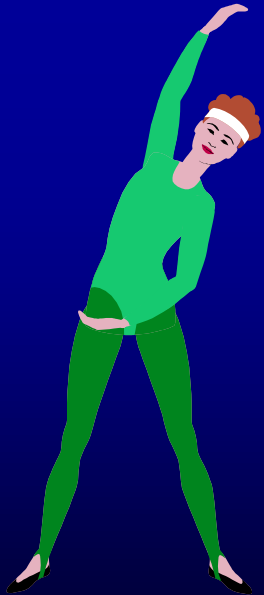




# EXERCISE



“I really should”



We know it is good for us, so why  
don't we do it?

# The Real Reasons

- Have little to do with knowledge
- More to do with mental and physical barriers.

# Barriers

- Physical barriers

- illness
- injury
- disability
- space
- etc.



- Mental barriers

- to make healthy decisions we must value ourselves.

*“We are feeling beings that think, not thinking beings that feel.”*

We feel first, then process  
what we felt through thought, if  
we become aware of what we  
felt at all.

# Self Image

- How does one feel about oneself?
- Body image vs. Body hatred



# When you look in the mirror, what do you see?

- Thin and/or muscular =
  - hard working
  - successful
  - popular
  - beautiful
  - strong
  - self-disciplined

# When you look in the mirror, what do you see?

- Fat =
  - lazy
  - ignorant
  - hated
  - ugly
  - weak
  - lacking will power

*“If only we can get thinner  
and/or more muscular, we can  
be happier, more successful  
and more accepted by others”*

# Unachievable Ideal

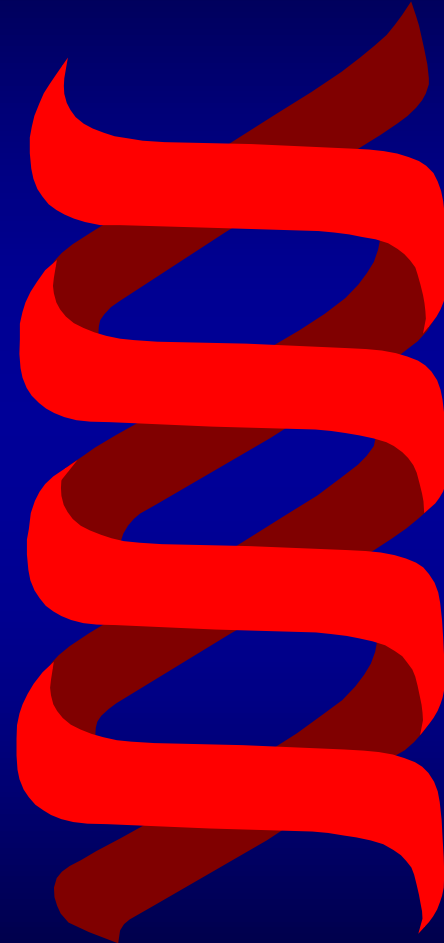
- Girls and the “Barbie” ideal:
  - 5’9”
  - 110 lbs (76% of healthy)
  - 39-18-33
- Boys and the “GI Joe” ideal
  - 55’ chest
  - 27’ biceps.

# Over the last 25 years

- The average female model has gone from 8% less than the average women to 23% less
- The average Playgirl centerfold man has lost 12 lbs. of fat and gained 27 lbs of muscle

# Genetics Is Against Us

- Only 5% of women have the genetic makeup to ever achieve the ultra thin model type body
- Same is true of men (without the use of anabolic steroids)



- We must overcome the marketing of the “unachievable ideal” and learn to love and respect our own bodies and to work with what we have
- Compare yourself to others and you will find yourself becoming vain or bitter

# Common Excuses Not To Exercise

- *“I don’t feel like working out today”*
  - remind yourself why you want to
- *“I’m not motivated to exercise”*
  - set fitness goals, write them down
- *“I don’t have time to exercise”*
  - schedule time, place and activity

# Common Excuses Not To Exercise

- *“I have a hard time staying motivated”*
  - keep a journal, track progress, record how you feel after you exercise
- *“I’m too busy to exercise”*
  - do a “mini” version of your workout
- *“I don’t like to exercise”*
  - get over it - “just do it”

# Common Excuses Not To Exercise

- *“I don’t like to work out alone”*
  - find a buddy
- *“I’m bored with my exercise routine”*
  - change it to something exciting
- *“I’ll always be out of shape”*
  - believe you can make it happen

*Your fitness is under your  
control!*

# Stages of Change

- Pre-contemplative
  - does not consider
- Contemplative
  - ambivalence
- Preparation/determination
  - consider strategy
- Action
  - engage in change

# Stages of Change

- Maintenance
  - keep it going
- Relapse
  - normal process, back to contemplative

How many psychiatrists  
does it take to change a  
light bulb?

Only one -  
but the light bulb needs to want  
to change

# How do you help motivate people to change?

First you must understand  
how to effectively  
communicate with them

# MBTI and Psychological Type

- Myers-Briggs Type Indicator
- Not a “personality predictor”
- No right or wrong “type”
- Has been well researched and documented
- Administered to over 1 million people since 1975 in a wide variety of setting from Fortune 500 companies to small partnerships

# What is MBTI?

- Tool used to help people become more self-aware of their sources of energy, information gathering and decision making and how these preferences affect their approach to work and life in general
- A model that gives us insight into how and why people approach the world in many different ways

# Preference Scales of Psychological Opposites

Extraversion (E) ←————→ (I) Introversion

*The basic orientation toward the outer or inner world*  
*Direction of focus, source of energy*

Sensing (S) ←————→ (N) Intuition

*The kind of perception used*  
*Ways of taking in information*

Thinking (T) ←————→ (F) Feeling

*The kind of judgement used*  
*Ways of coming to conclusions*

Judgement (J) ←————→ (P) Perception

*The basic lifestyle adopted for dealing with the environment*

# Personality Types

- Psychological opposites from each scale combine to generate 16 personality types
- Examples
  - ISTJ
  - ENFP
  - ESFJ

# MBTI & Communication

When presenting to, or influencing, explaining to, or trying to understand:

## Sensors (S)

- be factual
- document successful applications
- reduce risk factor
- work out details in advance
- show why it makes sense

## Intuitives (N)

- give the global scheme
- don't let opportunity pass
- be confident and enthusiastic
- indicate challenges
- point out future benefits

## Thinkers (T)

- be logical
- state principles involved
- stress competent handling of issues
- be well-organized
- list the costs and benefits

## Feelers (F)

- mention other proponents
- be personable and friendly
- indicate how it is helpful
- tell why it's valuable
- show how it supports personal goals

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