

AUGUST 2010

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## Motivation

**Motivation: The choice between two possible outcomes.**

That seems over-simplified. But is it?

From the Z-Health perspective, while simple, this definition is highly accurate! Definitions, however, don't create change. Action does, and that is where the true battle lies. We are constantly choosing between two possible outcomes, and oftentimes have to balance short-term gain against long-term gain.

Let's look at the person trying to lose 20 pounds:

### Yummy dessert vs. no yummy dessert

- Yummy dessert: short-term win
- No yummy dessert: long-term win

## NEUROLOGY OF NUTRITION

If you saw [last month's newsletter](#), then you read about some of the exceptional results that our trainers and their clients have seen since last summer's 9S: Sustenance and Spirit course (you can read a more thorough review of the course [here](#)).

Making dietary changes is more a battle of wills than anything (you vs yourself, sadly), or a **problem of Motivation**. That is why Dr. Cobb tied Sustenance and Spirit together in to one course. There is so much physiologic, social, and emotional "stuff" tied up in food and our food choices, changing those habits has to be one of the most difficult things we do.

And, it's not just because of the "stuff" tied up in change. It's because making a change literally requires your brain to burn more fuel than doing what you have always done. And, since our bodies are wired to be efficient, we don't want to make the change and burn that extra fuel.

It's the same reason why we forget to stop and get a gallon of milk on the way home from work – it's a change from the routine, and remembering to deviate course, particularly after a long day, is literally more difficult physiologically. (How much mileage you will get out of that excuse with your significant other will vary.)

But, back to nutrition...

There are a few tools you can use to help keep you focused on what is important (and, what isn't).

## IMPORTANCE RULER

When that little voice in the back of your head says, "*this isn't your best decision ever*" stop for a minute. Ask yourself on a scale of 1 to 10:

*How important is it to you that you change your behavior?* 1 being not at all important, 10 being of utmost

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## EVENTS CALENDAR

Be sure to check [our website](#) regularly for updates.

### Essentials of Elite Performance

Seattle, WA  
August 20-22

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El Segundo, CA  
November 12-14

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Orlando, FL  
December 10-12

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### R-Phase

San Francisco, CA  
July 30 - August 1 & September 10-12

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Minneapolis, MN  
August 27-29 & October 8-10

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### I-Phase

Phoenix, AZ  
August 5-8

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Boston, MA  
September 16-19

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Copenhagen, Denmark  
October 28-31

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San Francisco, CA  
December 9-12

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### S-Phase

Phoenix, AZ  
October 14-17

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### T-Phase

Phoenix, AZ  
November 4-7

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### 9S Certification Series

9S: Sustenance & Spirit  
Phoenix, AZ  
September 24-26

importance.

Now, say you are staring at your favorite dessert, and know that most of the time you would answer the question at a 9, but are currently answering 3. Stop and ask yourself this very odd question, *"Why am I saying I'm a 3 and not a 1 right now?"*

When you ask yourself this question, your brain will offer you a host of different reasons for why NOT eating the dessert is more in line with your goals and values. This, of course, does not mean that you can't still have it. But, it does offer you a chance to view your choices more consciously, while training your brain to think about the reasons that you want to change. As you do this exercise, be honest with yourself, and THEN decide you want the dessert. What you choose then isn't good or bad, but it's a conscious decision between two possible outcomes.

## CONFIDENCE RULER

The Confidence Ruler is similar to the Importance Ruler, but in this case, you are asking yourself, *"How confident am I that I can make this change?"* The scale remains the same, with a 1 being not at all important and a 10 being of utmost importance.

What you may find with the Confidence Ruler is that it is really important to make the changes, but there are life factors at work that make it difficult to create change. It may be a travel schedule, not creating the time to exercise, work schedule, sabotaging family members, etc. That is where a great coach comes in to help you figure out how to make the changes you want to make.

You can see how these rulers are a great tool to help figure out what is really important, and what is not, as well as what changes need to be made to support the changes.

For this month, give the rulers a try. They work great for dietary changes, training program changes, or any other lifestyle changes that you are struggling to make. If you can, enlist someone else to act as facilitator – there is nothing like having to talk it out with another person to elicit a whole new level of honesty and accountability. And you may just find an accountability partner in the process!

If you have any questions about anything in this article, give us a call at 888-394-4198 or email us at [info@zhealth.net](mailto:info@zhealth.net) and we can give you a hand.

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## NEW! Master Trainer Products

In case you haven't been to the Z-Health store lately, we have added a new line of products!

Our Master Practitioners are exceptional instructors, and we are really pleased to be carrying the first of what will become many products produced by our Master Trainers.

## STRENGTH BY SARA

**By Z-Health Master Practitioner and kettlebell instructor Sara Cheatham**

Have you been looking to integrate your Z-Health and kettlebell training? Look no further.

A complete collection of strength, mobility, and flexibility exercises that will leave you more resilient and energized. You can and should do these drills for the rest of your life to avoid age-related injuries and maladies such as

arthritis, falls, bone loss, mental sluggishness, and dependency on others.

[Click here](#) to purchase today. Just \$38.

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## Z-Health at NPE Mega Training

**Are you a personal trainer looking to grow your business?**

If you answered yes, you may be interested in attending the NPE Mega Training in Orlando in October.

Our own Dr. Cobb will be speaking on "**Pain Relief and Peak Performance PROFIT CENTERS Unlike Any Other**"

[Click here for more details](#)

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## Newsletter Archive

**Did you miss an issue of the Newsletter?** Our regular newsletter is filled with interviews, articles, reviews, and all of the goodness that is Z-Health Performance.

**Are you receiving our Training Tips?** These brief training nuggets will be sure to enhance all of your activities.

Catch up on all of [our back issues](#) on the Z-Health web site or click on the "Manage your Subscription" link on the bottom of this email to ensure you are getting the latest news.

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## Become a Fan on Facebook

Z-Health is on Facebook, and right now it's the ONLY place where you can see photos of the Z-Health Performance Training Center and recent certifications.

If you are already on Facebook, [become a fan](#), write on our Wall, or ask a question on our Discussion board. We'd love to hear from you.

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## Learn More on YouTube

**Interested in the science and theory behind Z-Health?**

**Want some athletic performance tips and tricks?**

Check out our growing video library on [YouTube](#). Our most popular clips include:

- [Hamstring vs. the Running Shoe](#)
- [Jump Landing Training](#)
- [Z-Health in 3 Minutes](#)

Enjoy!

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