



**Complete Transcript: HALO Talks with Dr. Michelle Segar
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Pete Moore:

This is Pete Moore wanted to officially announce the release of time to win again. 52 takeaways from team sports to ensure your business success. I wrote this book over the last year. I think you're going to love it. Good to great meets wears Waldo pick 'em up for your team. Time to win in 2022. Happy to come to your club, your studio, your company, and talk about ways we can optimize business and win going forward. Go HALO!

Pete Moore:

Dr. Michelle Lynn Segar from Michigan directly into the halo sector with a book and content that is much needed. The Joy Choice, how to finally achieve lasting changes in eating exercise is something that everyone needs to start to focus on post pandemic. So Doctor, good to have you on the show and look forward to the book launch.

Dr. Michelle Segar:

Oh, great. Thanks. It's so wonderful to be here.

Pete Moore:

Awesome. So obviously the I think the average weight gain over the pandemic was somewhere between 20 to 25 pounds. The bricks and mortar locations are now just celebrated their independence day for masks. So no one has an excuse for not getting back into their routine. So maybe talk first about your background why you spent the last couple years, you know, making sure that this content and these life choices are, are easily laid out and people could start to have sustainable change that they're looking for.

Dr. Michelle Segar:

Sure. Absolutely. And yes, it has been a trying, it has been a devastating time for people in the industry and it's so great that we're starting to come out of it. My background is, is in how to create sustainable. What typically are called healthy behaviors, but I refer to them as self-care behaviors, like exercise and healthy eating, getting enough sleep. And I call them self-care behaviors because ultimately isn't that what we're trying to do with these behaviors. So I've been studying these questions both as from an academic research perspective, but most importantly as a health coach, I've been working with people in the true nitty gritty of their lives in ways that the academic research can't reach. So I'm excited to talk to you about what I've learned from this both bottom up and top down on perspective that can

hopefully help your listeners better engage and inspire and, and keep the members that they're aiming for the other 80 percenters. If I, is that, what is that? The term?

Pete Moore:

Yeah, we've got 80 percenters that we're trying to get under are yes, healthy, active lifestyle. You know, you use a couple words that not many people do when they think about eating and exercising, you talk about conflicts. So kind of maybe rewind and take us back to, you know, how you came to that term because it's definitely stronger than what people both typically use.

Dr. Michelle Segar:

Sure. You know, the, the deal is, is that most people have tried so many times over the last DEC, many decades to people I'm talking about consumers members, clients try to change their behavior and exercise more exercise regularly. But, but ultimately what happens, and this happens often is we face an unexpected conflict or challenge to what we planned to do. We thought we were going to get to the gym for that class at right after work. But our boss knocks on the door and comes in and just derails that class we were hoping to get to, or on an eating perspective, we, you know, we're following a plan. We thought the restaurant we were going to with our family was going to have that salad bar closed. What do we do? So I call these conflicts because they are what we bump up against all the time. And it and people pretty much, because we've all been to, to have all enough, nothing thinking when it comes to healthy eating and exercise, the nothing takes over. And then people feel like failures and the whole behavior change project gets derailed. So that's why I'm proposing that. We've got to focus on how and more adaptive, positive, and effective ways advocate these conflicts, because that is what determines whether we stick with these changes over time or not.

Pete Moore:

Yeah, sure. I mean, in the book you use the term P O P or pop with the pause, open up, play, you know, talk us through how that acronym kind of came to being and, and how people implement that.

Dr. Michelle Segar:

Sure. so what you're referring to is the pop decision tool. And here's, here's how I think about it. We let's go back to the example of that exercise plan that, and our boss walks in and guess what? Our bubble, our exercise bubble gets burst by our boss. We can't do what we had planned to do conflict. Oh, how can we reframe this? So we can actually harness our innate brain self-management system to do this right. Well, let's call it a choice point. It didn't happen to us. It's not a barrier. Let's call this a choice point where we have an opportunity to make a choice that keeps us on track. And the way we do that is we have to understand how the brain works. I'm not going to go into that right now, but I created an acronym that is easy for people to, to remember at these choice points.

Dr. Michelle Segar:

And so instead of letting life or your boss burst your exercise bubble, guess what you're going to take charge, and you're going to pop it yourself so that you can do something instead of nothing and popped is when we pause, why do we pause? Well, that actually lets us harness our attention and, and not be in a reactive mode. But be in a thoughtful, intentional mode and pausing lets us do that. Then once we go, okay, this is a choice point. What else could I do? Well, that's the next step. It's open up your options and play and, and we can play and create a bunch of options. What could we do? Let's just re quickly. I

haven't thought of this before. Let me come up with a few options. We can open up and play with, well, we could go to part of the class who cares.

Dr. Michelle Segar:

If we walk in late, we could go to the gym and do something else. Anyway, we could walk outside. We could decide to go home early and, and NA a couple kids and take a, a, a run. There are so many different opportunities and possibilities to, but instead of thinking about is success or fail. Let's think about it in with curiosity and play with them. And then the third step of pop while we need another P what is it? We're going to pick the joy choice. And that is the name of my book. And the reason why I am calling imperfect option or what I call the perfect imperfect option, the joy choice, because jeez, OE, if we can do something, instead of not nothing, not only is that a success, but it lets us keep us in sync in some way, shape or form with our self-care, which then lets us stay in sync with the things we care most about. So let's pop our plan, let's pop our plan so we can do something instead of nothing.

Pete Moore:

Yeah. I think you have a lot of people that say, well, if I can't get to the gym for 45 minutes or an hour, then it's basically not why bother no, a robust workout. So I'll just skip it. Or you have somebody that says, you know, oh, I'm, I'm a couple minutes late for that class. I don't necessarily, you know, want to walk in and, and, you know, potentially embarrass myself or, you know, feel like I'm, I'm somehow disrespectful, you know? So maybe there should be more encouragement to have people come in whenever they want to and take away some of the stigmas related to it and kind of you, I having more of an hour court

Dr. Michelle Segar:

Menu. Absolutely. I mean, imagine the difference if there were signs above the exercise classrooms that say, come on in anytime, because anything is always better than nothing. So how easy would that be to implement? Think about that from a messaging per

Pete Moore:

I think it, yeah, I think the yeah, I used do a lot of soul cycle classes and you know, there is something about getting into a rhythm and not being, you know, disrupted. So I think maybe spin classes are one thing because of dark room and people are in the zone, but yes, if you take a look at 80% of the classes they're done with the lights on, they're done in a functional training area, there's really no reason why somebody can't just come in whenever they want. And almost like a, you know, we used to use a term back in camp. It's kind of like free play. Yes. You know, so whenever you're available, just, just kind of step in and, you know, we might do arts and crafts one day, we might play a little ultimate Frisbee. I'm going to throw out some, one of the things I like to do, flag football, tackle football.

Pete Moore:

So I, I hear you on that. You know, as part of your research, you kind of you, you spend a fair amount of time either quoting or, or harkening back to research by Kurt Lewin with every choice there's a driver, you know, give us a little bit of descriptor related to what you think the key drivers are, the key drivers related to, it's easier to do nothing than do something. You know, if I have an opportunity to be lazy, let me be lazy. You know, what, what are like the, the, the, the root cause or, you know, the essence of the essence, you know, sure about those.

Dr. Michelle Segar:

So, you know, it's, it's never too late to circle back and find the best, the best ideas that can help people succeed long term and can help Jim's thrive long term. And Kurt Lewin is one of these people who had amazing ideas and this space, we're going to talk about the driver and disruptor, but this space is referred to a life space. So let's go back to the original example. Cause I think it's really helpful. We're at the point we can't go, we can't get to on time to our class. That's a choice point, right in that moment is the, is, is a decision and a choice that how are we going to address this choice point? And according to Lewin, we bring our life space to that. And so the life space, isn't just that class, that was 60 minutes or the fact that our boss needs us, but it's our past experiences coming in late to a class or deciding not to go to a class.

Dr. Michelle Segar:

It's our mood at the moment. It's the, to do list that we have to do when we're with our families, we bring everything to that moment of choice. And so he says there are drivers and there are also disruptors to the choice to do something instead of nothing. And so what's a driver. Well, I want to do something instead of nothing. I want to, I want to slay the all or nothing. Dragon. That's been keeping me down for too many years. So that belief could be a driver. A driver could be, I've got friends that I know are going to wonder, why am I not in class? But let's also think about overarching goals. Well, why am I trying to get to the class and how relevant and compelling is that? Now I'm going to say something that might be controversial. I'll

Pete Moore:

Let you know if I feel it is controversial.

Dr. Michelle Segar:

Okay. So a lot of people, as we know, join gyms because they're trying to lose weight. And in theory, that's people would call it a driver. But guess what? As I address in the book, it actually winds up being a huge disruptor to people's decisions on a daily basis to actually make it to the gym and to do their exercise. So people really need to understand and I have a quiz that helps them on my website determine what types of things are actually going to get in the way and disrupt their choice to do it.

Pete Moore:

Got it. Well, you can got four disruptors listed in a book in different chapters. So we've got temptation rebellion, accommodation and perfection, correct?

Dr. Michelle Segar:

Yes.

Pete Moore:

So if, if we think about temptation, you know, obviously there's a temptation to do something that's unhealthy. Yes. there's also a temptation to say, Hey, I want to be part of that group because as I've in myself, I actually know how I'm going to feel afterwards. So yes. How does it do, do you kind of help people flip the switch between yeah. Working out, it's not as easy as sitting on your couch, but the temptation to remember how it feels afterwards, how, how do you, how do you kind of,

Dr. Michelle Segar:

Well, that is why so important to understand whether, which of the traps temptation, rebellion, accommodation, or perfection are actually most going to get in your way. Because for example, something that would absolutely not flip someone to go to the class is rebellion. So if someone's tempted to sit on the couch instead of go to their, but they feel like it's a should often, which is linked back to trying to lose weight. Well, guess what? That temptation is going to beat out the driver to get to the class. So how do we flip it so that they're not tempted while it's just, as you said, what if people had other really compelling reasons for their daily quality of life to get to that gym, those are the types of things to bring into your memory and to say to yourself, you know, yeah, I'm tempted to sit on the couch, but this is, this helps me feel so much better that I'm going to go, another thing people can do.

Dr. Michelle Segar:

And again, it may not be as relevant with a class, but if someone was planning to go to the gym and work out, out on a machine, for example, for a certain amount of time, sometimes to help people get over that temptation trap, instead of saying, okay, I'm tired, but I'm still going to do that 60 minutes. You could see yourself; you know what, I'm tired today, but I still want to get to the gym. How would, if I do a lighter workout for only 20 minutes? So the, the, you know, the, the secret sauce that, you know, I don't want to give away too much, but the secret is that we have to teach people to, to be curious and do flexible thinking at these moments and get creative and play with the options, instead of all, or nothing thinking we have got to slay that dragon cause the at is what's getting in people's way.

Pete Moore:

Do you think that and we've had several podcasts and, and discussions with prospective Jim members that, you know, habitually go back and try and accomplish a goal that, that they don't deem is achievable or, or so robust that it's like, look, I don't know if I'm ever really going to get there. Is there may be a more rudimentary way to think about this, instead of saying to someone, Hey, I know you want to lose 25 pounds. However, instead of us setting that as a target or as a milestone, or as like an achievement, I'm just, I just want you to do 30 minutes or 45 minutes in a gym five days a week. We're not actually going to set a goal because I know that if you just do this, you are going to achieve that goal. But instead of me putting out something that might be either intimidating or challenging or something that psychologically as a driver, you're like, look, I don't want to fail. So I'm just going to stop now, does it, should we maybe start to talk about, or change the narrative in the industry to say, this is what your daily goal should be? And like the, the long term goal will kind of work itself out because if you do this, that's the result

Dr. Michelle Segar:

That, so that's a great question. And we know the research, really, the it's just been mounting and mounting and mounting that shows that one, we can help people understand the immediate positive experience they have. That could be enjoyment. It could be social time with friends connection with family, better mood, whatever the positive it is. That is what drives ongoing participation. We want even more than necessarily focus on the logistics of the time. Now that's important to have a plan, but we, what we want is we want to help people rethink the role that physical activity and exercise has in their lives. And we absolutely want them to think about how it's going to help them feel better, or the day they do it when they do it and the day, they do it. And that's one key reason why what they do, can't be punishing because that is going to be a formula for getting them off the track.

Pete Moore:

You know, one, one of the four disruptors you talk about I is perfection. Every time I do a spin class, I usually do one spin class with this guy named Connor. And it's called be IM perfectly perfect. You know, and then basically like, that's his whole theme throughout the sprint. Do you think after COVID people have maybe taken a little bit of a dose of like, Hey, I'm alive. I made it through COVID, you know, perfectly imperfects good. But I also have these, these goals that I want to hit and I'm going to work towards them, but maybe I'm not going to be as hard of myself.

Dr. Michelle Segar:

I absolutely think people are ready for the perfect and perfect option, but I do have to say Jim's and the fitness industry more generally play are going to play a huge role of whether people are able to take that up or not, and really internalize it. So I believe that this is a time of reckoning for the industry and that whether or not the industry is going to step up to the plate and deliver the new messages that are going to help people change their belief systems about this. Because I can tell you from working with people for almost 30 years, the idea of perfection and perfectionism, when it comes to exercise is so deeply embedded that I can show them all the research in the world that shows that anything is better than nothing. When it comes to exercise and that doing something will help them stay consistent and achieve their goals.

Dr. Michelle Segar:

They still tell me, I hear what you say, Michelle, I believe it, but guess what I don't or they say, I believe what you're telling me, but I don't want to believe it. So people feel like it's dumbing down what they should be doing. And unfortunately, this belief system is so embedded. It ranks up there with called a cognitive distortion. So it is time for the industry to, to step out with new messaging that is going to help our want our want to be 80 percenters, rethink, relearn, and, and, and reexperience physical activity in ways that is going to help them understand that the perfect imperfect is got to be good enough because get, guess what, it's really what most only what most people can do. So if we talk about a realistic goal, that's a realistic goal. And if we get people, if we can't get people away from their aspirations that are not realistic, not only are they going to fail, but our industry is going to fail at what it now really deeply wants to achieve, which is bringing those other 80 percenters in.

Pete Moore:

Gotcha. You know, when you talk to people that, you know, that go to the, the gym or start to work out regularly and they come back to you and they say, you know, Dr. Segar, I've been doing this for three or four weeks. I kind of feel better, but I look in the mirror and I kind of see the same person. How do you kind of address the fact that, you know, you're not going to see change overnight? You know, you have to know that you're working towards a goal and it has to turn into your routine. And, and also, do you recommend second part of is, do you recommend people write down a journal of what they're doing? Do you think that, you know, them knowing that they worked out a certain amount of times a week, and one of the other points before you answer that is when you survey members to say, how many times have you gone to gym last month? You know, they usually think it's more than they actually did when you looked at their data. So maybe just upon a, on that, even though it's somewhat of a three part question.

Dr. Michelle Segar:

Sure. So the first part has to do with, so, you know, personal trainers when I speak to personal trainers or I train them in my methods, they always say to me, but my clients want to lose weight. What do I do? Right? Because I'm proposing that we, we ask people to stop focusing on their body shape and weight when they are trying to develop a lifelong relationship with physical activity. It's not unlike, you know, I, you just dating the hot guy versus the long term relationship that you truly want, if there's a time for the dating. Right. But at some point you're like, okay, I want a lifelong relationship here. So what we need to do is, is, is I, I, I'm going to leave that dating analogy, even though it's a really fun one, but we need to say to people, have you felt this way before that you look at yourself in the mirror and your kind of, you disappointed where you at, but you notice that you're feeling better.

Dr. Michelle Segar:

And everyone's probably going to say yes. And you say, and let me ask you something, has that led you to long term success to continue to focus on that, and guess what everyone's going to say? No, most people anyway. So given that, would you like to try a different approach to becoming a consistent physically active person and taking better care of yourself that actually the science shows is actually going to help you be successful. Most people when they are asked to think about it this way are like, yeah, I'm tired of failing and yeah, why would I keep doing the same thing that's led to this? So that's my first answer, the second answer about journaling. So we need people to rethink this and it's, we have to, we're going to have to teach our employees and our personal trainers, new ways of talking. We need, we're going to have to market things in new ways. So we, that is how we have to change. We have to flip the switch that is in people's brains. And I'm going to say this again, this is a time of reckoning for the fitness industry and it's time for the industry to step up to the plate with new messages across the board, from onboarding to personal training sessions. And if this doesn't happen, you are not going to achieve your goals. Okay. Now let me get off my soap box and get back to your second

Pete Moore:

On it. Stay on quickly.

Dr. Michelle Segar:

So journaling sure that if, if someone's inclined to journal, that's a great thing. You know, there was once an app, I forgot it was called, but every day I, I, I, it was a, some smile, a continuum of smiley faces. And I had an opportunity, you know, Hey, you, you know what, you guys, you guys could make an app that you send to your easily with smiley faces. And then you ask people to pick from a sad face, five point scale to a happy face. How do you feel right now? And then you ask them, did you exercise today or not? And that is an awesome way to help people really recognize that they tend to feel better on the days that they exercise and compared when they Don. Right. And your third question, which I was actually really excited to get to, and now I forgot what it is. Can you remind me what your third question is?

Pete Moore:

Dave? You remind us since we're, we're ratcheting through here. I'm sorry. It was, it was I lost track of a two. I was excited when Michelle had a three part, a three part question that turned into two part question, and I wonder we'll, we'll get back to it. I'm sure. Okay. I think it, I think it was just about, I think it was, I think it was about, you know, not being able to see the change right away and, and, you know, trying to figure out how to motivate someone, knowing that they're on a path, but not necessarily a visual path for themselves.

Dr. Michelle Segar:

So the, you have to emphasize the path is a lifelong journey. And you know, when I do presentations about this or keynotes, I have a visual that helps people really cat that the journey just has millions of choice points, and it's not high stakes. We don't, we don't need every choice point to be this, oh my gosh, it's this high stake decision. No, when you've got millions of choice points, when you can do it, you do it and taking that pressure off it also. So lets people think more clearly and again, harness our brains, innate management system to help us make the choice that's in our best interest. And guess what? Sometimes the choice is not to go to the gym and, oh my gosh, did I really say that? Right? That's what we have to teach people that it is okay to make the per the perfect and perfect choice. And sometimes the right one, the joy choice is not to go to the gym because there's just something more important to do today. And when it's not high stakes, guess what people get right back on and, and, and right back on the horse or the bike and they start over because there's no failing in that paradigm.

Pete Moore:

Right. So the book's going to launch, do you have a tour that you're going on? Is there, you know, zoom set up, how you plan on doing this and what do you think the best way for us to help you kind of infiltrate the people that are actually on the front lines here as you use in your, in your book that are actually going to affect change and actually going to say, Hey, maybe there's a different way for me to approach my clients or maybe there's a different level of empathy, or maybe there's certain questions I should be asking that have that elicit a response. That's almost a rhetorical.

Dr. Michelle Segar:

Thank, thank you so much for asking. I'm so excited about helping professionals figure out how to implement these ideas in really easy, straightforward ways. So they can be more successful with their clients in the gyms can thrive instead of just survive. So I have a preorder opportunity on my website right now, which is Michelle seeker.com Intel. And it's good until 1159 on April 20, 25th. Which is the day before my official publication date. If people pre-order, they get to participate in my lives, but will also be recorded in cases in convenient for people's schedules, for session book club, where people where we're going to be able to talk about these things. I'm currently designing a really interactive experience. That's going to be thought provoking fun, but very useful so that people can leave knowing not only how they can use this information in their work, but for the individuals who are participating, how they can use it in their lives.

Dr. Michelle Segar:

I also have a quiz that they can send their clients to at any time. This is you know, on my website and here's how professionals in the fitness industry can use it. They will have, they can have their clients take. The quiz is it's free. There's absolutely no commitment whatsoever. And it goes back to trap and it will assess the four areas to help the individual or the client or the member identify what their biggest traps are to their making the, the joy choice at these choice points or conflicts. And then, because the questions are there and the readout is there. The professional can act, they can have their client print it out and bring it into the gym and they can start talking about these things that are trapping them and preventing them from being successful. So it is a tool while I don't explicitly say how it can be used for the fitness industry. I'm explaining verbally now how people could use it in their work with personal training clients or other people.

Pete Moore:

That's great. So congratulations on, on the upcoming book launch, look forward to seeing in person if you can come to one of our industry events that's going to be in, in in Miami in June with SA it would be a great place for you to spread the gospel on this. And absolutely look, I think every book, every anecdotal story, you know, is going to help somebody and you know, what we're trying to do here in the halo sector to repeat for all listeners is as you know, eradicate obesity, diabetes, and loneliness. And I think getting more people in a healthy mindset, getting people to make the right choices at the right time and live their life with joy and less stress. You know, one by one, it's almost a, you know, manual weapons of mass destruction to all these different ailments that people have to deal with. So appreciate everything you're doing. Welcome back to the entire halo sector, bricks, motor virtual, pick your pick your choice of a healthy habit and great to, to talk to you again and excited for all the people you're going to touch.

Dr. Michelle Segar:

Thank you so much. It was a pleasure. Awesome.

Pete Moore:

All right. Have a great day. We'll talk to you soon.

Dr. Michelle Segar:

All right. Thanks. Thanks

Pete Moore:

Michelle. Thanks.