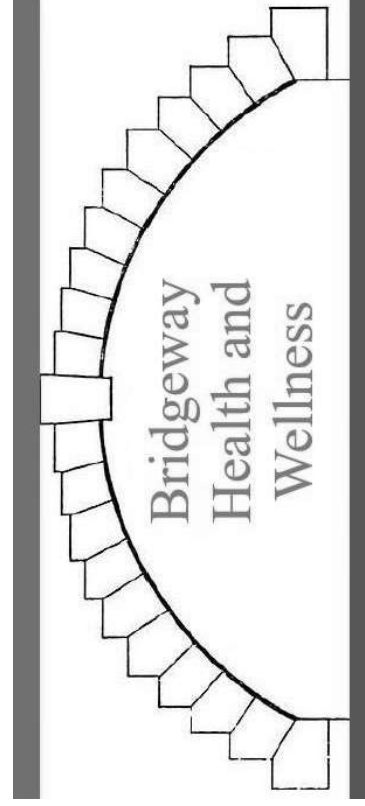


Behavioural change

Contents

Use pdf from website, set printer to print double sided and flip on short edge.

- Why behavioural change is a big issue
- How the brain works and how it affects your behaviour
- Substance addiction and behavioural addiction
- Making lasting changes and maintaining them



Why behavioural change is a big issue

- All you want to do is lower your blood sugar, lose weight, reduce stress or get better sleep, so why is behavioural change a big issue?
- The way you behave now is the behaviour that given your current lifestyle provides you with the most pleasure.



Why behavioural change is a big issue

- Changing that is automatically associate with less pleasure, so your subconscious is already against the idea of any change.
- Therefore, given the smallest reason, your subconscious will decide to revert to the mode of life it believes is the most pleasurable/ least uncomfortable.



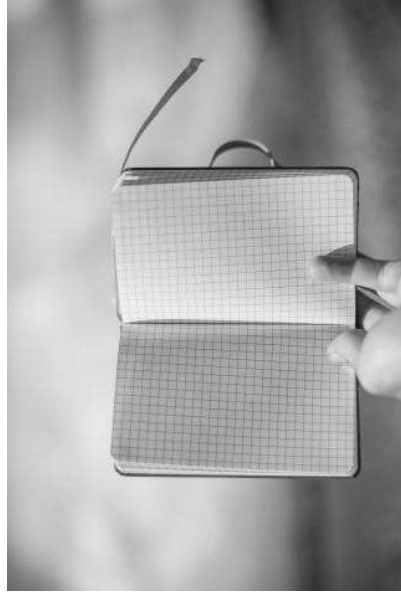
How the brain works and how it affects your behaviour

- Cells, electricity, neurotransmitters
- A blast on a crack pipe and a piece of chocolate make the brain do the same thing... the withdrawal is different though



How the brain works and how it affects your behaviour

- A person getting addicted to a certain behaviour is due to underlying issues and that person being habituated to deriving pleasure from a certain behaviour
- Your brain thinks that what it's addicted to supplies pleasure, so it craves it



Substance addiction and behavioural addiction



- Habituation to derive pleasure from a certain behaviour is neuroplasticity to set up addiction
- Need neuroplasticity to break addiction
- Addiction is abstinence and relapse
- Addiction is a symptom, not a disease or problem on its own

Making lasting changes and maintaining them



- Need neuroplasticity to break addiction
- Need to maintain the state of existing where you no longer crave whatever you're addicted to, and where living with health and wellness are your brain's preferred state.
- **The exercises that we will learn provide this. I know because I've done it.**

The next steps

- If you're interested in working with me, **please send me an email** at `bridgewayhealthandwellness[at]mark, no brackets[gm]ail[dot]com, no brackets]`, and I'll get back to you within 24 hours.
- Please include **your age and a brief description of the problems** you'd like to solve, so I can prepare for our first Zoom chat

