

EPISODE 74

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[INTRO]

[0:01:03.2] AS: You know battling food in your body doesn't work. You want to love and accept yourself, and because you're insatiable, you want results too. You bring the same intensity to your life, wanting to maximize your time, potential, and experiences you have here on our beautiful and wondrous planet Earth. Fair warning, it will be a rollercoaster. But for those insatiable, this is your primetime to thrive. Here is just saying yes to the hunger of wanting it all.

I'm your host, Ali Shapiro, who is dedicated to pioneering a saner and more empowering approach to health and weight loss.

[INTRODUCTION]

[0:01:42.2] AS: Welcome to episode 74 of the Insatiable Podcast. Consistently inconsistent, with Kevin Geary. In today's episode, I sit down with friend and colleague Kevin Geary from the rebooted body to get his take on consistency.

You'll discover why Kevin doesn't believe in long term goals and only focus on the short term. The three manipulators that cause inconsistency and the inner personas that block us from being in touch with our authentic self and cause unhealthy habits and I bring up the extra "step" women need to consider when they're told to tap into their "authentic self".

Kevin is the founder of rebootedbody.com, host of the top ranked rebooted body podcast and a leading authority in the psychology of eating. He has worked directly with men and women in over 35 countries around the world and has influenced countless more through speaking and writing.

[INTERVIEW]

[0:02:38.6] AS: Hello Insatiable listeners, I am here today with Kevin Geary from the Rebooted Body Program and podcast, you have a podcast yourself Kevin. Thanks for joining us. You and I have known each other, what? For three or four years now?

[0:02:51.7] KG: I think yeah, that sounds about right.

[0:02:55.3] AS: In entrepreneurship years, that's 45.

[0:02:57.8] KG: Yes, that's a long time.

[0:02:59.8] AS: Yeah, Kevin, I remember you wrote a piece and I was just like, it felt like I was going to church and I like, I reached out and we connected then. I'm really excited today, we're going to talk about consistency, which I know that you and I have similar philosophies although I'm sure there's also differences. So I'm excited to hear your take on it.

We just did a couple of episodes about trigger foods and falling off the wagon, which talks certain themes about consistency but we didn't necessarily dive deep into that feeling of, I was just talking to a potential client today of you know, she's like, "I'll read about how good prebiotic foods are for me and then I eat them for a couple of days and then I binge," you know?

That consistency piece is, we were saying how like the more you learn about nutrition and you can't implement that and be consistent, it almost creates its own fear in you.

[0:03:50.7] KG: Yeah, I mean, it absolutely does. When you're talking to your clients like, what percent would you say struggle with consistency? Let's start maybe there because I'm wondering, I've interviewed my community and I know what our percentage is. I'm wondering if you've had the same? What percentage, would you guess, struggle with consistency when they first come to you?

[0:04:13.1] AS: Yeah, I mean, let's first — what do you define in consistency? Because some people had consistent struggles of, they make it through the day and then the evening is when they fall apart. Or they make it through the week and then the weekend they fall apart. Or, they're "good" in their life and then they go on a vacation and can't recover after that.

Some people have specific consistency patterns but then, some people don't know why. Why does the bucket monster come in? I don't know why I call it a monster but like, you know, everyone does, I would say 90%.

[0:04:47.1] KG: I would say it's failing to align your actions with your intentions so you have this intention of doing something and for some reason, that doesn't happen and that's on just whatever you would describe as a consistent basis. I think for most people, it's a day to day thing.

They're looking for why is — and of course, we see the patterns where three days will go by and everything's fantastic, right? Then there's a "falling off the wagon thing" happening and then maybe that leads to three or four more days after that of a lot of inconsistency and then they get back on the wagon.

If you look at the pattern over the course of weeks, there is just no consistency there, right? That's what they're really struggling to figure out, why is that pattern happening? We talk to thousands of people that come to our site, that's our main purpose is, how many personal conversations can we have with people who come to our website? Which sometimes it's difficult because you're on the internet and you can't always capture those people and have a

conversation with them but we do that with as many people as we possibly can and we continue to hear the same words and complaints over and over again.

When we asked them, “What is the number one challenge that you face?” They described something related to consistency and most people you know, thanks to the internet, there’s not a huge information problem, everybody pretty much has Google. Now, there is a confusion problem like there is a who do I believe kind of problem but for the most part, I mean, people know that real whole foods are healthier than processed hyper palatable foods.

For the most part, they set out, they have an intention of eating real, whole foods for the most part but end up eating the processed hyper palatable foods and that’s where most of the struggle lies and what they describe as inconsistency.

So a couple of years ago, I really started to hone in on why there’s the gap between how I act, how I behave, like the choices that I make and the intentions that I have. Because nobody’s questioning anybody’s intentions, everybody has fantastic intentions. I’m not questioning their efforts either, some people do that. Some trainers are like, “Well you’re just not putting out the effort,” right? I don’t question people’s efforts at all. I am interested solely on why they’re making the decisions that they’re making and that’s what I’ve been kind of working on the past couple of years.

[0:07:15.5] AS: Should we divide this into like, I’m thinking, again, I’m bringing my lens to it. Like, there’s a physical component there. I was just working with a physician actually as a client the other day and she was like, “I’m always hungry, and I can’t be consistent because I’m always hungry.” She was eating, this is the crazy thing, she was actually eating all of those whole foods that we talk about except for like a breakfast cereal in the morning, but it had no sugar in it.

Yet the number of carbs she was eating in proportion to fat and calories was just, it was completely wrong for her body type and so we just swapped some things around and she’s finding consistency just because her blood sugar is balanced now. Do you see that to be part of the issue with consistency?

[0:08:00.3] KG: Oh for sure. So this is a fantastically complicated topic. We're going to be scratching a surface here. If we talk for an hour, we'll still only have scratched the surface of this conversation. But yeah, I categorize the factors that lead to inconsistency, what I really call them and some people call them triggers in general. I call them biopsychosocial manipulators. So there's a biological component to some of them, there is a psychological component, there is a social component.

Now, you might take one given factor, it might cover all three of those or it might just be biological or just social but these are the factors that are influencing people's behavior, they're basically inputs, there are inputs that are hitting this person on a day to day basis and they are being processed by usually by the person as what I call their emotional metabolism, their ability to metabolize basically the world around them and all of this inputs that are coming in which are generally stresses.

We're getting very specific on them and then we're looking at the output and what happens after this inputs hit the person, they process them, the output, if somebody has a dysfunctional relationship with food or with body or with self, generally what we see is we see some dysfunction in that emotional metabolism. So we get a lot of destructive outputs, and this is kind of like a — there's a resiliency factor and so some people are more resilient than other people.

You can have two people, the same stresses impacting them, you have different outcomes right? So why is that? Well, one person might be more emotionally resilient than the other person. They're able to handle more stress in their life. There's a bunch of different factors, but to answer your question, yes, there's biological stuff that's going on. You might just be able to change some macronutrient ratios around, that was the only problem, suddenly somebody's consistent. Whereas you do that for person B and they're still inconsistent.

Now, maybe that change helps them for a week or two weeks and that happens quite often. But then they come inconsistent again. So often, we have to look at the long term, always more important than the short term, right? Because often, we'll make changes and they do impact the short term very well and then they just stop working for some reason. So it's like, "All right, there must be some other underlying factor that's causing a derailment here, let's go in search of what

else could be impacting this person.” Then you look as, okay, are there any social factors? Are there any psychological factors, are there any other biological factors?

[0:10:35.7] AS: I love how you break that down and for the audience, I love that you use biopsychosocial, I always joke that’s how, what we say in academia and the magazines determine mind, body, spirit, you know? Same concept but just different language.

You said so much there but I can’t wait to follow up with, but for the first thing is, what inputs do you — like, if you had to pick one or two inputs that influenced consistency the most, what have you observed it is in this biopsychosocial dynamic that is an inter play of factors?

[0:11:09.6] KG: There’s one, let’s talk about like an underlying factor and I call this core human cravings and I want to touch on this because I think that it’s extremely important as a mindset shift because the fitness and dieting industry, what I call the legacy fitness and dieting industry, the dying fitness and dieting industry.

[0:11:29.1] AS: Let’s hope!

[0:11:29.9] KG: Yes, let’s hope. They have kind of worked our view of cravings in general. So when somebody hears the word “cravings”, they think of the something that they need to run away from, they need to avoid, they want to stop having and so on and so forth. Typically these are superficial type cravings. They are cravings for sugar and salt and fat and, you know, we know the drill.

What I like to do with people is redefine the word cravings as something that we can run towards. So I’m a big fan of people playing offense instead of playing defense. If you’re playing defense, that looks like, “Oh I have to stop the hyper palatable foods, the processed hyper palatable foods from impacting me.” That’s defense, “I’ve got to stay away from them, I got to figure out how to shut this cravings off.”

If I’m playing offense, what I’m doing is I’m looking at the core human cravings that I have as a human being, so we’re talking about autonomy, we’re talking about mobility, we’re talking about relationships, there is a whole host of them and if those are going unfulfilled, which thanks to our

modern environments, the people who are living in high stress environment, people who are working jobs that they don't particularly like. They have some toxic people in their life.

Just a lot of fulfillment in terms of those core human cravings that drives a magnificent level of stress and what do we use primarily to cope with that stress? People who have a dysfunctional relationship with food use food. Now, we can get also into the realm of well, you know, I know Joe down the street, he's got a lot of stress and he doesn't have a lot of fulfillment in his life but he doesn't use food in the way that I use food. Okay, but Joe probably uses something else.

[0:13:13.0] AS: Yeah.

[0:13:13.3] KG: He might be drinking six beers every night or he might gamble or he might do this or do that. So what I want people to not do is compare themselves to other people, to try to figure all this stuff out. So don't do that; just focus on you right? But let's say you recognize that, "All right, there's some deficiency going on and this core human cravings that I have, there's a lack of fulfillment. What happens if I play offense and I start to work on fulfilling myself in those areas? What happens when my relationships start to improve?"

There is one example of a client that I had who was coming home, bingeing a few nights a week as we were talking, it started to become very clear that it was consistently happening after an argument or fight or whatever with her coworker that she had. She had been doing this for weeks and weeks and I kind of asked her like, "Well have you ever actually addressed this with the coworker?" "No, I kind of just brush it off," you know? She wasn't being very assertive, she wasn't setting any boundaries or limits, it was eating at her you know?

We set up a routine where she would come in and if that happened, she would have like a script that she would say in order to assert herself, work on that assertiveness and basically end the problem, end the trigger. This is a stressor that was impacting her on a consistent basis and she noticed, "Hey, every time this happens, it's so much stress, I get so much anxiety that I want to go home and I end up bingeing."

So she did this, she executed on it, she had a conversation with the coworker, they cleared things up, they work things out, the stress ended, bingeing severely reduced, right? That's an

example of, “Hey, we have a relationship issue here. I have a toxic person in my life that is making this core craving I have for healthy relationships go unfulfilled,” and, you know, recognize that as a trigger, do some work there, get rid of it or fulfill that area and suddenly we see an impact in the eating. Because this is specific to people who have a dysfunctional relationship with food, they’re using food for some reason related to these areas.

[0:15:24.3] AS: I love that you bring that up, especially, let’s go back to like the guy Joe down the street, right? Who has more stress than I do and isn’t eating, you know? I don’t know if you’re familiar with Dr. Nicolas Gonzales’s work? He passed away a couple of years ago. He worked in the area of cancer treatment and his work was largely around different diets working for different people.

In fact, Insatiable listeners, we’ll be having his mentee Kelly Brogan back, Dr. Kelly Brogan back on the podcast in May to talk about his book that came out posthumous, I think is that how you pronounce it after they die?

[0:15:56.2] KG: Yeah.

[0:15:57.0] AS: But, what’s interesting is based on a lot of his work is based on nervous system when you eat like, certain people need vegan/vegetarian to calm their sympathetic dominance in their nervous system versus people do better on like paleo, organ meats, more paleo, we think of the paleo diet if they are parasympathetic dominant. But what he found is that this people also had different types of resiliencies.

You talk about resiliency or different ways of coping with stress where the parasympathetic people tend to get angry and, you know, that’s how they respond and then the people who were parasympathetic dominant, they tend to withdraw. Like the client you had, just shut down and become melancholy and get more depressed and so I think that’s part of the challenge of when we compare ourselves to other people and what’s working for other people.

It was just really fascinating as I saw that pattern with my clients of how they get derailed and what I call, keep their story going as some of them are like, “All right, you know, I’m just going to bring my food and not worry. I’m going to pack all my Whole30 food,” and then they feel angry

that they have to do that versus some people were just like, “I’m not even going to try.” So it’s the same issue of lack of resiliency but it shows up completely different.

[0:17:10.4] KG: Yeah, absolutely. You know, I think that it’s very important for people to let themselves off the hook in a lot of ways. Because, you know, other people in our life aren’t nearly as hard on us as we are on ourselves and like you were just talking about a story. People are contributing to that story, mostly themselves. There’s nothing else really contributing.

Now, they can blame it on, “Well coworker did this, job does this, this, this, this,” right? If you really look at their pattern of thinking and the way that they’re talking to themselves and the beliefs that they have about themselves, they’re mostly responsible for driving all of that. I think a lot of the people in their life that they would consider to be toxic, they have attracted in some sort of way or even enabled that person to continue that behavior in their life.

I think, recognizing like both sides of this, I tell people not to place a lot of blames on this external factors because number one, you know, we can control it from inside and that’s the direction we want to go. We want to play offense in that regard and again, not get into defensive style of thinking where, “Hey, all this stuff in the world is coming at me right? I got to defend,” and it’s like, “No, no, opportunity is out there, I’m going to go get it and I’m going to manage the world around me, I’m going to step forwards move into that world and be powerful and make sure that what needs to happen, happens around me.”

[0:18:40.1] AS: Yeah, I totally agree, I mean, I use the word agency on the podcast a lot. And agency is you know, being able to make independent choice and I think a lot of us don’t know that we have choices and so it does feel like life is just coming at us. I was talking to someone who is joining Truce With Food and she was like, “I just feel like I’m in this washing machine. Life just keeps like, I keep getting spun around.”

And these are people who aren’t trying to take control but we have like, I call it a story or calling it patterns or these ways that we don’t know that we’re often like keeping this, I call it keeping the going and one of my favorite quotes that was made famous by Gloria Steinem, Erin Brockovich is like, “The truth will set you free but first it will piss you off.”

It's like, "Ah, I'm doing this to myself and I wanted to say it was like work or you know, that I don't have time of whatever," but we often create those conditions. But we do, I think what you're saying and I agree with this, we have to have empathy and how we come to understand this patterns because if not, we're not even going to get ourselves to space to look at them, which is what we have to do and that's where I think the compassion and empathy and then say, "Oh, I do have power and agency over this."

[0:19:51.6] KG: Yeah, for sure. When I use the term emotional eating a lot and when people are eating emotionally, there is a couple of things. Number one, they'll generally describe emotional eating as their problem right? "Emotional eating is a problem that I have and I need to get rid of emotional eating."

What I always make sure to tell them, and by the way, that statement comes from this idea that because I eat emotionally I'm broken in some sort of way. This is irrational behavior, they'll describe it that way a lot. Especially because I think that comes from the intention that they know they have. Like, "I have an intention of doing great things within this emotional eating thing comes in and it seems like erratic, out of control behavior, therefore it's just totally irrational."

So what I'm always trying to tell them is number one, emotional eating is not your problem; emotional eating is your attempt to solve the problems that you have. You have actual real problems and you're attempting to solve them with emotional eating and it's extremely rational behavior if you think about it because if you are using food for comfort or coping or control, you're doing so because it works.

Now, it has destructive outcomes. If you look at what it's doing ultimately in your life, yes it has destructive outcomes but it works for what you're using it for, that's why it's not irrational. What we have to do is just learn better tools, better ways to cope, better ways to handle and again, this goes back to emotional metabolism, how can I strengthen my emotional metabolism so I don't have to turn to food, I can turn to this other tools and tactics?

[0:21:27.1] AS: Yeah and I love that, you know, for the audience, I actually am writing a post on this right now, your point about this is rational behavior and for a lot of people, at least in the

moment, when they're inconsistent, their "emotional eating" isn't what we think of traditional emotional eating, which is like, I would say when you're upset or you're saying your stressed.

But, it sounds very logical in your head. Some examples that I'm using on my post, a client was at this nonprofit event and her emotional eating — she followed the conventional diet trick, right? From the legacy dining. Eat before you go right? She eats before she goes and then she finds herself eating cheese and wine that she didn't want. She's like, you know — and blaming herself.

Yet when we went to back track, once we saw her story was about being a good guest and we looked at the thoughts that produce that and it was, "Oh, they're a nonprofit, they spent money on food, I should eat this." You know? Or, "I really wanted white wine but red wine is better for me," and then the other one was, "The event was great but I don't really want to talk about it so I'm just going to stuff my face," you know?

It sounds very logical often on that reasonable, on the surface which is why we often feel like we don't have agency or power. We're like, "Well, work is hard and there are lots of things to do," right? It's seeing like, "Why am I thinking this way?" I think is really important for people. It's a tool almost of like, what am I telling myself that sounds reasonable.

[0:22:57.5] KG: Yeah, there's another concept that hits on exactly that, right? Because there are people who binge, for example, who will describe themselves as, "I see myself going into the pantry, I see myself grabbing the stuff, it's like an external view, but I can't stop myself," you know? "I know what I'm doing and I know that what I'm doing goes against my intentions that I set out but I can't stop myself."

You describe this person who goes to the party and they had a great intention, they even took steps towards that intention before the party, right? Yet at the party suddenly behavior seems like out of their control, it happens. This is why when I said biopsychosocial, I also use the term manipulators to help people understand that their behavior's being manipulated.

Now, some of this biopsychosocial manipulators are, and this is a much broader topic but it's very helpful for people to start to understand like how their mind is working a little bit better. But I

call it “internal personas”, right? People use the term “I’m triggered” but there really never is any clarification beyond that of like what does that mean?

Basically, what they’re saying is, “My behavior’s out of control, I’m triggered therefore my behavior’s out of control.” There’s not a lot you can do with that, there’s not a lot of substance there. But with the internal persona concept, it brings a lot of substance and it brings a lot of understanding.

So what is an internal persona? There is an authentic self that is your authentic you and I tell people to think about like your cool, calm, collected CEO version of you, a very rational, very reasonable, makes great decisions, thinks things through, that’s your authentic self. Now, you have a collection of internal personas, these are like sub personalities that would exist around that authentic self, and so people will recognize some of this right off the bat. Perfectionist, people pleaser, a compulsive part of you.

Now, it’s very important what the real power comes from here is people will say, “I’m a perfectionist, I’m a people pleaser,” and so immediately, I stop them and say, “No, hold on, a part of you is that, that is not all of you.” They can see this if they actually analyze their behavior objectively that people who think they’re a perfectionist do display perfectionist tendencies in some areas, but there are many examples where they do not display perfectionistic behavior.

People who say they’re compulsive will display compulsive behavior in a lot of cases but there’s a plenty of cases where they don’t display compulsive behavior. What’s going on here? Well, when we talk about being triggered, we can say, “All right, well, which part of you is triggered right? Is the perfectionist triggered right now? Is the people pleaser triggered right now? Is the compulsive one? Is the achiever?”

There’s a whole list of possibilities here. Most people have like five or six internal personas that show up over and over again when they’re triggered in different situations. All of these internal personas want — they have your best interest at heart. They want what’s best for you. Generally they’re trying to protect you or they’re trying to manage things, trying to control the environment around you, so on and so forth.

Unfortunately, your authentic self is really the only one who does that rationally and reasonably. That's why I tell people to think of that as the CEO because all of this internal personas, when you're in a stressful situation, you go to a social event, this is a common place where people get triggered and it sounds like that's what happened with your client right? She goes, she gets triggered, displays manipulated behavior. Behavior she did not intend on having. That is because an internal persona got triggered in that moment and said, "Hold on, hold on, we have to protect you."

Now, you said, with the nonprofit, "They spent a lot of money, right? I've got to eat." To me, that sounds like a little bit of people pleaser kind of coming in. "I've got to please by eating the people who serves me this food because if I don't, I'll feel badly or they might think badly about me, like I didn't participate in this." There's a lot of stuff that could be going on right? And an internal persona is processing all that and goes, "Holy shit, bad things might happen if we don't eat something." It starts to manipulate the behavior, "Go eat, go find something, right? Partake in this, don't look like a social outcast, all of this things that we typically hear.

What we can actually do is teach people how to recognize not just when they're triggered, that's helpful but it's even more helpful for them to be able to recognize, this specific part of me is triggered and that gives them a lot more information and a lot more understanding and then we can actually, once we've kind of done work in this area, integrate this parts better to where the internal persona, instead of taking the wheel and putting duct tape on the authentic self and like throwing them in the trunk, we can just have them inform the authentic self. Like, "All right, here is what I'm scared of, here is what I propose that we do," and the authentic self is hearing that but going, "All right, well that's a little extreme, let's scale that back a little bit and let's have a more rational approach," right?

Because this internal personas a lot of times, especially a perfectionist for example, things that if perfect outcome doesn't happen, we're going to die. It has to be a perfect outcome and so people will display completely or what seems like completely irrational behavior — it's rational to the perfectionist part of them, irrational towards a lot of people around them. We can learn or teach people how to put the authentic self back in the driver's seat so they display rational behavior in those really tough situations where previously they would have been triggered.

[0:28:37.0] AS: Yeah, we have similar process. I always say that there is like a crowd eating at the table in your head. You know? So I get that. I mean, very similar philosophies. The thing that I find challenging and I don't know if you've seen this in your practice or, but I tend to work, I work with 80% women and 20% very exceptional men, what I find is more challenging for women is because from birth, we've been conditioned that our power lies in controlling other people's responses in being people pleasing and being what I call, "the good girl".

And so, identifying this authentic self, it's there yet often times we don't know what our preferences are versus what we've been conditioned to believe our preferences are. Finding that authentic self, I find that a lot of my clients, they're like, "I'm surprising myself, I didn't know I wanted this or that." I think that there is, and again, this could be changing as it more generations of women come up or whatever. You know, I tend to work with people in late 20's through 60's. So this could be different and I'm not saying all women struggle with that, they have a sense of things.

But I do feel like there's an extra step, an extra space that has to happen when you're trying to sort out what's really you versus — because, in general, we do not, as a society value "feminine strengths", which are softening, which are emotions, which are all of this stuff, we have been conditioned, we have the power once we realize this but that our strengths aren't safe and we know this from the data, it's not a self-limiting belief like, you know, for example, when women want to take time to see their kids, "Oh, they're high maintenance, I don't know if we can afford it," and then when the dad is like, "I got to leave to coach my kid," they're like, "Oh, what a great dad," you know?

[0:30:26.6] KG: Yeah.

[0:30:27.0] AS: There's some nuance to navigate, I just want to kind of put that out there because I know we have a lot of female listeners.

[0:30:32.7] KG: Yeah, for sure.

[0:30:34.7] AS: Yeah, that's sometimes, I mean, it can be part of that process like my client who I was given the example of is we certainly say well what are your metrics that matter? Is it really

— being good is to me being in that defensive position of I don't want to not be — I don't want to look bad right? That's what I don't want. What are the metrics that you do care about?

Then figuring out what did matter to her and again, she saw that after the fact of her thoughts but at the time, they sounded illogical so we figured out like a new rewards and metrics for her going forward about, what would make a great evening when you're out and how do you want to support the causes you care about? So I just wanted to kind of give the follow-up of the arc there.

[0:31:16.3] KG: Yeah, for sure. When you talk about metrics too, you just talked about those are fantastic metrics that actually matter and if we look at a lot of people who are going down this road, they're choosing metrics that the legacy fitness and dieting industry told them to use. What are your metrics, wait, okay.

[0:31:36.4] AS: Or grams

[0:31:38.1] KG: Yes.

[0:31:38.3] AS: I'm not going to name who it is but there is a program out there where this woman brings, she brings a scale to the restaurant to measure her food grams. I'm like, I've had clients who they try to, it's just too much and it came to me afterwards but can you imagine bringing a scale to a fine night out and plopping down your steak?

[0:32:00.2] KG: There's one I wrote about, very popular, people are going to know it, the 21 day fix where you bring your little — so I just imagine people with their little cups to fine dining and they're like stuffing things in the cups to make sure they're the right portions and stuff.

[0:32:16.4] AS: Yeah, meanwhile to your point, they're not even looking at what persona is like being repressed here because you can't bring your cups forever. That's another thing I wanted to ask you about. You brought up a great point about consistency with tools because I find, what happens is, if you don't address this personas or I call them the story and the behaviors then you stop using those "tools" that the dieting industry gives you.

It's like, eventually you stop wanting to bring your containers and it's so demoralizing to be like, "I need a blue cup and a red cup and a yellow cup to tell me how to eat," you know? "Am I going to preschool or like a hot restaurant out on the town," you know?

[0:32:57.2] KG: Right, exactly. Like you said, another reason why people are abandoning those traditional tactics is because they don't align well at all with their biological or psychological programming. Intrinsic motivation is a huge concept that I talk about all the time and I'm a big fan of the whole entire process, if we can get it there.

It's not always possible but if we can get the whole entire process of nourishing your body with food, nourishing your body with movement, all of the self-care habits that you want to engage in, getting as many of those as possible to be intrinsically motivated, that is really what makes success effortless.

If anything is an extrinsically motivated, if it relies on things external to you for example, of healthy eating, relies on the number on the, scale right? Like, "I'll only eat healthy if the number's right and if the numbers moving in the right direction. If I see the number move in the wrong direction then I'm going to stop eating healthy. That's what most people, it's not how they talk but that's what happens, that's how their behavior manifest in the world because they puts so much into it.

If you look at people with a healthy lifestyle, who seem effortless at this and you say, "Why do you eat healthy?" They don't say because I want the number on the scale to say something or, "I want to maintain my weight or I'm trying to keep my blood pressure low," or anything like that.

They talk about immediate benefits that they're intrinsically motivated to have, they talk about things like, "Well, first of all, I love the taste of the food that I'm eating, number two, I love the energy levels that I have and I noticed that when I eat this other foods over here, it kind of sabotages those energy levels, I don't like to feel groggy. I noticed that," — they're very in tune with their body. "I noticed that I don't sleep as well when I eat this other foods. I eat this foods so I can sleep better and I noticed that when I do this activities that I love, I perform better in them when I'm eating this foods versus those other foods."

You can see that they're talking about a completely legitimate set of reasons for why they're doing something where as if you ask a dieter and they're like, well, my trainer said that's what I'm supposed to be eating, "I want the number on the scale to move." They're naming all of this like superficial external things whereas the people who are already successful and have been successful for a long time are naming intrinsic things.

We see this a lot in fitness as well. Now I think, fitness examples are where people can get this the most but there is an epidemic of people doing fitness oriented things that they absolutely hate doing. They're only doing it because somebody told them it was a good idea because they can reach these other goals that they have.

You want to lose weight, here's what you got to do, you got to get P90X, you got to get Insanity, they're putting this DVD in for the 30th time and they hate this fucking DVD, right? Then what do they say? "Oh, you know what? I need more willpower I think? I need more discipline I think, I need somebody to hold me accountable."

"No, you need to stop doing shit that you hate doing," let's start there right? If we find physical activities that people love to do and that they're intrinsically motivated to do that they're inspired to do, they don't complain about having enough willpower or enough motivation or enough discipline because all of that stuff is already there.

So I use the example of, like my big two activities right now and this changes from time to time but right now it's tennis and Brazilian Jiu Jitsu, right? This two things, objectively are amazing workouts. They will keep you in shape if you continue doing them.

I do them not for any reason related to my body or health or anything like that, I do them because I love them. I get a lot of benefits from them. When I go play tennis, I get that camaraderie aspect, I get the team work aspect, I get the competition aspect. I love how I feel after I'm done playing. A lot of the same stuff with Brazilian Jiu Jitsu, right?

If you took somebody who had a goal of weight loss and you were like, look bro, Brazilian Jiu Jitsu is great for weight loss and they started doing it and they hated it but they kept trying to do it because they wanted to lose the weight and then you compare that to me who just loves doing

Brazilian Jiu Jitsu and then we ask the question, five years from now, who do you think is going to still be doing Jiu Jitsu?

Who do you think needs willpower to go to practice three days a week. Who do you think out of the two of us needs discipline to go do this three days a week? It's the other guy, it's not me, I don't need any of that stuff, I go because I love doing that.

If people would step back a little bit from doing everything they're told they're supposed to be doing and just said, "What do I want to be doing? How do I want to move my body in the world, what way am I already passionate about? they would have much more success and they would feel like the willpower thing, discipline thing is gone, they don't need it anymore.

[0:37:50.8] AS: Yeah, I think you know, Three points I want to bring up that you brought is I think that stems from this bigger narrative that being healthy is about being deprived.

[0:38:00.0] KG: Right.

[0:38:01.0] AS: It used to be that healthy food was beansprouts and tofu and all these stuff and so people are like, "It feels good," which is what you're describing. It's like people are suspect.

[0:38:10.3] KG: Yeah and not allowed yes, wait a minute.

[0:38:12.1] AS: "I'm not working hard enough but I enjoy this." So I think for everyone listening I think it's important to realize that your body is wired for vitality, it wants to feel good and so if you're making these inconsistent choices, as Kevin said, there is a rational reason for this. So let's take a step back, being healthy is about vitality and freedom and ease, I think. It may take some work to get there. I was laughing about or just nodding about your Jiu Jitsu example because I went off sugar in the beginning of the year.

I wasn't eating that much but after the election my sleep got really bad and I was feeling very combative and I knew that the sugar was contributing to it and I went off of it. I guess it's been now like three months, or I don't even know, whatever, but I saw my mom the other day and I gave her a hug and she's like, "You feel a little thinner" and I was like, "huh?" So I went on the

scale — the last time I weighed myself was at the doctors in November. Do you know how much weight I lost going sugar-free from November until now?

[0:39:10.6] KG: I have no idea.

[0:39:11.7] AS: One pound because I wasn't eating that much and as I got on the scale this morning I was like, "Oh my God the old me would have been like, "Are you kidding me? Four months and being completely," — but it is not hard for me because my sleep, I'm sleeping through the night. I'm not exhausted at 3:00 and I've had to really work on my relationship with food over the years but it doesn't feel like deprivation. I am getting so much out of it that I'm going to continue to do it even though I've lost only one pound but I was like, "Oh my god, the dieting me would have been binged right after that weighing in"

[0:39:45.0] KG: So this is a perfect story because most of the people who are listening to us right now I don't think have that ability that if they did get on the scale and it said one pound in four months, the dieting programming would rush in and they would get angry like you just talked about what you would have done in the past, right? And so that's a great example of having long term goals versus recognizing immediate benefits.

You talked about the immediate benefits that you get from not having a bunch of sugar versus the long term goal of weight loss. Now let's say you had set a weight loss goal back then when you said, "I am going off sugar," back in November. Let's say you had set a weight loss goal but you were also in tuned with the immediate benefits that you get. This is a very important point and this is why I tell people to stop making long term goals, actually.

The long term goal because we put so much weight in it, sabotages the behavior even though we're getting immediate benefits from the behavior. So you are getting immediate benefits now but if you had set a weight loss goal back then and checked your weight now, you probably would have thrown in the towel and said, "Fuck it, it's not worth it," the only one and you would immediately forget about the benefits you just told me about like the better sleep and so on and so forth.

So people will abandon small immediate benefits if a long term goal they've set has not been reached or achieved or had not even made enough progress towards. So people do that all the time, they abandon the process even though they're being successful because the rate of success is not what they expected or wanted or needed or whatever they describe it as. So it's a very destructive to the process I think and that's why I tell people the long term goals you're setting, especially the more superficial they are or the more related to dieting programming they are, the more likely those are to sabotage you at some point down the line.

If you only focus on immediate benefits, that's all you need because if you are doing stuff for the immediate benefits and you recognize and connect with the immediate benefits, you'll keep doing the behavior and you'll reach the long term goals eventually that you have for yourself. You don't need to set them. They don't need to be declared, they're just going to happen because you're doing the behavior.

[0:41:56.0] AS: Yeah, I love that and I studied adult development and that's how adults change is they need immediate benefits. They don't have time to worry. Research shows that one in seven people who have a heart attack will change their dieting lifestyle. One in seven people who have seen death right at their door and it's because when we tell people, "Hey you're going to live 20 years longer or you could prevent it" you know even me as a cancer survivor, I know cutting of sugar, I've known for decades that, that is so important.

Again, I've consistently worked on it but if you think that's enough for me to be like, "Hey, I'm going to do that" it wasn't. It was this sleep issue and now, I was travelling out west and normally the time changed. I got up super early to catch the flight because I had to be there in the evening, normally in the past when I would travel I would like, "Oh, I'll have a dark chocolate at 3PM, but its dark chocolate and then if I go out to eat with a friend, I'd get the dessert if they were getting it.

I didn't do that this time and I had no jetlag and even the sleep, my sleep was up a little bit, mixed up a little bit because of the time change, I didn't had any cravings, I had stamina, I felt sharp and I was like, "Oh my god this is a benefit I would have never known about" to your point if I had been focused on weight loss, I would have chucked it and then never realize when I

travel, if I don't stay on sugar I don't need to worry about jetlag or anything which is so liberating to me because I hate being tired.

The other thing I wanted to say, it was funny what you were saying about fitness because I learned at our Insatiable retreat from Juliet that did you know that Bob Harper from the biggest loser had a heart attack, during?

[0:43:38.6] KG: Yes, I was just on another podcast being interviewed and they told me the same thing and I was like, "I didn't hear about it in the news," but I heard about it on the other podcast I did.

[0:43:46.4] AS: Yeah so for people listening CrossFit is all the rage and he's a fitness trainer but Juliet was saying that for certain people with CrossFit, it's just too intense and that's too much stress on the heart. Now granted who knows he had genetic predispositions, he was a vegan for several years maybe that wasn't working for him and now he's paleo. Who knows if it was diet and then there's other things to consider but I think that's just an example of how even a fitness trainer really struggled during a workout.

[0:44:16.6] KG: Also look at other factors like the immense stress that he's probably under from filming that show and all of the...

[0:44:24.4] AS: I think the show is over, someone said, yeah I'm not sure. You're in here, I don't know we're not in touch with that.

[0:44:30.2] KG: But also CfofssFit when I talk to people about cross fit, it's always a matter of attenuating it because CfofssFit promotes the really hard core no pain no gain mentality. I think they have that picture of what is it? A monster puking or something?

[0:44:46.2] AS: Oh I've never done cross fit.

[0:44:47.7] KG: A while back, okay. So I wrote an article on it a while back that actually a lot of CfofssFits agreed with because I didn't say don't do cross fit. I said, "Let's find a healthier way to do cross fit" because it's not a completely healthy approach and then there's a lot of people

doing it at five AM, 5:30 so they're like, "Well the only time I can fit it in is before work," so they are forgoing sleep in order to murder themselves in the gym and they're not ever recovering that sleep.

There's a lot of other lifestyle factors and stress that's going on so you could see and just stress in general, chronic stress. People say this all the time, it's the cause really of all of the dysfunction and breakdown of our body and it's just a matter of identifying the stressors and so we can actually start to do something about them but what I was going to say in terms of a point was it's never one factor. People are like, "Look at his diet," or, "Look at this, or look at that."

No, let's look at everything that was impacting him because it's almost always a multifactorial issue. All of these stuff is a multifactorial issue which is why it's helpful to have somebody there to help you sort it all out. Not try do it yourself because you also have a lot of blind spots in terms of your own stuff, your own self. So if you have somebody else who is listening in and watching and seeing how you're moving about in the world that they can jump in and say, "All right, here's what I notice." Here's a pattern that you probably didn't see before.

[0:46:13.5] AS: Yeah and so let's get back to some of those tools because exactly, when you're talking about these personas, I want to think about that and they're also really hard to see because it's like a fish in water. Like with your client who had a difficult coworker at work. She probably have normalized work being stressful and it's like, "Oh wait" and you are asking her to get specific and clear in patterns so what tools can you share? I know it is, that's one thing I learned in life is getting outside help. If you want to move faster, I mean I'm still about efficiency even though I am working on slowing down.

[0:46:52.6] KG: Yeah, so we have a four or five assessments, interactive assessments in our Decode your Cravings Program. We have one assessment that assesses core human cravings. So it takes them through a list of questions and tries to determine and they're rating different things. So it's working on determining which of those core cravings are going unfulfilled so that we can immediately create some game plans for getting fulfillment in those areas, playing offense.

Another assessment that we give is a biopsychosocial manipulator assessment. We've done the work of looking at all the clients that we've worked with and all of the people that we've interviewed and all of the research that we've done and we've identified 50 really common core fundamental biopsychosocial manipulators. They just show up over and over and over again and there's about 50 more sub manipulators within those.

So we give people an assessment and the goal is to try to find the areas where the stress is occurring, where these triggers are coming from, or the inputs. So they're going through the assessment and at the end they have a little worksheet and they have very clear like, "here are the checkmarks, here are the exact manipulators that are affecting me" and again, we can go in and we can start playing offense in those areas.

What we start to do, what I like to do is I like to find the smallest manipulators first, the ones that are very easy to knock off. We can get easy wins right off the bat by addressing these three or four areas. So we do that, we get the success snowball rolling. They start to feel good about the process and the work that they are doing. They start to feel empowered, we take that power, we take that momentum and we start knocking down other pins and we go bigger and bigger and bigger. So we use the momentum to start tackling the bigger things.

So there's two areas. Now in terms of internal personas that's another assessment area that we do. What I like to do with that is we have a worksheet where the person lists the internal personas that they're pretty damn sure they know are there and that show up over and over and over again and then what I say is, "All right show this worksheet to two very close people, safe people and say, 'Do you agree with is?'" And of course, we give them a list of all of the potential internal personas that are there.

They are going down the list saying, "All right do I recognize that side of me?" Yes, no, etcetera and they'll usually make the list, it's eight or 10 long and then we'll say show that list to two other people who are very close to you, who know you very well and see if they agree with it and show them this list of potentials and see if they recognize — let them be very honest with you and see if they recognize any others that you haven't put down and we'll start to consider those.

So once we have a list, we can then start teaching the person, “All right, here’s how that internal persona works, here’s how it starts to show up, here’s what it’s trying to protect you from, or here’s what it’s trying to manage in your life. Here’s why it exists, basically,” and then once they have that information, they can start to see how that leads to the specific patterns of behavior that are manifesting in the world and they can understand that, “Hey, this is not an opponent of mine.”

Which is huge because if they don’t understand these parts of you, you feel like they’re opponents. You feel like they are constantly sabotaging you and in general they are doing their job. It manifests as destructive behavior, which you call sabotage but it’s doing its job. It’s just doing it to an extreme and it’s leading to some negative outcomes. It also often these internal personas compete with each other a little bit. You might have an achiever but you might have an impatient side of you as well.

So the achiever wants to go in one direction but the impatient part of you is like, “That is going to take too long, we need to do this instead,” and so they’re competing. We can start to figure out where that friction, start to clear that kind of stuff up and what we do, this whole process is called integrating. We’re integrating the internal personas into one better functioning system instead of this triggered system where this one wants what it wants and that one wants what it wants and the authentic self is not in control of anything that’s going on. That’s what the dysfunction looks like.

[0:51:02.7] AS: Yeah, so getting everyone on the same page.

[0:51:04.8] KG: Exactly, yes.

[0:51:06.6] AS: So can you give some examples of manipulators that you’ve seen and I know you have a hundred it sounds like, 50 main ones, 50 sub ones, but what are some big ones? Because I know one of the things that I realized — I work with a lot of introverts and I am extroverted. So I’ve learned a lot about introverts feeling like they need to be “on” and over, it’s almost like an inhaling and holding their breath in social situations but that’s some of the things I’ve seen. I’m wondering if you can share some of the things you’ve seen?

[0:51:39.5] KG: Yeah, so I will pull up the workbook here and we can just go through some of them and a lot of them are so common that people will hear them and say, “Wait a minute, that’s so obvious,” but they don’t realize that that is actually a factor that is leading to and contributing to your use of food, right? So even though it’s just plain language, none of this stuff is a secret, we’re going to go down a few of them.

[0:52:07.4] AS: Before you say that, that is such a dynamite point because one of the things that I realize with my clients because they’ve struggled with food for so long or they have other health issues, autoimmune, they feel different and they love that about themselves but there’s a part of them that loves being different. Maybe it’s the one with the cool career, maybe it’s the spiritual one in their family.

They love being different, yet that feeling different around food but it also makes them think things don’t apply to them. So I just wanted to bring that up. It’s like, “Nope not me,” and that’s been a huge humbling lesson to me. I often dismiss a lot of things and then as I become more self-aware, “I couldn’t see that but you’re right.”

[0:52:51.4] KG: It was even back to me a little bit. So one of them is pattern paralysis what I call. This can be just being stuck in a pattern that’s a learned pattern. Now for me, the reason I singled that one out to start with is because this was a big one for me. First of all when I was a kid, it was all processed food. It was straight up standard American diet. My parents know nothing about health, nothing about nutrition, any of that, right?

But it was a pattern that every time we would have a meal, we would have desserts and so I just learned that from age four probably through adulthood. It was meal happens, dessert happens and so when I was doing my “reboot”, as I call it, getting from 220 pounds to 165 pounds, trying to get healthy, trying to work on my relationship with food, body and self, that’s something that I figured out was happening just in my brain as a programming that every time I would eat a meal my brain instantly was like, “Where’s the dessert?”

So that’s called pattern paralysis and I call it pattern paralysis because most people who are affected by that are paralyzed by the pattern that they are stuck in. So that’s one of them and addressing that is very important and that’s one that a lot of people struggle with, identifying the

different patterns that you are stuck in. If we wanted to just go very common, shame is a big biopsychosocial manipulator, right? Guilt, generalized anxiety that a lot of people are struggling with and a lot of people are medicated for is a huge one.

Grief is a big one. We see it very, very often. Then we can go into career like if you are unfulfilled in your career as I was again, now when I was a martial arts instructor, that's when I was at my heaviest. I want people to understand that at the same exact time I absolutely hated what I was doing. I was the co-owner of a martial arts studio, I was 60 pounds overweight, I was medicating with food all of the time, why is that?

Because I hated the direction that the martial arts industry was going in, I hated the person that I was working with because he wasn't a good person. I felt trapped, I wasn't able to get out of the situation, I was very fearful about leaving because basically our family relied on me, right? My wife is a stay at home mom, if I leave and I fail we're fucked, right? So that's a huge fear but then you are torn between like, "All right, well I got to escape but I can't escape because if I escape and failed then we're doomed. You know, at least in this position we got income coming in, we got food, thing like that."

So you're battling with yourself all the time. So immense levels of stress. Now, I saw a survey not too long ago asking people how fulfilled they are in their career and it was 70 to 75% unfulfillment. People just doing something because they were suckered into it by the college thing. They're just, "Hey, my parents went to college, I went to college and I decided that I was going to go in this direction. And then I ended up in this job and now I realized wow that really sucks. I don't want to be here." But just like me, their family is relying on their health insurance or their income or they can't leave. They're stuck, right?

[0:56:06.5] AS: Or I find that with a lot of my clients are unfulfilled in their jobs, although a lot of them love their work but it's too much of it. It's so much and they're just so intense or I was just in our last Truce With Food call, a couple of the physicians in our group were like, "These metrics that we were being pressured to measure are not what really matters," and the physical therapist was agreeing who was in the group. So it's these values mismatch. Even if you are in a job that's too much and that you like, sometimes can be really draining.

[0:56:41.3] KG: Yeah for sure and so that's an example if we have career unfulfillment that's going to be obviously a psychological manipulator, right? There's an emotional component there. There's probably going to be a social component in terms of the people that you're around. Maybe you don't like them either? Then there's the principal component as well like the physical toll that it takes on you. This is an example of one that covers all three of those areas. It's biological, it's psychological and it's social.

If we go to one perhaps it's just physical a lot of times, we could do gut health, that's a huge one for a lot of people. If you have a gut dysfunction, now it's a little bit of a psychological factor too because the gut does have an influence on brain and on mood and all of that, but it's generally like a physical problem going on and we can address that and solve it. A lot of people have gut issues that they don't know about. They don't realize they exist.

We talked earlier about the disconnection from body, disconnection from self where people are normalized to how horrible they feel and they don't know what feeling better could feel like. They're just like, "I'm fine, I'm fine." But if you start to ask them about all right, well how would you rate your digestion?" They go, "Well I got bloating and I got this and I got skin issues." "All right, well you're not so fine," but you're normalized to that and they don't link it to food.

They don't link it to lifestyle. They think that these are just things that happen to people. "Well I am in my 40's and my body is just breaking down. It's what happens." But no, what you are describing is directly related probably to the food that you are putting in. The inputs in your environment are creating these outputs and we can change that. So gut health, poor sleep is a huge manipulator.

So a lot of people don't know that if you go about three to four days on six hours of sleep or less. So we have two main hormones that are controlling hunger and satiety. We have ghrelin and we have leptin, right? So let's say you go three to four days, six hours of sleep or less, 30% more ghrelin production. So that's 30% hungrier, 20% less leptin production so we're not able to feel as full.

[0:58:48.8] AS: Or satisfied.

[0:58:50.8] KG: Or satisfied and our insulin is going to be a little bit deranged. So anything that we do eat our body has a harder time metabolizing it. So complete disorder, hormone disorder across the board, huge manipulator. Because people get poor sleep and they're like, "Why am I in a crazed search for carbohydrates?" And just fast acting stuff or caffeine and so if they are not aware this is going on, they feel like manipulative. Like, "I'm out of control here. Why is that?" Well there is one reason.

[0:59:19.7] AS: But then you go to Starbucks at three and you're like, "Oh I am not out of control and crazy. Everyone else is like this too."

[0:59:25.6] KG: They're all here! Hey, it's normal! All right, party.

[0:59:28.9] AS: That's the problem, to be really healthy you're like the abnormal one right? People are like, "How can you go hours without eating?" And I'm like, "Well it took me while because I used to have hypoglycemia, but I've healed my body." That's a whole other topic, when people tell people they have to snack every couple of hours. That's a whole other topic sometimes people need it if they are hypoglycemic at the time but that is not the goal, right?

[0:59:54.0] KG: Right. Yeah so all of these, those are some examples, all of these are factors that can manipulate your day to day behavior where you set out with great intentions, these manipulators come in, they're impacting you and suddenly your behavior steers off in a different direction. Another one that you just said is what other people think about us, right? And that goes back to internal personas. There are some internal personas that's afraid of what other people are thinking.

An inner rebel, I'm surprised we haven't even touched on that one yet. That's a huge one for a lot of people and if you are — the biggest way that I see the inner rebel gets triggered for most people is when they are doing dieting because the dieting advice that they are given triggers the inner rebel. It's very oppressive advice and your inner rebel is designed to protect you against oppressive circumstances. So if you apply these oppressive advice to you, your inner rebel then gets triggered.

By the way, I said they're doing its job, right? It's not working against you. It's doing its job, it's standing up and saying, "F this, you don't want to be doing P90X, you don't want to be doing insanity, you don't want to be eating 1200 calories a day, none of these stuff makes any sense, stop doing it." So eventually that voice gets so loud that things collapse, you go back to your old ways and you go, "Oh I self-sabotage again." No, you did not self-sabotage. Your inner rebel saved the shit out of you.

[1:01:14.5] AS: Yeah, you protected the inner rebel. I was just thinking about what you were saying about focusing on short term results, that calms that inner rebel doubt. It has nothing to rebel against. It's like, "Oh I'm getting what I want," you know?

[1:01:29.8] KG: Yes, getting what you want, getting what you need, yeah. So with our programming, we're programmed for immediate gratification. So recognizing the immediate benefits that we get from doing all of these behaviors that we want to be engaging in is huge and when those behaviors are aligned with your biological and psychological programming, you're intrinsically motivated to do them and they supply what you need.

Like in terms of biological programming, eating 1200 calories a day is never going to give you what your body actually needs. So you will constantly rebel against that and there is no way to shut up your inner rebel. You cannot make it go away. In fact, because it's an inner rebel, when you try to silence it or you try to ignore it, it gets even louder. So that's the pattern that people get. Go ahead

[1:02:14.5] AS: No, I was going to say that's like what I say what you resist persists and you were saying about, let's look at your cravings and let's be on offense, it reminds me of what you embrace dissolves. You can't pretend that they are not there.

[1:02:26.8] KG: Yeah and so when you are eating real food and you are giving your body the calories it needs, you're giving your body the nutrients it needs, the inner rebel has nothing to whine about, right? When you are doing physical activities that you love and that inspire you, your inner rebel has nothing to complain about, right? When you do P90X because your trainer told you to do P90X and because you are trying to lose weight and you don't really want to be doing it, now your inner rebel really has something to complain about.

When you're at your job, when you're at your work and you are not feeling fulfilled and you're getting micromanaged and you are constantly in poor interactions with your boss, inner rebel's got a lot to complain about there too, you know? This is huge, putting all of this pieces that we've been talking about together is what really makes a lasting change in people's life, verses a lot of the stuff they've been trying is just very superficial type stuff, you know? It's not going to stick long term.

[1:03:22.4] AS: Yeah, I love your point that it is a lot of pieces coming together that you have to work at. Otherwise, you fall so easily back into those personas of like, "Oh, I'm just different." Or, the woe was me. Carlos and my sister both speaks Spanish so they called the "poor brasita" when I'm like, "Awh!" They're like, "Life is not harder for you Ali." And I'm like — Oh, I got one of those voices, you know? Maybe we'd call it the martyr but it's like, "Why me?"

[1:03:52.1] KG: Yes.

[1:03:52.7] AS: Oh, I hate when I hear but I do it anyway.

[1:03:55.9] KG: Yeah, and that really speaks to what's called the oppression of the shoulds, right? Because when you're like, "Oh, woe is me," it really stem from a place of things should be different, things should be like this and I'm a good person so this shouldn't be happening to me, and I have great intentions so this should be happening in my life and on and on. These are the narratives that go through people's heads.

But it's called the oppression of the should because, when that's your thinking, when your thinking is geared towards, "Well this should be but it's not," it puts you in a place of victimhood right? All the time, that is not a place of empowerment, that's a place of, "I have no control, I'm a victim and everything should be happening differently and I'm going to sit here and complain about it instead of recognizing what's actually going wrong, taking steps, playing offense to make things go right."

[1:04:47.6] AS: Well, I find that half the should that people think they should be following that make them then want to give up are incorrect information from that legacy diet industry, "I

should be only eating 1,200 calories, I should be doing cardio every day. I should be drinking a green smoothie,” or you know?

It's like — that's part of why I love like when you remove this resistance or you really learn to work with what you're calling the inner personas and I call it like transforming your story, you get clear on what actually works for you, you're basically curating and discerning which should really matter? Because you have like three should to do, it's not that bad but then if you have 20, you're like, “I'm shoulding all over myself, I'm just a muck in shoulds,” you know? Quicksand.

[1:05:36.5] KG: Yeah, it's very easy for people to start to feel overwhelmed a little bit but when you bring so much clarity to the process and they can see, it's not like they're saying, there's so much stress, there's so much to do. It's, here are the exact things that need to be worked on and they're personalized to you, that's a huge part of this process. It's not saying, “All right, there are internal personas that you're struggling with.” No, here are the ones, the exact ones that you as a human being are struggling with, not Joe down the street, you, right? Here are the biopsychosocial manipulators that are affecting you.

That's why we have the assessment process because it's not like teaching people about biopsychosocial manipulators. That does nothing for people. Yes, you want to teach them about them but we need to identify which ones each person that comes to the program has and develop a game plan for those things so that they can actually do something, so that they can play offense versus just be knowledgeable about what's going on. Because knowledge about what's going on is like half the battle, the other half the battle is, can I execute?

[1:06:42.9] AS: Yeah, it sounds like what you're saying is consistency is really a self-awareness game. It's not about the food. Yeah.

[1:06:50.8] KG: Yeah.

[1:06:51.8] AS: What parting words do you have for people and where can they find and learn about all of this? Please share.

[1:06:56.8] KG: Yeah, so they can get everything that we do at rebootedbody.com. Like you said in the beginning, we have the Rebooted Body Podcast that I would recommend, we just relaunched a new podcast called Bite Sized Wellness with Zack Frank, he's the head coach of our academy so definitely check that out as well.

[1:07:11.8] AS: I was the first guest on Trigger foods everyone, so check it out.

[1:07:15.7] KG: You were the first guest so everybody should go check that out for sure. Parting words? I would say to number one, let yourself off the hook for everything that's happened so far on your journey, right? Because the shame and the guilt that a lot of people are carrying into this are not going to serve them well at all. Understand that the legacy dieting and fitness industry is dying and please don't attach yourself to that sinking ship any longer.

[1:07:43.7] AS: I love that, it's a death spiral.

[1:07:46.7] KG: Yes, it is in the death spiral. I know their marketing is very flashy and I know they make lots of great promises and they know how to pull your strings, right? So they are very persuasive but please don't — yeah, don't attach yourself to best sinking ship any longer. There is two things. The third thing I would say is I want you to consider the intrinsic versus extrinsic motivation thing really hard.

I'll say this: if you're doing things, here's how you know you're really intrinsically motivated to be doing what you want to do and what a lot of listeners might find through this kind of little exercises is, "Wow, I'm not really that intrinsically motivated to anything I'm doing. Like it's almost all extrinsic," right?

If what you're doing was taken away from you, how hard would you fight to get it back? If I talk about Jiu-Jitsu training as an example, if somebody said, "Kevin, you can no longer do Jiu-Jitsu," I would pitch a fit right? I would have a lot to say about that. If somebody was like Kevin, you can no longer put that Insanity DVD in your DVD player." "Okay, good, all right!" Right?

[1:08:56.6] AS: I'll help you.

[1:08:57.3] KG: Yes, exactly and that's how a lot of people you know, they're like, "I just need more willpower and just want to do insanity." No you don't. We need to find you something that you really truly love to do so that if I try to take that away from you, you would put up a fight right?

How about the food? If you put me in a scenario where it was just standard American diet food all the time, I would start to be like, "Where is my real food? Where is my nutrition?" You can feel it in your body, right? That's how you know, "Hey, there's an intrinsic motivation to eat real food here." A lot of people don't have that and to let them know that you can develop all of this. It's not like how you are now is how you're always going to be, that's absolutely not the case.

I told you my story of coming from the standard American diet from not liking any fruits or vegetables whatsoever to eating them all the time now. Right? Things absolutely change if you change, if you do the work to change, right? So that's the exercise I would say is intrinsic versus extrinsic. Look at everything that you're doing in terms of health, right? Or health goals, how many of them are really intrinsically motivated versus extrinsically motivated and why? What are the factors there?

And if you need help sorting that out, just shoot me an email. I get emails all the time and I'm happy to reply to you so if you're confused by any of that, I'm there to help.

[1:10:18.5] AS: What's your email?

[1:10:19.6] KG: kevin@rebootedbody.com.

[1:10:21.8] AS: Oh good, super short. kevin@rebootedbody.com.

[1:10:25.7] KG: Absolutely.

[1:10:26.4] AS: I think for everyone listening, a clue that it's externally motivated is it starts with "should, have to, must".

[1:10:33.9] KG: Yes, exactly. And you can feel the inner rebel bubbling up.

[1:10:38.2] **AS:** Yeah. I know, I think our inner rebels are like the smartest part about us and so we need to learn to live with it.

[1:10:44.4] **KG:** A very powerful force. Yeah, and a lot of people want to shut it down you know? Don't. If you learn to leverage it, it can do very powerful things for you.

[1:10:54.6] **AS:** Wonderful. Kevin, thank you so much, this has been so fun.

[1:10:57.2] **KG:** Thank you for having me on.

[END OF INTERVIEW]

[1:11:02.5] **AS:** Have questions or reactions about the episode? Reach out to me on Instagram and Twitter @alimshapiro, or Facebook at facebook.com/alimarieshapiro. If you love this show, please leave an iTunes review and tell one friend this week about how to get the Insatiable Podcast on their phone.

See you on social media.

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