

## Positive Affirmations

An affirmation is the action or process of affirming something. It follows then that a positive affirmation is the action or process of affirming something positive.

In the context of Motivation Weight Management, our programmes and behavioural change tools, a positive affirmation is a phrase that is repeated to oneself, which describes a specific outcome or who you want to be.

Positive affirmations are statements which affirm something to be true. This is important to note: the deliberate and focused outcome is positive.

Positive affirmations are used in conjunction with our other motivational tools and are repeated on a regular basis so that they become embedded in our subconscious. There is plenty of science-based research to underpin the potential of positive affirmations, especially how they, over time, overwrite limiting or negative beliefs about oneself or one's ability to be able to do something - in our specific instance, it is to manage weight.

So, over time, those limiting or negative beliefs are overwritten with positive thoughts and beliefs which instill confidence, belief, positivity and ambition, to name but four.

We use the verb overwritten to describe how the positive affirmations replace the negative as that is exactly what happens. All this comes from an area of science called Neuroplasticity.

To put it simply, neuroplasticity is the science of rewiring the brain for different thoughts.

The technical bit: Neuroplasticity is the way the brain reorganizes itself by forming new connections throughout life. Neuroplasticity allows the brain to form and reorganize synaptic connections. The synapse is the point of communication between one neuron and a neighboring neuron, muscle cell or gland cell. It is the site where virtually all important brain activity emerges. Synapses are able to control the strength of the signals transmitted between neurons. Synaptic strength changes according to the number of stimuli received during a learning process: synapses have the ability to weaken or strengthen over time.



It's not just *what* you eat, it's *why*

## MOTIVATION ASSIST

**Important:** we now know that aging presents no barrier when it comes to using positive affirmations. Science once stated that aging prevented the learning of new habits and behaviours. This is now known to be untrue.

However, a positive attitude is not a guarantee of success. It is accepted though that a negative attitude comes close to a guarantee of failure.

Pairing positive affirmations with the Motivation approach to weight loss significantly increases the chances of success.