

canfitpro™

SASKATOON

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Mindset: The Missing Muscle

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What we're covering

The basics of setting yourself and your clients up for success:

- **What is Mindset?**
- **What's YOUR Mindset?**
- **Warning signs: how to tell if a client's mindset is holding them back.**
- **How to help your clients evolve their mindset**

You're in the right place if...

You know the way your clients think is affecting their results

You're tired of clients excuses and objections

You want to learn how to help your clients change their thinking to change their habits

It hurts you to see your clients self sabotage themselves

You're ready to embrace a GROWTH mindset for yourself and your clients.



What is “Mindset”?

Fixed vs. Growth Mindset

Fixed - believe that you have innate fixed qualities that cannot be changed.

“It’s just the way I am”

Growth - belief that learning and intelligence can grow with time and experience.

“I can do anything”



Fixed Mindset

"It's just the way I am"

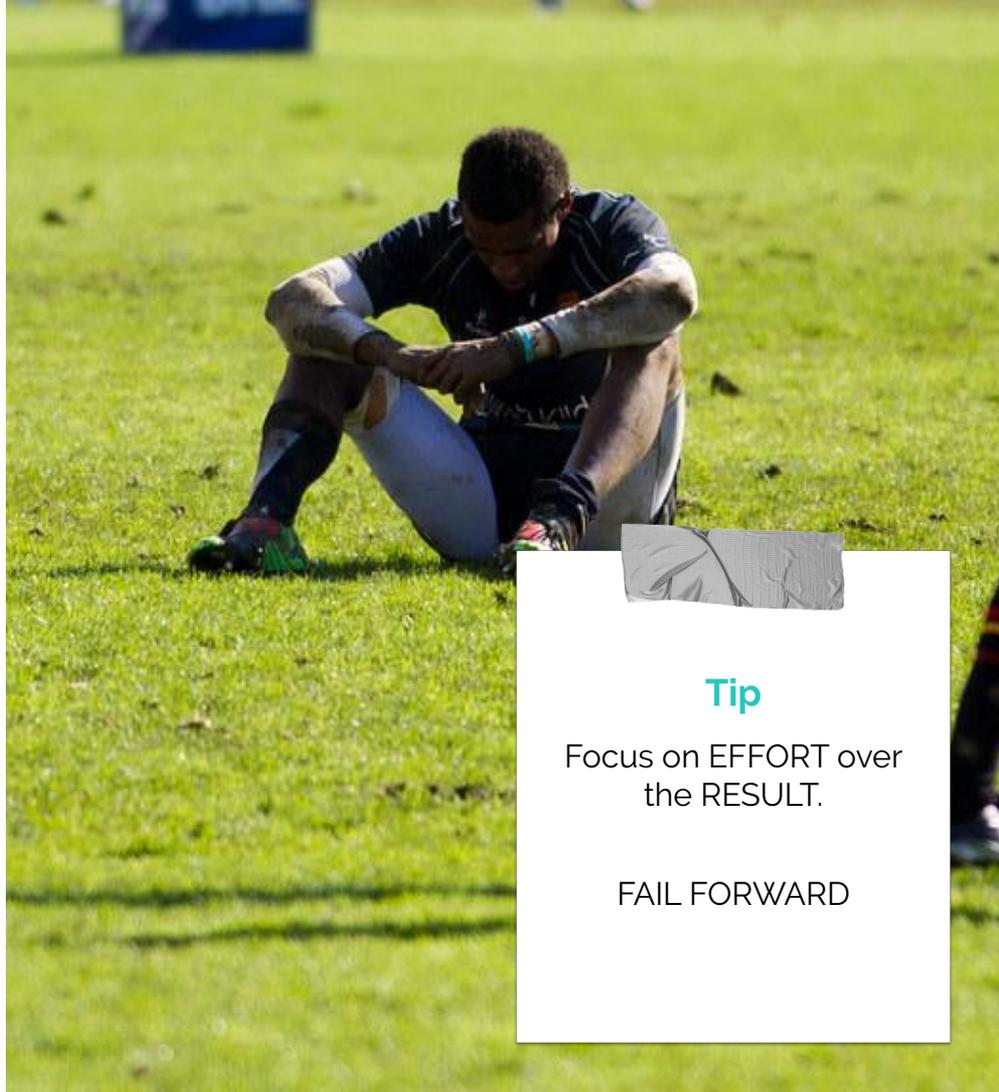
"If I can't be the best why even try?"

"You can't teach an old dog new tricks"

"I can't lose weight. It's impossible"

To shift:

- Reward effort, not results.
- Focus on what they can do.
Present small opportunities for change, learning, and growth.
- Leverage the compound effect



Tip

Focus on EFFORT over the RESULT.

FAIL FORWARD

Growth Mindset

"I can do this"

"I can learn anything if I try"

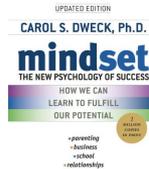
"It's okay to be a beginner"

Embraces Growth:

- Willing to ask questions even if it sounds foolish.
- Sees challenges as opportunities.
- Values feedback over praise.
- Willing to put in time, effort, and energy to improve.

Tip

The book "Mindset" by Carol Dweck is a great resource!



"Through their research on intelligence and learning, Dweck and Dweck have shown that intelligence is not fixed, and that learning is a process that can be taught. Mindset is a must-read for anyone who wants to succeed in life."

What's your mindset?



Tip

You are an example for
your clients.

The better your mindset,
the more you can help
your clients to shift
theirs.

Why does Mindset matter?

Changing the way you think changes the results you achieve.

Why do....

Clients who lose 100 pounds often gain it back?

Lottery winners end up broke?

Professional Athletes end up in debt?

People self sabotage their success?



—
**The mind is like a muscle,
The stronger it gets,
the more it can
expand.**



Simple, but not easy.

Changing the way you think changes the results you achieve.

Calories in vs calories out

Exercise + eating healthy = results

A plan = progress

Simple in principle, difficult in practice...

Why? - Mindset.



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**Fitness is a band-aid
approach until the mind
is addressed.**



People are human.

Past Experiences/History

Upbringing

Beliefs

Learning Environment

Surroundings/Culture



“*Then* I’ll be happy”



Ron W.

Lost 100 pounds and was still unhappy -

He assumed happiness would magically appear when he lost the weight.

—

*“Oh just wishing my salad
was a cookie”*



Teresa

*Frustrated she wasn't
losing the weight but
wanted to hate the
journey.*



Mindset ruining results?

Common mindsets that kill progress:

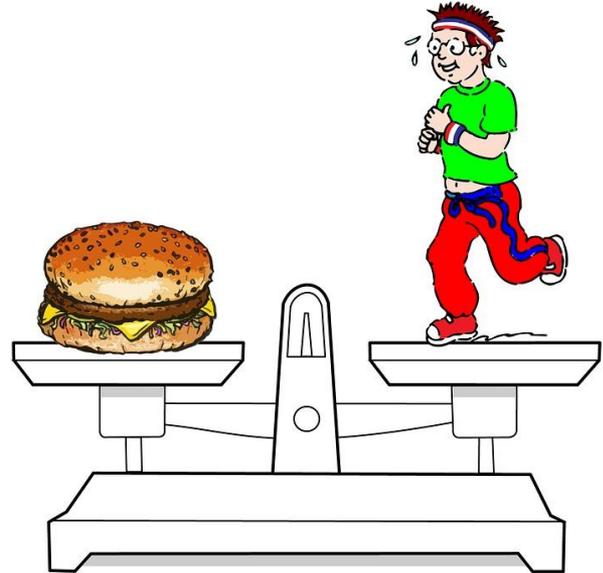
All or Nothing

Self Sabotage

Excuses

View of Failure

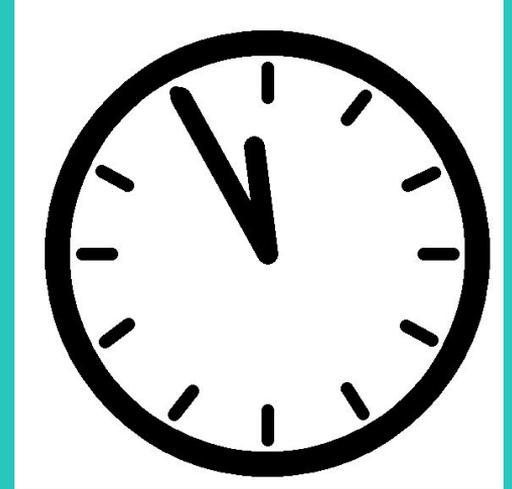
Stinking Thinking



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**You spend an
average of 1.1% of
your clients week
with them.**

***based on 2, 1 hour sessions per week**



“Fitness” often isn’t enough

It’s not enough to only give meal plans and exercise and expect people to “change for good”

You can address their external environment without changing their internal environment

The **habits** they repeat, the **thoughts** they think, the **beliefs** they have, ways they **cope**, the **triggers** that derail them will all affect their success (or lack of it).



—
How

to address MINDSET

to get your clients

results



Mindset Makeover

- **Become a detective**
Before you can change their mindset, you have to better understand what it is.
- **Address their fears/limiting beliefs**
Understand their fears and help them to work through them to shift from a fixed to a growth mindset.
- **Make them the hero in their story**
Help them to see things differently and position them to win by praising effort.

1. Become a detective

You must uncover the stories that they are telling themselves.

"I can't lose weight because..."

"It runs in my family..."

"I don't have time..."

"It's too hard"

"I always fail so why even try...?"

Listen for absolutes

I "Can't"

I always...

I "Won't"

I never...

I "Don't"

If... Then...

Common Stories

I don't have time to exercise...

I always fail so why even try?

If I can't be perfect - why do it at all?

Common Stories

I can't afford it

I don't want to
cook multiple
meals for my
family

I have to put
everyone else
first - there is no
time for me.

A person wearing a dark, heavy jacket is shown from the chest up, with their hands covering their face. The background is a blurred, natural outdoor setting. The image is overlaid with a semi-transparent dark rectangle containing text.

2. Address their fears

What is really going on?

What underlying fears are their stories based off of?

What limiting beliefs do they have?

What patterns always repeat themselves?

FEAR:

Afraid to look in the mirror

Afraid of the scale

Afraid of what people will think

Afraid of change

Afraid it will be hard

Afraid they are too out of shape

Reframe: False Events Appearing Real

Fear of being embarrassed

Afraid of failing (again)

Afraid of succeeding.

FEAR

Common Stories

I don't have time to exercise...

What do you have time to do?

I always fail so why even try?

Tell me more about that... What is something you have done well at?

If I can't be perfect I won't do anything.

All or Nothing thinking... argue the extremes.

Common Stories

I can't afford it.

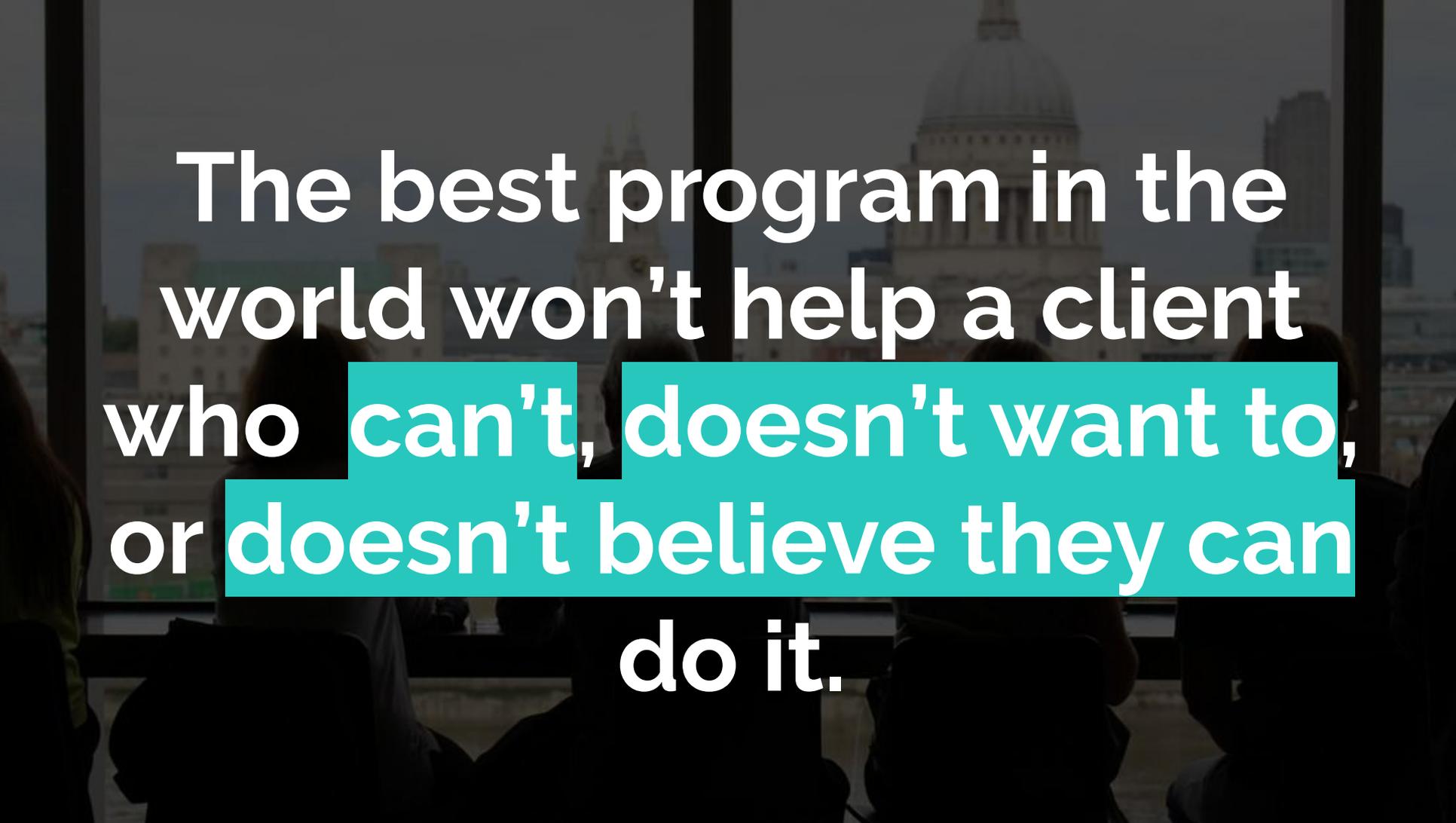
Address their values

I don't want to cook mult. meals for my family

How would you changing help your family?

I don't want to give up my favourite foods...

Help them overcome scarcity thinking.



The best program in the world won't help a client who can't, doesn't want to, or doesn't believe they can do it.

3. Make them the Hero

Help them become the hero in their story.

Change the things they believe by helping them see and experience a different path.

Co-creation is key



Make them the Hero.

Set them up for 'achievable' success. They must believe their goals and desires are possible. Focus on small wins and the compound effect.

Co-create a plan together. A plan or program won't always work - some need you to **tell** them what to do, others need you to **teach** them, and others need to be **enlisted** in the process.

Celebrate their wins.



Make them the Hero.

Empower them. Empower them to make decisions, to try things on their own, and build confidence in their abilities.

Educate on Mindset. Address their mindset and help them to adopt a growth mindset by being aware of a fixed vs. growth mindset.

**Teach don't tell*

Teach them to train their thoughts. Before you can train your thoughts, you must assess them.



Teach them to train their thoughts

1.

RECOGNIZE

the thought

2.

REJECT

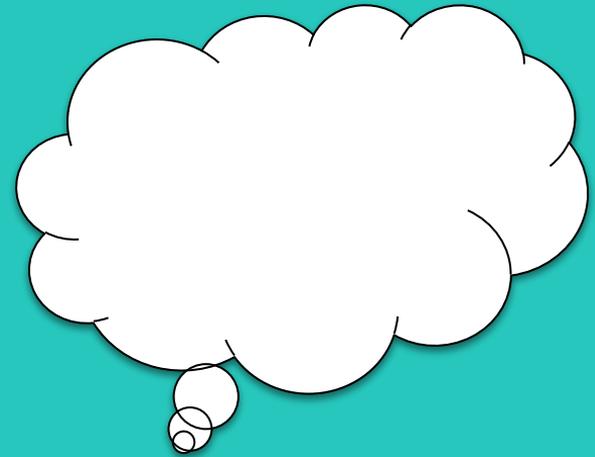
the thought

3.

REPLACE

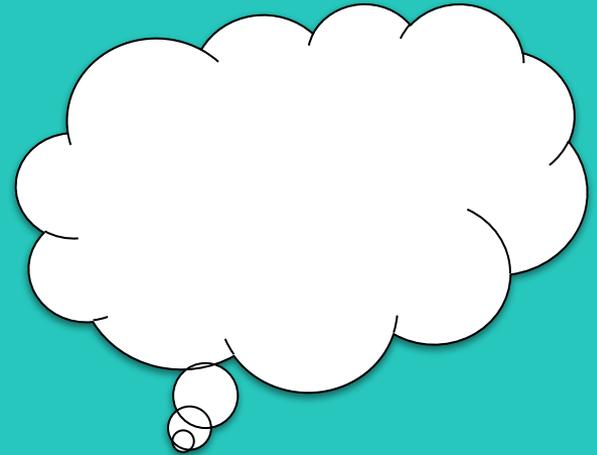
the thought

—
Client question:
Is what I am
believing true?



—

Client question:
**What do I want to
be true?**



—

Client question:
What will I
choose to be MY
truth?



Every Hero needs a guide

Constantly and consistently praise effort. Celebrate what they *DID* do, and the habits (process goals) that will lead them to their (outcome) goals

Prepare them for challenge. Identify possible challenges and what to do when they arise. (*ex. what they will do when there is a box of doughnuts brought into the office.*)

Teach them to → Fail Forward → Failure is an opportunity to learn, grow, adapt, and become more knowledgeable and self aware.

Prioritize learning well over learning quickly.



Every Hero needs a guide

Take the focus off the scale. Use multiple progress measurements (non-scale victories, habits, measurements, photographs, body comp, the way they feel, and the scale)

Provide support (systems). Clients usually don't have good support systems be a source of support or create client support groups

Train Attitude. As the trainer you decide what attitudes and beliefs you tolerate.

Allow and encourage vulnerability. What is revealed gets healed.

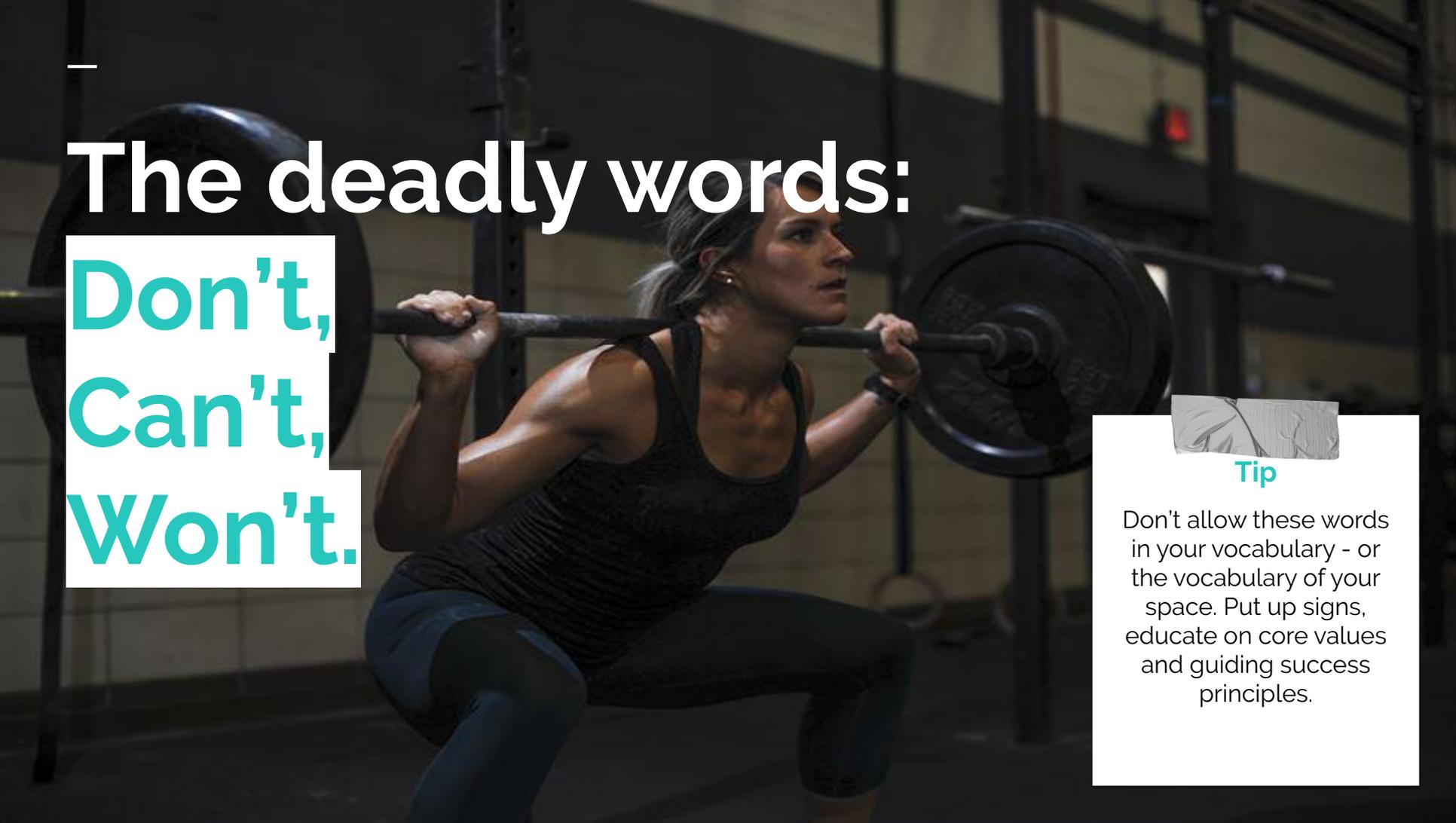


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Watch for these
dangerous
fixed **MINDSET**
signs:



The deadly words:

Don't,
Can't,
Won't.

A woman in a black tank top and leggings is performing a squat with a barbell in a gym. The background shows gym equipment and a red light.

Tip

Don't allow these words in your vocabulary - or the vocabulary of your space. Put up signs, educate on core values and guiding success principles.

The Can't and 'Have To' Mentality

Help your clients be **aware** of the **language** that **they use** and **how it is affecting them**.

Empower them to have a **choice** and to **feel good** about their choice.

To the GET TO Mentality

The ALL or NOTHING Mentality

Relate it back to **failure**.

Eating a cinnamon bun is not failing. Eating a burger, ice cream, and everything in between because you ate a cinnamon bun is.

Teach balance, self love, and remind them of the big picture.

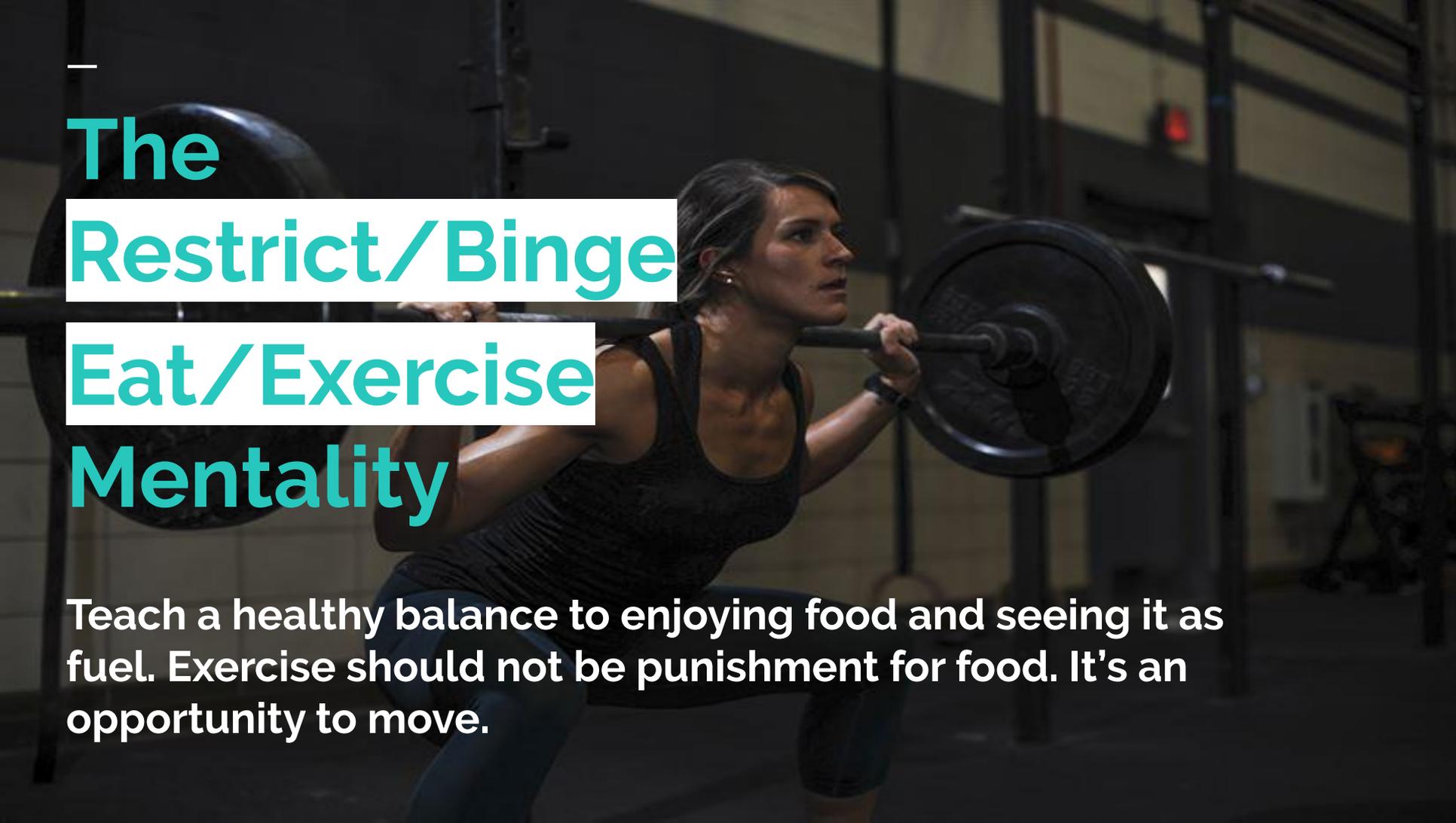
The IF/WHEN... THEN... Mentality

IF I lose weight... THEN I will be attractive.

WHEN I lose weight... THEN I will be happy

Teach your clients to enjoy the journey along the way. They will never stick with something they can't and don't enjoy.

The Restrict/Binge Eat/Exercise Mentality

A woman with long dark hair, wearing a black tank top and blue leggings, is performing a squat in a gym. She is holding a barbell with black weights across her shoulders. The background shows gym equipment and a dark setting.

Teach a healthy balance to enjoying food and seeing it as fuel. Exercise should not be punishment for food. It's an opportunity to move.

The Self Hate Mentality

When clients want to lose weight out of disgust, they will struggle. They must accept where they are at and have self compassion.

Teach the serenity prayer:

“God, grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference.”

They must accept where they are in order to move forward.

The reality is...

Helping your clients master their mindset is not easy.

If you want quick, easy clients and cash it might not be for you.

If you want to give your clients lasting results and make an impact - - you **MUST** focus on **MINDSET** as the **MISSING MUSCLE**.

How do we change our clients mindset?

- **NOT** upfront or overnight
- **By setting an example** (work on your own beliefs and how you live your life)
- **Growth challenges** (push them outside of their comfort zone)
- **Address challenges** (be willing to have the comfortable conversations)
- **Meeting them where they are at - but challenging them to grow**
- **Look for opportunities to fail** (change how they view 'failure' in the gym and with their nutrition)
- **Build their confidence** - celebrate things they thought they could never do

Remember,

As you master your own mindset it will be easier to help your clients master theirs.

You cannot approach all clients the same: some will need to celebrate passing by a donut, others will need to celebrate eating a donut without guilt or shame.

Note: never use the word 'issue'

Every client is an opportunity to grow as a trainer and to expand your knowledge to help more clients.

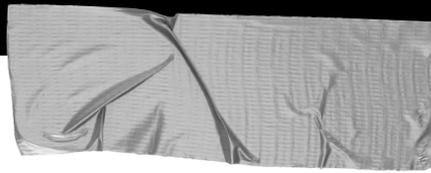
—
A **healthy body** is to be
applauded,

a **healthy mind** is to be **admired.**

A **healthy body** takes **dedication,**

a **healthy mind** takes
determination.

BRADY JOHNSON



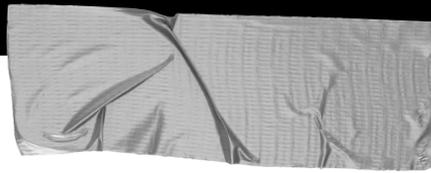
Good luck!

I hope you'll use these tips to go out and deliver an amazing service as you transform your own and your clients mindset..

For more (free) tips on how to master your mindset and live the life you deserve and desire, enrol in my 3 day confidence course at

bradyjohnson.ca





Resources:

<https://www.skillsyouneed.com/ps/mindsets.html>

We want your feedback!

Look out for our post event survey to be sent out via e-mail.

