

The Power of Choice

Our health is our most precious asset, yet the daily choices most of us make directly conflict with our ability to preserve it. Why? Because the negative results aren't obvious right away. Eating a cheeseburger today or bypassing the treadmill on your way to the couch won't cause a noticeable downturn in your health right away. By the same token, choosing a healthy vegetable for lunch today or going to the gym once or twice won't create a noticeable improvement. ***What will make a difference is choosing actions on a daily basis that support your journey to optimal health!***

The art of Compounding

Let's look at choices as if they were money in the bank. Say you have to make a choice. I'll write you a check today for a million dollars or I'll give you a penny today and double it every day for thirty-one days. Two choices—a million dollars today or the sum of a penny doubled for one month. What would you do?

It may surprise you to find that by waiting patiently for thirty one days instead of grabbing the instant million, you'll end up with \$10,737,418! We often want the instant money or the quick fix, but our choices today will make the bigger difference in the long run. There is no miracle drug for obesity, only temporary band aids. It's about making small, doable choices that support health every day. When you make those choices today, and tomorrow, and the next day, day in and day out, the benefits compound much like the penny doubling over time. And in the end, you gain a treasure far more valuable than weight loss alone—you gain permanent optimal health.

The Power of Choice

Choice means it's your call—you can do it or not (whatever "it" is). Choice is the power to make a decision. Now, if you just want one thing, making a choice is easy. But what happens when two things you want are in conflict with each other? Most of us never learn how to deal with this sort of conflict or realize it even exists. For example:

"You want optimal health, and you also want to eat the banana split." Those two choices are mutually exclusive. You can't have both. You need to make the choice that supports your more important desire.

Your Primary choice is the major choice – something we want more than other things that we may also want. That would be our optimal health. Our Secondary Choice concerns the actions we take to support our primary choice, even if we don't really want to. We are motivated to make the choice not because we like doing them, which we often don't, but because of the result they bring. The real power of choice is not in doing things that are easy and enjoyable, but in doing things that are strategically critical to our Goal. ***We make the secondary choices to support our Goal – not because we particularly like the actions, but because we like the outcome!***

Internal conversation:

I like the looks of that banana split.

Yes

I could have it.

That's right, you could,

I want it.

Yes you do.

But I also want to support my long-range goal of optimal health.

Sure.

I could eat the banana split or not.

That's true.

If I ate it, it would be harder to create my goal.

That's true too.

What do I want more: the banana split or optimal health?

Optimal health.

Therefore, while I could have the banana split, I choose not to have it to support my more important goal.

That's right.

External conversation:

“Would you like a banana split”?

“No Thanks”