

"The Compelling Why?"



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November 2009

It's what everyone needs to have to achieve, what may seem to be, very lofty goals.

What this means is that if the reason for achieving the goal is not as strong as any deterrents, the goal will not be reached. We use this with our patients who seek weight loss and disease management. They need to figure out why, exactly, they are trying to lose the weight and regain their health. If the reasons for achieving the goal are not as strong to the individual as any obstacles or "cheats", then it makes it very easy to sabotage that goal.

Once you have your "compelling why", there is nothing that can take away your laser focus.

A great example of this would be a recent patient we had begin our program just last week. He told me that his commitment to succeed was 2/10, to which I told him was unacceptable and we need to figure out how to get him to 10/10. He stated that he had tried everything out there to lose weight and get healthy, but he just liked to eat and felt he had no control.

We spoke more until he found his "compelling why". For him, it was to be alive and active for his 3 and 6 year old daughters. So his goal of losing weight and getting healthy is being pushed by his desire to be around for his young children later in life. This, we showed, is a much stronger desire for him than his obstacle, which is to make poor choices in his eating habits.

Once the "compelling why" is found and the decision to begin is made, all goals are possible, no matter how lofty they are.

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