



## **LESSON 4: PEOPLE STRATEGY**

**TALKING POINT:** Our families, friends, co-workers, and acquaintances have a very strong influence on our habits. Some of them, in spite of caring for us, may not want us to change our current habits. Others are great inspirations & cheerleaders. While others may pester us to change making us not want to change, just out of spite.

**EXAMPLE:** When you told your family you were going to get up every Saturday for the next 13 weeks to prepare to enter the Sun Run, you may have heard any number of responses:

1. Terrific. What can I do to help you stay motivated?
2. Oh, great. I'll have to get my own breakfast for the next 13 weeks. Is that what you're telling me? (Or similar)
3. Well it's about time you got off your butt & got some exercise!! (Or similar)

**QUESTIONS:** How many of your heard #1? #2? #3? Other responses?

What was your response to them?

1. Thank you SO much. Here's a big smooch!
2. You've got hands the last time I looked!
3. How about your butt joins my butt?

**OPTIONAL TALKING POINT:** Your key activity in the People Strategy consists of basically two kinds of actions:

1. Minimize the pull of the negative voices.
2. Maximize the power & number of positive voices.

**QUESTION:** How easy is it for you to ask for help?

**TALK ABOUT DURING THE RUN AND/OR HOMEWORK:** What do you need to do in the key relationships in your life to assist you in the changes you want to make?

**READING** from The Beginning Runner's Journal: P. 30

**FOR MORE INFORMATION:** Go to [www.habitshift.com](http://www.habitshift.com) or [www.sportmedbc.com/habitshift](http://www.sportmedbc.com/habitshift)