image –

[0:21:46.7] AS: Exercise.

[0:21:47.3] JB: Exercise, yeah. Is they feel like we're saying, very unsure of themselves and they lack a level of confidence within themselves and feeling like they know that they're on the right path, whatever that means.

We don't know and really knows what the path is, but that they can feel this level of comfortability with not knowing, versus before when they're trying to control everything and numb themselves through alcohol, food, whatever it may be. For you saying you're a completely different person now probably feel more like who you really are. At least that's for me. I feel very much more sure of myself and confident in the decisions that I make.

[0:22:30.5] SP: Because you learn to trust a lot – Sorry, Ali go ahead.

[0:22:35.0] AS: No. Go ahead, go ahead.

[0:22:36.4] SP: My own theory about it is that you've learned to trust yourself along the way.

[0:22:41.8] JB: Yes, a client of mine yesterday was talking about this with she doesn't trust herself around food. She can't have food in the house, or certain foods. She will just binge on them. The guilt comes and then the cycle comes. I was explaining to her as someone on the other side who used to have that, I have food in my house that I used to be able to never be around. It's there now and it's just the level of trust that I have, that I didn't use to have. So it's possible to build that.

[0:23:13.7] AS: That's what that – for people listening, this is – I want to give them some concrete examples of the difference between adaptive and technical change. If you think the problem is with the food, then you listen to things like I won't – don't keep it in your house. Don't go to a party hungry. Take a breathe and say, "Is this what you really want?"

[0:23:34.5] JB: Drink a glass of water before each meal.

[0:23:36.9] AS: Right, right. What you're doing is you're getting the power to the food, versus what adaptive change is saying, "No, you have the power." You're the common denominator. It's not about more rules, which then you then rebel against.

We've all paid for programs that we then rebel against and we're like, "Why did I do this?" Because we don't want the rules. But adaptive change is saying how are you going to be different around that food in the house? How are you going to be different when you're at the party?

A lot of my clients realize they overeat and overdrink because of that social anxiety that Sas talked about, so it's working on that versus – that requires building self-trust. I just want to give people some examples of –

[0:24:18.3] JB: I think that's great.

[0:24:20.2] SP: I think that's perfect. It reminds me, I did Jenny Craig once about 20 years ago. I don't know if you have Jenny – do you have Jenny Craig in the States?

[0:24:27.2] JB: Oh we have Jenny Craig. It still exists. I can't believe it.

[0:24:30.7] SP: I had my meeting thing, and I hadn't lost any weight. Weight in, hadn't lost any weight. My support person was — had that sort of judging face of, "Oh, it's disappointing for everybody," kind of that face.

She said, "Well just, you know, tell me how the week's going?" I said, "Look, last night just the day from hell," and I ended up having my supper by driving through KFC drive-through at 8:30 in

the evening. I said, “Tell me, how do I just not do that?” She said, “Well you just need to not do that.”

[0:25:06.6] JB: That’s a great answer.

[0:25:08.4] AS: If I knew that, I wouldn’t be here.

[0:25:10.6] JB: You just needed more willpower.

[0:25:15.6] SP: Yeah. It’s like, this is a circular argument and you don’t seem to be able to see that you just want me to follow your rules. But there was a thing inside my mind that was “I need to be in a place where it never occurs to me that that’s a good solution”. I didn’t think that Jenny Craig is going to help me do that.

[0:25:35.0] JB: Nothing against them, they’re not skilled for that. That’s not the skill that they –

[0:25:38.1] SP: No. That’s what I was telling them. I have no interest in people actually facing an adaptive challenge, because then they’ll no longer need the food.

[0:25:46.7] AS: Yeah. I think that’s a great point to bring up is all of these things that look different on the surface, whether it’s the keto diet, Whole30, learn to chew 30 times, even intuitive eating. I got some beast with the intuitive eating movement too, but that’s a whole other –

All of these things are technical – they’re approaching it from a technical challenge. They’re giving the power to the food, instead of saying, “Wait a second. Let’s understand.” I think people need to realize, you may have thought and think that you have tried everything, but it’s really the same approach, just it’s packaged differently.

That’s because most people believe that weight loss isn’t a technical solution. Like if you just knew how bad sugar was for you. We all know that. That puts more pressure on us right? Versus to adapt to change is building the self-trust. Juliet, I think you said something very key is that you and Sas together is you dove in along the way.

It's not like all of a sudden you're like, "I can do this." You're like, "I don't know if I can do it." When I would put my clients on this, which is adaptive change I'm like, "You're going to mess up." But we're going to – "We're going to look at research. That's research." What happened there? What was the –

[0:26:59.0] **JB:** Going to pick up is good.

[0:27:00.5] **AS:** Yeah, exactly.

[0:27:01.6] **JB:** How to mess up.

[0:27:03.5] **AS:** Yeah, you learn faster. So I think let's talk –

[0:27:06.5] **SP:** Yeah. So Heifetz who wrote Adaptive Leadership, which I think that's one of the most important leadership books I've ever read and I used to be a management consultant before I became a life coach. I can't say coach without kind of cringing a little bit. Anyway –

[0:27:24.6] **JB:** Why is that? Why is that?

[0:27:25.2] **AS:** Because our industry, Sas and I we have this master –

[0:27:27.1] **JB:** Your industry is really saturated with really – with shitty people? I mean, so are trainers, right? So are therapists. But I think I know what you mean. Your industry is – you're plotted against actual psychiatrists and therapists. They've always I think looked at coaches versus them and it's a totally different thing.

[0:27:46.3] **SP:** It's the evangelizing of the client, I think that just can't be done with.

[0:27:51.5] **AS:** A lot of coaches approach things as technical changes when they're adapted, and it's just because they don't know.

[0:27:58.9] **JB:** There's all these coaching programs, right?

[0:28:01.4] JB: They're on theory.

[0:28:02.6] AS: Exactly. But that a lot of life coaches are doing these programs that are like, "All right, you ask this question and then this question and then the client is supposed to have this sort of breakthrough."

[0:28:12.1] JB: Yeah, Sas and I were trying –

[0:28:13.0] SP: I mean, my stuff the coaching models these days are actually those around technical solutions to a depth of problems. They are having a root or based – Sorry Ali.

[0:28:24.9] AS: No, no. I sound so rude.

[0:28:27.5] SP: They are NLP and Cognitive Behavioral Therapy are the two most common models. They're just packaged differently in different coach needs goals and they don't really take into account the whole person. You have all the subtle environment that that person is living in.

What ends up happening is you give someone having a breakthrough in your own personal thinking, but then they go back into your life, which has not changed and of course the environment is the same. So that paper or change doesn't step and that becomes a, "It's my fault, I didn't do it right," kind of feeling. "I need to call my coach again."

[0:29:07.3] AS: I saw someone, a health coach being like, "I am setting up a day with my VIP client while I've been working with for five plus years." I'm like, "You should not be working with the client for five years."

I mean, sometimes I have clients they go away for a little bit and come back. I love that, but that's because part of adaptive challenge is there is always new questions, but if you're working with someone for five years, that is not a good thing. Sas and I were talking, we're trying to figure out what to call how we coach, because it's not coaching. I haven't come up with a good –

[0:29:40.5] SP: I think the thing is we are quite real, because we both have master's degrees in coaching and that's not a typical thing. I think it's changing, but it isn't typical. I think that it's a good thing that kind of graduate programs are now looking at coaching and taking it seriously, because you know both, you and I have seen that this can be incredibly powerful to people who are facing adaptive challenges.

Until you understand the difference between the two, I think most thinking coaches would be actually that would be the – that would be more helpful to my clients. But then, I think yeah, to get back to the model Heifetz who came up with this model of adaptive versus technical change, says that the biggest problem, the biggest issue facing people who struggle with change and he was looking at leaders in organizations.

So people who were leading big teams of people through quite traumatic organizational shifts and strategic shifts. But he says the biggest issue is that we treat an adaptive challenge like a technical problem. We assume that a nice little four by four matrix, or a linear path or a to-do list, or a diet plan or a 12-step method or whatever it looks like is going to be enough to support you as a nuanced and complex individual to go through this place of ambiguity, an unknown path that no one has even walked before.

When you start to look at it from that perspective, you start to see, "Well, of course, that would never bloody work." Then problem isn't with me, actually. The problem is that I am giving my power to the solution, the 12-step method, the diet, the food. It's not actually ever going to be enough.

[0:31:30.1] AS: Yeah, so let's talk about what then are the elements of something that are effective? Because some of the tenants of adaptive change is that the answer is with the client. The answer is with you listening, it's not with the coach, it's not with Juliet, it's not with Sas, it's not with me.

I think of treating food is a birth canal into agency and power. But we were joking with – she's one of my clients. She worked with me privately and then she joined choose the food, because it takes about a whole year to get this new mindset Mitchell found.

She's lost 30 pounds as a side effect of going through her own adaptive change process. All her friends are noticing and they are like, "What are you doing?" They're like, "Can you eat a cookie? Can you not?" She's like, "No, it's not like that." She's like, "What do you say to that?"

I'm like, "What do I tell people in our whole choose your food go black?" I'm like, "Can you say I pierced my soul?" You know what I mean? It's so hard to explain if you haven't been through it, but it really is giving you the power and seeing where you give your power away. But everyone gives their power away differently, so it can't be this formula.

[0:32:49.1] SP: I think you're hitting on a fantastic point, which is that it's really hard to say, "I've been through adaptive challenge." It doesn't have a nice pretty tagline. It isn't Whole30.

[0:32:59.6] JB: People ask me what my diet is and I don't – and I say I don't have a diet. They're so confused by that, especially being in the fitness industry. I'm supposed to have these expectations that I have some perfect planned out diet, and I don't at all. It's not intuitive eating either. I think I love that you're saying that Ali, because it's such biased. It's like, what does that even mean?

[0:33:26.2] AS: Well because if you don't work on – so the inverse of power, an agency and being able to deal with certainty is self-doubt. Now with Sas, this is her thing. She's done research I love to talk about the self-doubt. But if you allotted eating is to numb out self-doubt, and so that's my issue with intuitive eating is they're like, it's hard to tell when you really want food and you're hungry for it, versus it being a numbing tool.

That is very nuanced to flush out, because sometimes I eat "badly," but I don't think of it as badly. I'm just like, "I want this and I'm enjoying myself." But if I have all the self-doubt, I don't know if I really want it. I know I'm going to eat it, because I feel a compulsion to eat it, because I need to numb out.

If you've never gone through an adaptive process in my opinion, it's very hard to know, to listen to your intuition, because I think the emotions that whether it's self-doubt, your failure, all the stuff that I work on my clients, that blocks your intuition, that it's harder to hear that. Kind of went off, but let's talk about self-doubt, because I think this is important.

[0:34:36.8] SP: It's one of my favorite, favorite, favorite, favorite things to talk about.

[0:34:41.0] JB: Yay, self-doubt.

[0:34:42.4] SP: You have me. You're feeling doubts. It's amazing. Yeah. Well, I think the first sign that people realize that they're experiencing self-doubt is they often come up against their own resistance. I think, my own sort of theory that is forming over the years is that resistance is self-doubt manifested.

[0:35:03.1] JB: Can you give an example, when you say resistance?

[0:35:06.6] SP: Say I want to lose weight, for example, and I had this idea that I'm going to prepare all my food. So I don't have to really think about it too much. I'm going to get my meals all organized and all that kind of stuff. That's my plan. Then I find that actually can't really be asked going to the supermarket to get all the food. Sunday was going to be my prep day. Like, you know what? *Gilmore Girls* rerun? I could easily just spend the next four hours watching, so I probably won't be doing my prep.

There's all these kind of resisting behaviors that show up and they often show up as inaction, or action that is contrary to something that wouldn't support the plan, the sort of desired outcome, whatever that can look like. I see this in – I coach with a lot of women leaders who will say things like, "I want to have more free time, so I'm going to delegate more." Then you find actually, "I'm not delegating a damn thing. I'm still doing everything." There's resistance to making that change.

Usually, the reason that we create this sort of resistance, which can feel sometimes like rebellion, particularly I think in a diet mentality, it's like, "I'm not following the rules," usually it's because we're protecting ourselves from something. So there's usually a sort of – I think it's a very understandable, logical and sometimes just below the level of consciousness. There's usually a rationale why we resist doing what we actually say we want to do.

I discovered when I was looking at losing weight, that one of the reasons I was resisting losing weight was because I don't want to be like the skinny mean girls at my school that bullied me for years. I wanted to be seen as a woman of substance who had a bit more going on than the high school cool kids, you know? I still was carrying that old story of what it meant to be thin.

[0:37:08.2] JB: That was an unconscious thing that you were carrying around, or you really need consciously?

[0:37:12.6] SP: Yeah. A lot of my resistance, my self-doubt around my ability to do this, my ability to lose weight or the kind of resistance that I was creating against doing it, against that desired outcome, there was an underlying belief that if I lost weight, if I became someone who was maybe a 140 pounds as opposed to the sort of 180 pounds that I am right now, quite happily. If I lost a shit ton of weight, that actually that would create a transformation in me that did not feel like me.

[0:37:47.6] JB: I think that's the key right there is the not feeling like you anymore for a lot of people, because we're so used to being one way and fit everything – most of our life is very habitual and uncomfortable, even if you are feeling doubt and poor self-esteem, there's still a comfortability with that self-hatred. It's even to go the other direction is scarier than just to stay where you are.

[0:38:14.9] AS: Well and it gets very meta, because to even to just dwell in that self-doubt feels exposing, right? It's like, "Oh, my God."

[0:38:26.6] SP: It's really debilitating for people.

[0:38:30.3] AS: Yeah. I think too, another example Sas that I think what you were talking about is, "Oh, I don't have time to go to the grocery store." You start having these and you talk about this a lot in your writing and Kian talks about it too. The day-to-day resistance sounds like a noble deed, right? Like, "I have to go get the kids. I have to be there for everybody else. I have to get to office early. I'm taking on all the projects."

Those noble deeds are resistance, because – and this is the work that I get into in going back to that good girl, you are then challenging another identity that you feel really good about like, “I’m the great worker. I am the good mom. I am the good sister.”

Even though all of the – this is where it gets super meta, even though all of these labels really are adaptive challenges, “What do you mean you’re a good mom?” There is no good mom manual, there is no good daughter manual, but we create these solid definitions to appease the self-doubt.

[0:39:32.8] JB: It’s to protect ourselves to diminish the anxiety, when in fact it doesn’t diminish the anxiety.

[0:39:37.5] AS: Right. They protect us in the beginning, but in the end they become the cage. Right?

[0:39:42.6] SP: Exactly. I completely agree. I think resistance often wears a cloak of a noble deed. I see this particularly I think in the relationship that women have with time. I see this a lot. I think time is a feminist issue. I think that we have – we’ve given time this kind of glorified reputation, “If I only had more time, I’d be unstoppable. I would be able to be the good mom, the great boss, the – I’d write the book, do the graduate program, I’d go to the gym, I’d go to the grocery store. I wouldn’t be eating a bucket of Doritos every night for my supper, if only I had more time.”

I think that actually, that relationship to time can be either a sign of resistance where actually if you did create the time, which most people can create a bit more time, if you sort of start to look at how you’re actually spending your time, you can start to see that your relationship with time may be covering up some self-doubt, because that’s a nice, easy and very, very culturally acceptable reason to not run the marathon, or write the book.

If you’ve got no time and everybody’s too busy, I think we’ve all kind of convectively quite board with how busy we all are, that actually we use that as a nice cloak of resistance. The other part of it is that we still rely on women to provide unpaid domestic labor on a massive scale. In 2017, still. So women absolutely do take the burden of and the grunt of emotional labor and work

places and families that you know we're the ones that know when the little roll is running out or when someone's birthday is coming up.

All of that kind of brain space is taking up extra time. I think for women to actually say, "No, I need my own space and I may not be the best mom, or the mom that you knew two months ago, because now actually I have an appointment with myself every morning, not with you, getting you out of bed teenage son."

I think once we start actually claiming some time for ourselves, you start to then get into a place where, "Oh wow, I'm really in unknown territory here, because of my big excuse for why I didn't have – why I couldn't do this thing is no longer valid." Then you're on the adaptive path, right? Where it's all unknown and a bit scary and full of self-doubt. It's really freaking easy to then go, "You know what? Actually, I've got to go back to being busy again. Because at least then I knew who I was.

[0:42:24.7] JB: I am having this exact thing right now in my own personal life with figuring out, my therapist said something really amazing to me just last week and the light bulb just went off like [inaudible 0:42:35.6].

She said, "Do you even exist if you're not doing?" That was just – for where I am right now with my career was everything I needed to hear, because do you – why I exist? Am I a worthy person if I'm not doing and producing? Because most of life I've been producing work and trying to better other people's lives, better my life, but what does it look like when you're not doing that? Are you still okay as a human being?

[0:43:09.5] SP: Exactly. I think you're talking to something that I so feel it picks up on this is how our patriarchal world works. We price uncertainty, we price doing, we price happiness above all things. When the three of us are turning around and saying, actually, when you're uncertain, when you're just being and when you're in that self-doubt place of, "Shit, I actually can't pin this on anyone else. I need to look at how I can make this work for me." That that is, you know, it is a revolutionary act, I think to be courageous enough to stick on to that unknown path.

[0:43:53.6] AS: Juliet, you're talking about all the doing and Sas you're talking about the time is – and this is often for women. We are conditioned. We don't even know your condition, because it's just so part of the culture to think that our power often lies in controlling other people's responses.

This looked good, this looked good. The reverse of that if you're listening is are you always questioning did that come across right? Did I say too much? Am I too much? We're conditioned to think our power is in controlling other people's responses. That is an insatiable place to be, because you're the common denominator and someone is always different and the questioning alone takes you away from your power.

When you to start to sit in that self-doubt, that uncertainty and saying, "Wait a second. Is this working for me?" You're starting to take back the power and starting to learn your own preferences, and that's really important in adaptive challenges is because a homework of adaptive challenges is the question start to change.

You go in with one question and then you're like, "This is actually really about this X, Y and Z. Now I have a whole new set of questions." Then you answer those, and then it's like – for example, like you're saying, "I just need to go home early." A lot of my clients realize, "Wow, I have social anxiety because I think I have to be there the whole time."

It's like it originally went into how do I not eat the cookies or drink three drinks to, "Oh, my God. Do I need to leave here sooner? Do I need to make an intimate connection with someone, because I like shallow talk and this is boring? Do I even like this?"

It's really important for everyone listening to realize your power comes from knowing your preferences, then having – some people will say permission, but to me that's agency. That's saying, "I can act on those preferences and I have a choice here."

[0:45:47.8] JB: You cannot control other people on how they will react to your free agency, which I think is tricky for people because it does change relationships that you have had in the past, because if you –

[0:45:57.8] AS: I would get better. A lot of mine have gotten –

[0:45:59.9] JB: Some of them do, but then some of them don't. You have to be willing and open to that, because you may not have those same people in your life and you probably don't even want those people in your life if you're starting to have adaptive change and have that sense of free agency.

[0:46:18.6] AS: Yeah, I think this is where the difference between attention and recognition come in, right? Because women and this is what weight is a lot about; you get attention, you feel like the real you. Again, attention is insatiable. It's not as meaning – well, I was talking to a client and he has lost a bunch of weight and people were noticing.

She also did this really great job at work and she's a really good – she's in the healthcare system. She's really good at what she does and she's learning to do them better. She just finished this amazing rehabilitation project, and people were recognizing her for that.

She's like, that feels so different than when people were like, "Oh, you look great." We do all need that recognition. As you develop those deeper relationships and those right people stay, you do get that recognition. I think that –

[0:47:04.0] JB: As long as you don't have attachment to the recognition, because – what I mean by that is that you have to keep it up. When somebody says, "Oh, you look great." I think there is this – then there is a level of, "Well, I better not look great." I'm talking just purely superficial, but I think it's deeper meaning when somebody says you did a great job on something that's meaningful to you.

[0:47:26.7] AS: Well, that's what she was saying. But what I was going to say is the difference between attention and recognition. Recognition is who you are. Yes, she is in a role and she plays that – I mean, she needs skillset, but it's who she brings, what she brings to the table and her strengths and it comes from that being place, rather than frantically always having to do.

Yeah, and she was saying it's so much different being recognized for who I am and what I – the work I've done to be at this level versus, "You look great in a pair of jeans." That's nice, but it doesn't stick in the same way.

[0:48:04.0] SP: One of the things I've seen and I've seen again and again with clients that I work with around cultivating self-belief is that they get to see what it's like when they kind of stop the dance of likability, when you just stop dancing. You're just like, "I am over keeping everybody else happy and making sure that my number one – the number one impression I make on the world is that I'm likeable."

It becomes much easier then to unhook your esteem from praise and from criticism. Like they both begin to feel a bit neutral, because there is a solid core of self-trust. That's like, and call I can see why you might feel like that. I can see why you might think that that looks better on me or whatever.

It's almost like just clouds that are passing, you know? Rather than the kind of weather is right on you and you can't see for the rain, or you can't see for the bright sun. That actually it's just weather and you're in it. There's something very powerful about that when you unhook from that praise and criticism.

[0:49:15.4] AS: I think what's so fun about it is when you approach adaptive challenges is you start to that same feeling that you use to call self-doubt is more like, "Oh, what can I do here?" There is a turn and do. It's like, "How am I getting that?" It's not, "Oh, my God. Can I do it?" It's like, "What am I going to create here?" It's still the same feeling, only a completely different meaning of what that answer means.

[0:49:40.0] SP: I think, you know, our bodies remember what things feel like. For me, it's like this gut-clutch of anxiety whenever I feel self-doubt. Now I'm like, "Oh okay, something's happening here. What am I resisting? What am I critiquing myself for? What am I unconscious, unspoken, unknown or not looked at, reasons why I'm resisting that?"

Then it becomes quite a quick process to move through that adaptive challenge. Sometimes you can feel like you're going for a whole thing in an afternoon. Whereas, in the past it might've

taken months. I guess that one of the reasons I think that having a thoughtful, trustworthy guide and advisor, someone who understands this is that well, no one has the answers for you, you're the expert on you.

If you have a coach that understands this kind of work, they know about that. So they can kind of give you the – this is probably what the geography of this adaptive challenges might look like for you. It's totally normal to feel like, "I don't know what the hell I'm doing and I'm probably doing it all wrong." We call that research. It's totally okay to just try some stuff out. That's experiments. Because then you start to get a sense of what your preferences actually are, and I think having a guide who can just sort of walk with you along that path and check in with you around how that is working for you, what is working?

It's recognizing that where you've come from, because I think we can forget that so easily. I think it is great to have someone there, and that's why I always have a coach. I always have a supervisor. I've done that for six years that I've been coaching. I've always had someone in my corner just sort of helping me stay around going. I've used different coaches or mentors and supervisors at different times on my own sort of journey — from uses the word "journey", don't they? But I think that it can be really hard to do the stuff on your own, and really you don't need to.

[0:51:51.0] AS: Yeah, that's what I was going to say, do you have any – I mean, adaptive challenges don't offer tips and tricks so easily, because it's for the individual. But as you were talking, I think a big takeaway for people listening maybe go through a resistance inventory. Where are you kind of one foot on the gas, "I want this," and then one foot, "Oh, but I've got to do this." Where are you creating resistance and just start to notice that, because I think that when we normalized it, we think that, "Oh, that's just an excuse," or, "No, this is really true."

[0:52:28.8] SP: Yeah, that's completely – It's really weird things like pay and CBT, those very common coaching methods. I know The School for Integrative Nutrition use a lot of that kind of approach that you start to give that like in the state killer intellectual argument of, "Am I actually having a thought that I don't want, or is this something I'm creating?" When actually, "Yeah. Maybe you don't need the carbs, honey."

So I think there is something about just being aware, like noticing how you are responding to your circumstances. Getting really in-tune with your body, with how you feel before, during and in two hours after you eat. I think that for me has been one of the simplest and hardest to remember processes to go through.

Just sort of, .”Actually, I really have a bad response to onions. Actually, some root vegetables don’t agree with me.” Whereas, anyone on a diet, veggies go nuts. Carbs, I’m good with. You know? It’s just building that awareness, and I think anyone from any particularly eastern philosophy would say that any change begins with awareness. You have to know where you’re at. That’s really about being. That’s the opposite of taking action. That’s just observing.

[0:53:55.7] JB: Yeah, and I think then beyond that is once you become aware and so then ask yourself, “Well, what meaning am I making of this when you’re doing the avoiding or when your resistance is coming up against something that you want, what meaning are you making about that?” Really ask yourself that.

[0:54:16.0] AS: I think the step before that, a part of that observation is looking internally, because we’re so ready, we’re so ready to say, “It’s my schedule, it’s the kids.” How are you responding to that? We’ve talked about this in an earlier podcasts, and this is one of the first things we work on Truce with Food, just labeling. Maybe you don’t have the words for the feeling yet, but just labeling what is this sensation? What is this feeling? Then what am I making mean?

But really looking internally instead of, “Did I make my points? Is this good or bad?” As Sas was saying, and Sas I feel so bad if you really can’t do onions. I love onions.

[0:54:57.8] JB: I have a lot of people in my life who can’t do onions.

[0:55:01.0] AS: So looking internally at the body rather than saying, “Oh, I got my veggies in.” I’ve had so many clients, they’re almost embarrassed that they can’t locate their own hunger. I’m like, “But no one has taught you that you have the answers. You’re always taught to keeping your points, eat this. No one has ever said.” How does that feel?

I think that's really important for people when you start to just observe, make sure you're looking at the internal experience, not the external, because the power is in your internal reaction, not in the environment around you.

[0:55:35.4] SP: Yeah. I think people that really just look at this, like the word nourish is so bloody powerful to me. That feels to me like what I'm – that's one of my life missions is, am I nourishing myself? I don't eat well if I'm not sleeping well. Often that concept of nourishment is sort of half a dozen things down the list is food.

[0:56:03.5] JB: Yeah, and not just food.

[0:56:05.8] SP: Exactly. It is intimacy, it's connection, it's sleep, it's doing meaningful work. Feeling like, "Did I did good today? Do I feel proud of myself today?" That really nourishes me. Then it's like, "Okay, cool. Now I feel like I'm dehydrated and I slept well." So it's much easier then to nourish myself with food.

[0:56:31.5] JB: Some parting words, I think for those people who feel really stuck, like they just – there's no action, just total inaction and they just –

[0:56:43.1] AS: Resistance.

[0:56:44.3] JB: On that fence. They feel like they're in the mud, what is something that you can provide to them just to give them that – the little bit of nudging.

[0:56:58.5] SP: I would say sit down in that mud and get all nice and comfy. Then really, just sit there for a little bit and let yourself feel what's happening. Whatever is in your way is the way, that's the path. Whatever your resistance is, that's the first thing we need to look at. I think just knowing that no one else has the answers for you can be sometimes like the worst news ever and sometimes the best news ever.

Maybe just sit with that. If no one else had the answers for you, what would you do? Just sitting in it. Like, what is it about this particular challenge that is most difficult? What is this mud comprised of that you're standing in, feeling stuck in?

I'm such a fan of just writing, because I think we can tell our emotional truth a little bit on the page. This isn't about being poetic, it's bullet points of fantastic when you're in the mud. It's just tell your emotional truth, get super honest with yourself, what is your mud about? If no one is going to come save you out of that mud, what do you want to do about that?

[0:58:18.3] AS: I think something really powerful that you brought out is that that stuckness is resistance, like you're not unique, you're not the first person that come across this, but that stuckness you're actually in mud already. You don't have to go – You're already there.

[0:58:37.7] SP: I think –

[0:58:38.1] JB: I'm waiting. I'm waiting.

[0:58:40.8] SP: I really wish that the times in my life where I had felt that just like, “Holy shit, I have no idea what I'm doing,” feeling that real stuckness. Like, “I have no idea what I'm doing. I'm so fed up where I am and I have no idea what to do next.” I wish that someone can kind of come and whisper in my ear, “This is where it gets interesting.” Like this really is the place where you start to just shut out the noise of everybody asks – from your girlfriends who are trying some diet to your partner who loves mashed potato every night. Whoever is in your life that has the voices that are closing that noise, just getting some stillness around what is actually true for you right now? It's the first step. The first step is never, “Right, let's go clean up the cupboards.” It's never that. That has to be quiet, contemplation, self-reflection, time to hear that little voice that's inside you that has the answer.

[0:59:44.3] JB: You put a good point. “Let's go clean up the cupboard, let's purge everything in the closet that we don't need, I'm going to do the dishes, I'm going to clean.” All that is just a distraction. Then you're like, “Wow, I took action.” Because those are probably things that you had been putting off, so then you have this false sense of, “I'm okay. I took an action. I feel proud of myself,” but not really.

[1:00:10.3] SP: You're still in the mud.

[1:00:11.9] **JB:** Yeah, exactly.

[1:00:12.2] **SP:** You're still in the mud. It's just you –

[1:00:13.6] **JB:** You just did your dishes in the mud. Good job.

[1:00:16.3] **AS:** One word that might help people, this helps my clients a lot, because I think I still find myself catching myself when I'm resisting, like I don't realize them resisting. But since you're already in the mud, think about softening. Rather than saying, "I shouldn't be doing this. I can't believe I'm still here."

I love Sas your point of like, "What if this is where it got interesting? What if I just sit here? Why does this make brilliant sense that I'm here?" That and softening into that almost to me is a way of ending the resistance of being resistant, because it's super meta. But it's like it's so [inaudible 1:00:50.0].

Just first contents, because I don't know about you, but I found like a lot of my clients they're in the mud often, but they don't know they're in the mud. Just knowing that they're there, rather than long or needing to be fixed, it's like, "Oh, this is what resistance is."

[1:01:07.8] **SP:** I think often, just to sort of put perhaps some words around that, I think resistance tends to be feeling resentful, ingrate, disappointed, sad, fed up. Anything that's in that family of emotions is probably – that's a sign that there's some stuff happening for you, that it's taking you into a place where you're in unknown territory.

Because the temptation then is to numb it out, because they're really difficult emotions to be with. So we try and distract, you know, defer or sort of numb those emotions out. That's a typical response. I love that phrase of just softening into it, having some compassion for yourself. You're doing the best you can with the tools you have. The tools you have were never going to solve the problem that you've got.

[1:02:00.7] **JB:** I think also patience for people, we are as you know the world we live in, patience isn't necessarily something that we tend to have. Everything has to happen instantaneously. These kinds of things that doesn't work like that.

I had a client ask me, "Well, how long is it going to take before I don't eat everything in the cabinet? How long is it going to take before I love my body?" There is no quantitative – there's no –

[1:02:24.3] **SP:** Until.

[1:02:25.8] **JB:** Until. I don't know. I don't that answer.

[1:02:29.0] **AS:** Well, a timeline is another tool of certainty, right? A timeline is another tool of certainty. If this takes 30 days – When you start to really understand that, life is one big uncertainty after uncertainty, you start to realize those things that deadlines, even this idea that you lose the same amount of weight every week, it's like all to mitigate that soothing of that uncertainty. No one can tell you that stuff.

[1:02:53.6] **SP:** The reality is we are on a rotating orb that is spinning at 65,000 miles an hour around a sun. It's kind of like, try not to worry too much, you don't have control. There's very little we have control over. Thank God for gravity, otherwise we'd be all over the place. Sometimes I like those sort of reminders from the physicists that actually it's all uncertain, every damn thing.

[1:03:30.3] **AS:** Yeah. The better you get at it, the wilder and I think more meaningful life –

[1:03:35.3] **SP:** Just enjoy the ride.

[1:03:37.1] **AS:** Yeah. Just some parting words for people listening, I think it's really important to realize that adaptive change actually gets easier the more you do it. Rather than with dieting feeling harder and harder, I know my clients were like, "Oh, my God.

This is easier and easier when –” We laugh when people are like, “How can you just resist those donuts?” They’re like, “Oh, you don’t know the stuff I had to work through to not really care about donuts,” because it was never about the donuts. But it gets easier and you become more – you have more agency, you feel more and more powerful.

You will surprise yourself I think. I think that’s the payoff, and that’s why it’s worth doing adaptive work. I’d love to hear your closing thoughts Sas, because you –

[1:04:25.3] SP: Well, you know I’m such a fan of this work. Then because I think it works, you know, I’ve worked with – like you I’ve worked with hundreds of people around this stuff. I’ve never seen it not help someone. Really all it takes is a willingness to walk an uncertain path. I recognize that that can sometimes feel like the most scariest place to go, but man, it’s not worth not doing.

[1:04:54.5] JB: You’re already walking an uncertain path. Every single person listening to this podcast, you are walking an uncertain path. You have no idea what could happen tomorrow, in the next second, we really don’t – all of the thoughts and mechanisms of controlling is – they’re not real.

[1:05:11.9] SP: Exactly. In this time in our lives, in this year, so much is uncertain. We have so little control over anything. So it’s always a bit of a fallacy, I think. What is amazing is on the other side of it when you have agency, when you trust yourself, when you have your own opinions that you’re really comfortable with, that are thoughtful and considered and are not about pleasing other people or playing to the crowd. When you can tell the difference between popularity and substance. That’s a life that has some juice to it; real juice. It’s not a cleanse of juice.

[1:05:56.6] AS: That’s a very good way to end. It’s not a juice cleanse. It’s a juice –

[1:06:02.2] SP: We want an orange juice, yeah.

[1:06:05.1] AS: Sas, where can people find you? Seriously, Sas and I are both about coaching, but she is the real deal. She has this wonderful once a month it’s notes from the path. I love

getting them. They feel so real and comforting but not in a like, “This woman doesn’t know what she – this woman is on some sort of happy pills.” It’s really grounded and optimistic, you know. But it’s grounded, it’s relatable. So how can people find you? Because I want more people to –

[1:06:33.2] SP: That’s so kind.

[1:06:34.0] AS: It’s true though, and you know I wouldn’t bullshit you, because you know how I really am.

[1:06:37.5] SP: I know. I know. Your tolerance with bullshit is similar, so I appreciate it. Yeah, my website is saspetherick.com and I’m sure you’ll put a little link in the nights, because my husband’s surname, it’s really hard. So thank the Cornish people for that.

Yeah, I coach with people, like human people and I mentor coaches as well. So I do some of that as well. I run retreats and workshops and I run it. That’s pretty much my little gig. It’s hugely meaningful work to me. I think working with people on adaptive challenges is the the most fun.

[1:07:14.9] AS: Yeah. Where can people find you on social media?

[1:07:17.8] SP: I’m Sas Petherick pretty much everywhere, because nobody wanted that name. I’m mostly on Instagram on Facebook. I’m thinking about just ending my relationship with Twitter. That’s not nourishing me.

[1:07:32.8] AS: A bunch of journalists and people have ended it. It’s kind of they’re boycotting it.

[1:07:36.9] JB: I ended it. For my company we ended it.

[1:07:40.7] AS: You guys completely ended it? Wow.

[1:07:42.6] JB: It’s sort of outdated for what we’re doing in our industry.

[1:07:47.9] AS: Times are changing people –

[1:07:48.9] **JB:** People can only look at so many things. You can't keep up with it all.

[1:07:54.9] **AS:** Thank you so much for being here, Sas. I hope people really walk away with, "Okay, it's not me. It's not every diet and the industry itself trying to oversimplify shit."

[1:08:06.6] **SP:** Yeah, it's never you. You're bloody amazing. Yeah. If you're listening to this podcast, you are thoughtful, smart, awesome person and it's not you dude.

[END OF INTERVIEW]

[1:08:18.3] **JB:** Thank you so much for listening to the Insatiable Podcast. We hope you enjoyed today's episode. You can connect with us on social media. Follow me on Twitter and Instagram @julietunite and Ali @alimshapiro, M stand for Marie. Please feel free to also e-mail us any questions. We would love to hear from all of our listeners. You can reach us on ali@alishapiro.com and juliet@unitefitness.com.

We'll see you next time.

[END]