



I KNOW WHAT TO DO

But I Just Can't Do It!

The phrase I hear most of all when I first meet new clients who want to get healthier / lose weight / build a better relationship with food.

Accompanied usually by a little word that brings so much guilt - 'SHOULD' - as in

'I know what I should do (but I just can't do it)'

So WHY? If we know what to do, and let's face it we certainly are not short of information, then WHY can't we do it? Ever thought about that? Beyond the logistics of everyday life, what is stopping you?

Here I offer some ideas on that. Which of these resonate with you?

1.

You don't have the **headspace** for it. Your brain is full of other stuff, taking up priority. There is only so much you can cope with at any one time. And midlife women are SO busy.

'I just don't have the **willpower**'. Ever used that one? Willpower is like a muscle, it gets tired and runs out. So depending on when you are trying to make changes, it might be your willpower is depleted at that time.

2.

3.

You might not have the **energy**. Rushing from day to day, endless things to do and people to look after. I believe many women are responsibility weary, too exhausted to look after themselves in the ways they want.

And what doesn't help is **not fuelling your bodies** well enough. Yes, this is a vicious circle, but if you don't nourish yourself with simple real foods, then this will impact energy levels. Ever tried to make sound decisions when hungry? Not a good idea.

4.

5.

This may be due to **dieting / restriction**. Not only can this impact the body's energy, but also the mind's decision-making process. The brain needs some key nutrients to work optimally. Another never ending vicious circle – you may want to eat well / lose weight, yet the odds are against you based on current eating habits.

Dieting is also so hard for a woman to do because it is about food deprivation now, to achieve something in the future. This is not sustainable, it is miserable, and it blames the woman for the failure as opposed to the diet. So why can't you start that next diet? – because deep down you really don't want to! And understandably so – forget dieting.

6.

7.

Our **food environment** has a MASSIVE impact on us now. You are only human, and our food world is ridiculously full of too much temptation, everywhere, all the time.

How are your **hormones**? Whether still in a menstrual cycle or going through midlife changes, the sex hormones can be make or break. They impact emotions, resilience, and again, energy. For example, oestrogen is needed to help make serotonin (a feel-good neurotransmitter in the brain), and progesterone is a woman's natural relaxant. So if you want to make changes, choose your timing wisely to coincide with peak hormones

8.

9.

Habit – another tiny word with a MASSIVE impact. Making change is hard for the brain, it is so much easier for the communication signals to continue on familiar well-trodden paths.

Shifting habits around **emotion driven behaviour** I believe is the hardest of all. When negative emotions (stress, fatigue, upset) drive your actions, you can tend to resort to old habits quickly, because they are **comforting**. And during tough times (particularly tough the last few years?) perhaps you need comforting more than before. Like putting on a pair of comfy old slippers, unhelpful habits (around food, alcohol, fizzy drinks, not enough sleep, not moving) - all are there to go back to, far too easily.

10.

Is this you? Can you recognise yourself here?

If so, then get in touch for a chat to find out about working together. I can help you draw out your inner strength to make changes, empower you to become the expert on your own body. I can motivate you, and hold you accountable. We can work through the 'shoulds' until you make changes because you WANT to.

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