



# Finding your “WHY”



Dr. Jules A. Cormier

Change happens when the pain of staying the same gets worse than the friction caused by changing.

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## Objectives

This course is designed to help empower you to motivate, create and sustain lifestyle change.

No one can tell you how to change, you already have all the answers inside of you.

Let's try to get them out!



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### 1. Change

To understand change, we must first define a few simple terms.

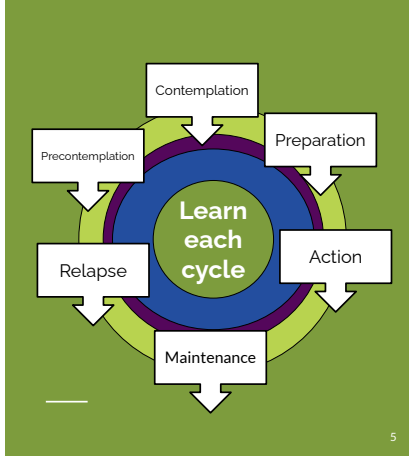
- **The Stage Of Change**  
Where are you on the spectrum?
- **Conviction**  
Trusting there will be benefits.
- **Confidence**  
Trusting yourself and your ability to change.

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## The Stages Of Change

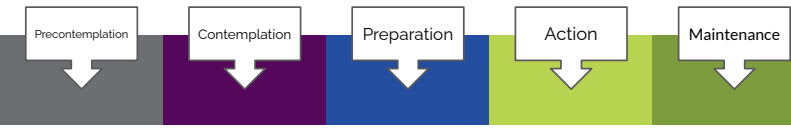
Prochaska Staging

plantbaseddrjules.com



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## The Stages Of Change



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Think of a habit you've changed and how you did it.  
Think of one you weren't able to change and why?

#### Tip

Any example is a good one!

Think of why you **succeeded**, or why you **didn't**.

Group Discussion:  
What's a behavior you were able to change?

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Group Discussion:  
What's a behavior you weren't able to change?

You can create change!

Changing is a process of empowerment.

#### Tip

Changing is taking full **control** of your destiny.

Changing is being fully **accountable**.

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Are you *truly* **CONVINCED** that changing will **BENEFIT** your life?

#### Tip

Conviction can be either **cognitive** or **emotional**

## 2. Conviction

Conviction reflects the perceived benefits the change will bring.

- **Cognitive**  
If I lose weight, I'll be healthier.
- **Affective**  
If I lose weight, I'll be healthier. If I'm healthier, I might be able to see my grandchildren grow up.

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#### Tip

The goal is to transform **cognitive** conviction into deeply rooted **affective** conviction..

## Meet Mike.

Mike is an alcoholic.

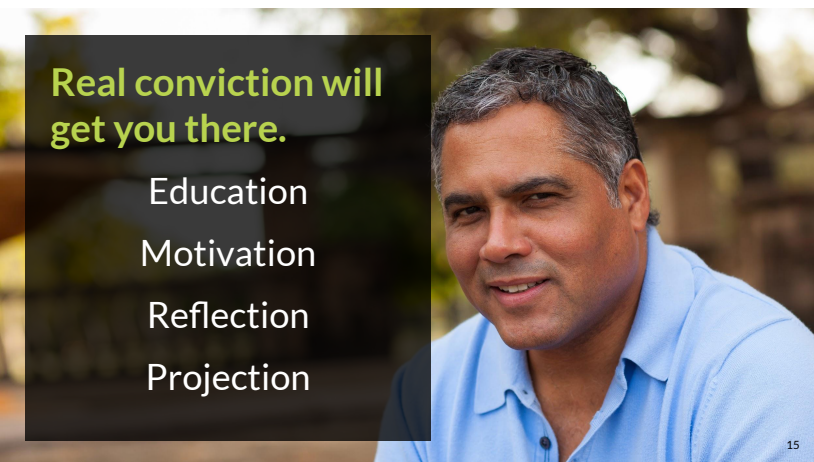
He has been trying to change for years. Here's how he did it.

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Mike had **cognitive** conviction.  
With time, we transformed it into **emotional** conviction.

#### Tip

**Don't suggest** reasons why someone should change. They likely already have the reasons and solutions **inside** of them.



**Real conviction will get you there.**

Education  
Motivation  
Reflection  
Projection

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## Emotional conviction

What are the benefits of changing?

Continue digging deeper until the benefits move from **cognitive** to **affective**.

#### → Cognitive

Stopping alcohol is good for my health, cholesterol and weight.

#### → Affective

Getting healthier and losing weight might help me fix my relationship with my son.

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## Conviction - From Cognitive To Affective

### Cognitive conviction

Changing would improve my health, my cholesterol, my weight...

### Cholesterol

I don't want to have a heart attack like my father. He's missing from family photos

### Affective conviction

I've convinced myself that it was time to change

### Health

I'd be able to work more efficiently without being so tired

### Weight

If I lose weight, I'd be able to play soccer with my son

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#### Tip

Mike realized that his drinking kept him from playing soccer with his son.



## The “AHA” moment

These are rare.

They happen organically, usually after periods of reflection, in a person already contemplating change.

Mike benefited from reflection.

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## 3. Building Confidence

Once you're deeply convinced that changing will benefit you, it's time to build the **confidence** you need to sustain change..

- **Anticipate Barriers**  
Reflect and research the predictable challenges.
- **Develop Strategies**  
Plan ahead for hard times. Relapses are normal. Build on **past successes** or **failures**.

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**Group Discussion:**  
What barriers do you anticipate?

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**Group Discussion:**  
What strategies could you use? Focus on past successes and failures.

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## Meet Paula.

Paula is a smoker.

She has tried everything to stop smoking. Here's how I helped her quit.

#### Tip

Don't try to convince them to change. Help them reflect so they can **convince themselves**.



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**Real conviction will get you there.**

Education  
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Reflection  
Projection



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## Paula benefited from projection.

Cardiovascular risk calculators predicted a 23% chance of heart attack. That's not what made her change.

### Tip

She had to connect **emotionally** to her motive. We had to help her find it, **without suggesting** it for her.

By **digging deeper**, we found out that she was planning to tour the country in an RV after **retirement**.

### Tip

**Projection** might uncover new reasons to change. Avoid suggesting reasons why others should change. Use the same **strategies** for yourself.

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### 3. Building Confidence

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#### → Develop Strategies

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## Confidence - Barriers And Strategies

### Barriers

I could never change, don't have the time, I have too much stress...

### Future barriers

Anticipate barriers that might get in the way

### Formulate a plan

Include your support system and formulate a plan

Today

Tomorrow

### Immediate barriers

What is keeping you from changing now?

### Successes

Think about things you've managed to successfully change in the past

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First, identify your **stage**, then your level of **conviction**, then start working on your **confidence**.

### Tip

The most important part is taking cognitive conviction and **transforming** it into affective conviction. Then start **building** confidence..

Most people force change too early and this makes it unsustainable.

Once conviction is affective and confidence is high, it's time to start changing the **SMART** way



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## SMART goals

- Specific
- Measurable
- Achievable
- Realistic
- Time related

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## Finding Your "Why"

### Identify your stage

This will determine the appropriate intervention

### Identify your level of conviction

Cognitive versus Affective

### Start building confidence

Do this by anticipating barriers and finding strategies to overcome them

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You already have all the **tools** necessary to promote **change**.

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## My Journey

In 2012, I finally decided to practice what I preached to my medical students.

My personal battle with health issues wasn't enough, but when my kids got sick, it became personal.

### → Change takes time

It took me 18 months to complete my transition

### → Setting SMART goals

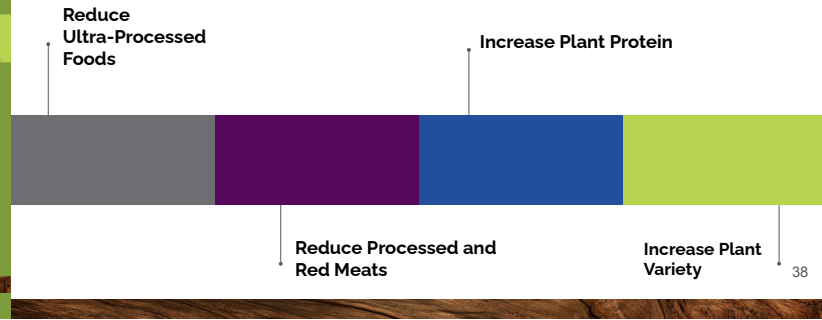
Small wins build confidence.

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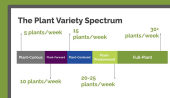
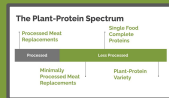
# My Personal Journey



## The 4 steps



## The 4 Steps



## Emotional conviction

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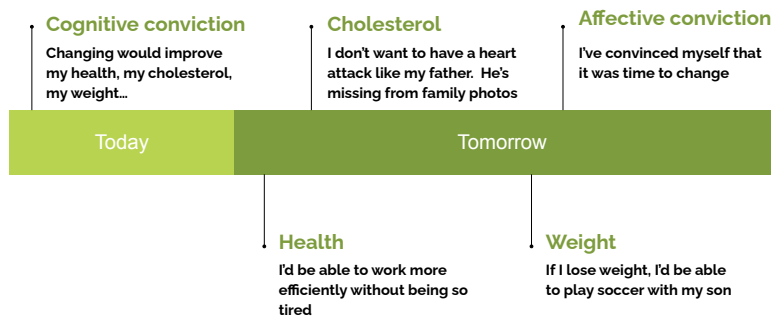
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## Building Confidence

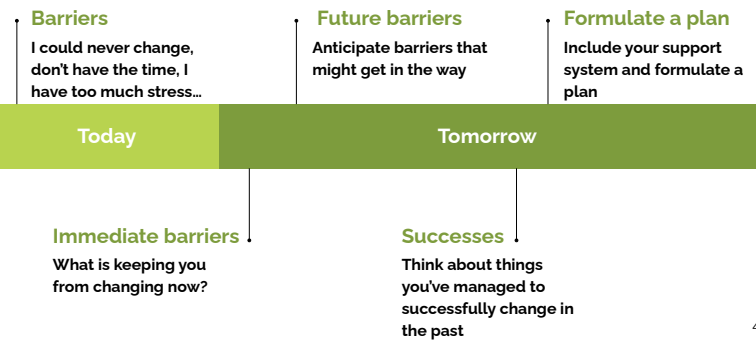
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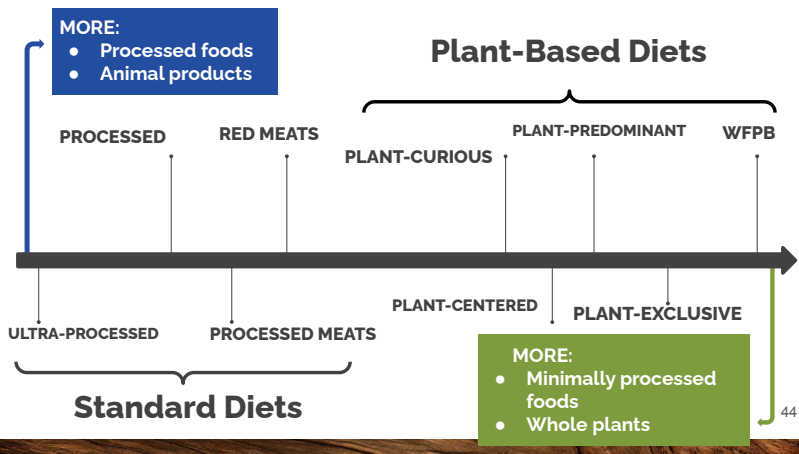
## Conviction - From Cognitive To Affective



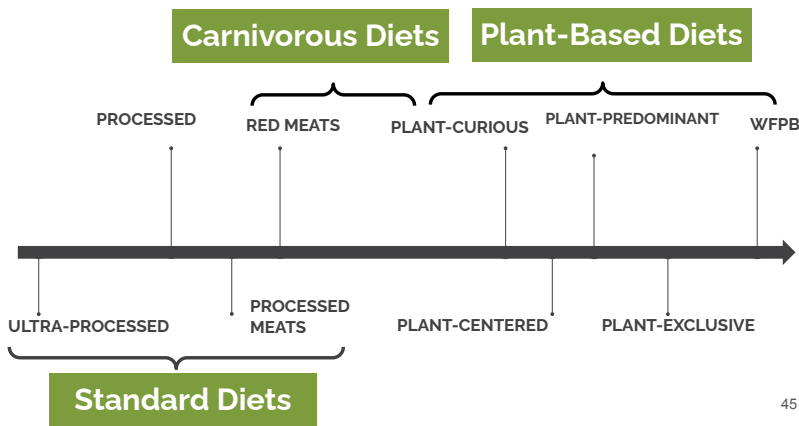
Confidence - Barriers And Strategies



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Transitioning the SMART way!

<b>S</b>	Choose a specific food to eliminate, like red meat, processed meat, or dairy. Be careful in restricting too many foods at once, since this may create friction with your lifestyle and affect long term success.
<b>M</b>	Use objective tools to measure your progress, like a journal or food log. Document your progress, as well as challenges and barriers. Having indicators of progress will help build motivation and positively reinforce the changes you've made.
<b>A</b>	Make sure to start slow with easier achievable goals. If you rarely eat certain types of animal products, start by cutting these out first. Small achievable wins will create confidence. Use past experiences to guide you towards your goals.
<b>R</b>	Be realistic. Change takes time. Anticipate the barriers and plan for them. Get ready to relapse and fail, since they're a normal part of the process. Don't let small setbacks discourage you or make you lose focus on the big picture.
<b>T</b>	Choose a reasonable time-frame to add-on more change. I had chosen to only make changes once per month. The first month, I had cut out red meat. The second month I cut out processed meat. The third month I cut out dairy and so forth. Do it your way!

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Start low, go slow, and make small incremental changes that create little friction with your life. The mindless micro-choices will add up over time and lead to real and sustainable change.

Thanks so much for trusting me with your own personal journey.



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# Plant-Based Academy

Kickstart your evidence-based  
nutrition journey

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## Dr. Jules A. Cormier & Anne Marie Blinn

[plantbaseddrjules.com](http://plantbaseddrjules.com) & [inspireyogabyanne.com](http://inspireyogabyanne.com)

### Hello everyone!

Welcome to our transformation course for those interested in learning more about evidence-based nutrition, specifically the plant-forward dietary pattern. This course is designed not only to inform and educate, but to create change and transformation for those willing to invest in themselves and their health.

I was an overworked doctor, battling burnout, fatigue, and chronic medical conditions that were severely impacting my life. When I became a father, my medical conditions really took a turn for the worse. I started getting busier and paid less attention to my nutrition. Then my health quickly deteriorated. Once I became a father, I quickly noticed that both of my daughters were also going to have the same medical limitations as I did. After my first hospitalization, I started thinking about change. After my daughter's hospitalization, I felt I had to. As a multi-sport athlete, my medical conditions were severely limiting me and that's when I started planning my transformation.

My transformation was filled with failure. Trial and error was my approach. I was convinced that I had to change my lifestyle and nutrition and I was confident that I could do it if I surrounded myself with the right resources.

At this point, I started researching and educating myself on what the science had to say about health transformations using evidence based nutrition. Everything pointed towards a plant-based lifestyle. I did it for health, but quickly noticed the many other benefits on our planet and for the animals. The benefits I saw with this lifestyle were almost immediate. Within weeks, my medical conditions improved and within months, they were all gone. That's right, they disappeared. After years of suffering from medical illnesses and taking daily medications for them, with poorly controlled symptoms, I had reversed them completely with food! The benefits I saw made the journey self-sustaining and almost a decade later, I have never looked back. I'm still off of all my medications and have taken my athletic performance to the next level. My wife and daughters quickly joined me on this journey and now our whole family is proudly living the plant-based lifestyle.

It's truly my pleasure to share what I've learned about plant-based nutrition over the last decade. I can't wait to share my knowledge and experience with all of you!

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## Course Schedule - What to expect

In this first transformational course, we'll define the different stages of the transformational process . We'll also review what changing your lifestyle looks like and why you should give it some consideration. You can then choose to take your nutritional knowledge to the next level by signing up for other upcoming courses. Each lesson will tackle a new subject:

- I'll start by talking about who I am
- Why I transitioned
- How I did it.
- I'll explore the science and research behind plant-based nutrition
- I'll debunk some myths.
- Then, I'll help you understand the tools required to make sustainable lifestyle change.



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## Basic Requirements

**Since this course is interactive (round table discussions):** The success of this course and your transition requires personal reflection and completion of the required course work. We ask that you review the course material and this can be done at your own pace and on your own time.



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# Finding Your “Why”

## Overview

### Meet Dr. Cormier & Anne

- Let's get started!
- Meet Dr. Jules!
- The 4 step process
- The stages of change
- Cognitive versus Emotional Conviction
- Confidence
- Anticipating Barriers
- SMART objectives

### Plant-Based Nutrition Academy

- Where are you on the spectrum?
- Kickstart Your Journey



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## **Let's Get Cooking!**

- Check out Anne's Facebook page for awesome and free recipes!
- Register for one of her in-person or virtual cooking classes.

## **From Information To Transformation**

- Time to transform your health and your life
- The Plant-Based Nutrition Academy
  - Check out our upcoming podcast, YouTube channel and website!
- We Need Your Feedback To Improve!

## **Jules & Anne's Websites and Socials**

- Plant-Based Dr. Jules is on Instagram, Facebook and YouTube
- Inspire Yoga by Anne is on Instagram, Facebook and YouTube

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# Your Transformation Course: The Whys and Hows

## Why Go Plant-Based? Where To Start? The 4 Step Process

- **Course Materials, Homework and To Do List**
  - Join Plant-Based Dr. Jules's and Anne's FB page and IG accounts
  - Subscribe to [plantbaseddrjules.com](http://plantbaseddrjules.com) and [inspireyogabyanne.com](http://inspireyogabyanne.com)
  - Download or print workbook materials and other downloadable documents
- **Course Challenge**
  - Get familiar with Anne's recipes on her Facebook Page!

# Course Workbook

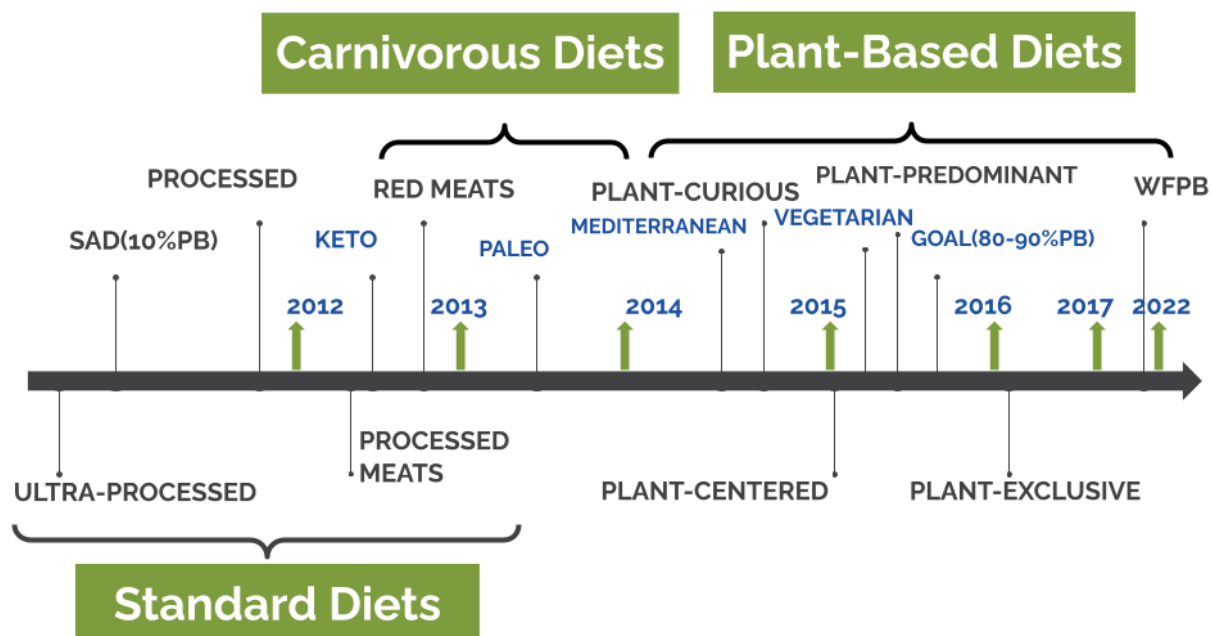
The process of changing doesn't just happen. It takes practice, reflection and true conviction that the change will benefit you. Once you're truly connected to your end goal, it becomes sustainable.

## Reflecting on this week's presentations

Why did you enroll in this course? Are you considering a plant-based diet or other lifestyle changes?

What did you want to learn during this presentation? Is there something that really resonates with you?

Considering that a plant-based diet is an umbrella term encompassing a wide range of dietary patterns, where are you currently located on the spectrum? The years above the green arrows indicate how I progressed on the transitional spectrum.





What are your goals in terms of how far right on the spectrum you'd like to go?

Can you identify any ultra-processed or processed foods that you consume regularly?

How could you swap these out for healthier versions or less-processed alternatives?

## **Start building your custom plant-based transition plan**

What foods are easy for you to add to your routine?

What are the food groups that are more challenging for you to add?

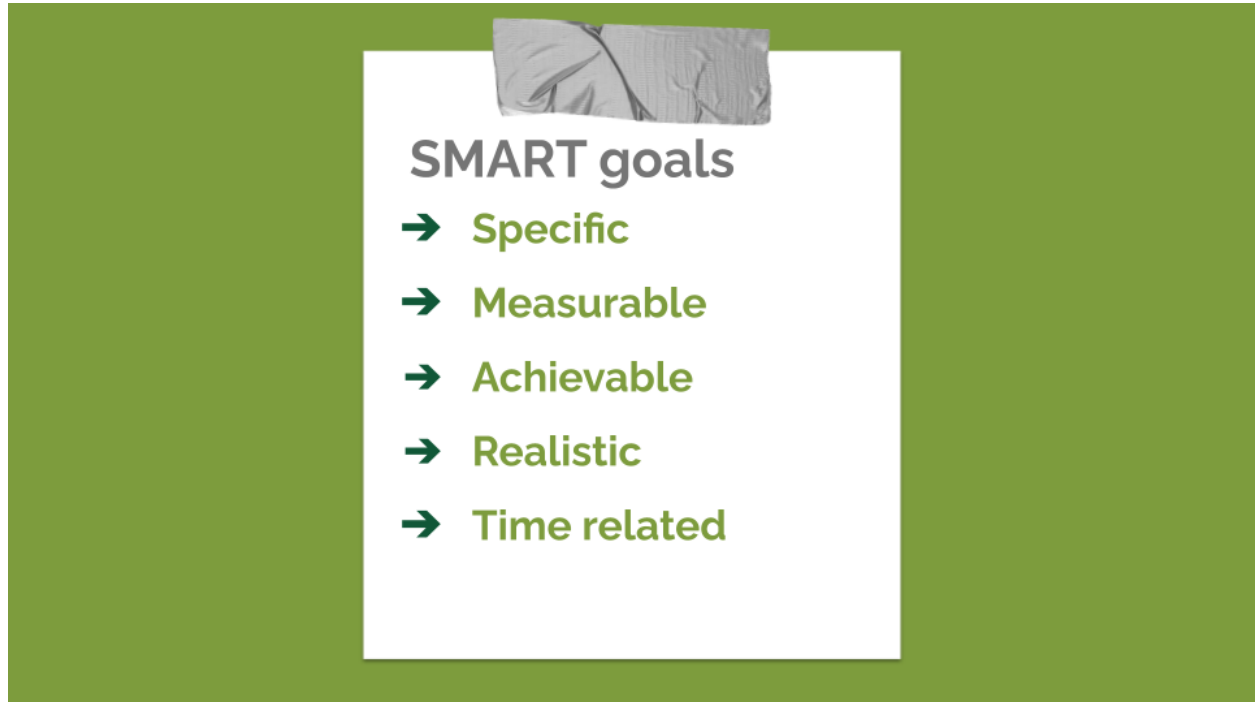
What types of less healthy foods would you like to reduce first?

What would you replace them with?

Do you anticipate any challenges during the first week?

What is your strategy to overcome these obstacles?

## Be SMART about it!




What specific changes could you make with your nutrition? Could you identify easy ones that you know you could change? Choose some that create minimal friction with your life. This builds confidence and sustainability. Once these changes are mastered, move on to more challenging ones.

How will you measure your progression? Consider counting the amount of plant-based recipes you use, or maybe the amount of days where you've eaten plant-based. Tracking your progress is optional, but helps a lot of people to focus on the desired outcome, while enjoying the journey.

Choose changes that are achievable. Think about things or behaviors that you've already succeeded in changing in the past. Anticipate barriers and always have a plan in place for setbacks and spontaneity.





Be realistic and don't be too hard on yourself. I was determined and motivated to change, but it still took me 12-18 months to transition completely. Maybe going "full-plant" isn't your goal. If not, focus on moving along the plant-based spectrum.

Give yourself enough time to adapt and get used to even small behavioral changes. I decided to make 1 single change each month. I had pre-planned these changes. Although some went quicker and others slower, I resisted the urge to change more than one thing at a time. I added new recipes slowly and made sure I mastered them before adding a new one. I focused on reducing ultra-processed foods at first, then focused on swapping animal meat for healthier options. After mastering these 2 steps, I focused on plant-protein and plant variety.

People who try to do too much, too soon, often feel overwhelmed. The work ahead feels intimidating and they forget to enjoy the process of adding new foods, creating new recipes and experimenting. If changing is creating friction with your life, you might be changing too much, too soon, or too quickly.

Make sure to keep your goals SMART and focus on making small incremental changes that create little friction with your life. These will add up over time. Health is based on what you do 80% of the time, over your lifespan and can be viewed as a marathon, not a sprint.

**Make sure to have fun and enjoy the process! Pretty soon, the health rewards will make this transition self-reinforcing.**

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## Cronometer

Cronometer is a free application for computers and smartphones that helps you log in your food intake for an easy food macronutrient and micronutrient analysis. Start by logging in a few meals per week in order to familiarize yourself with the app.

Pay attention to macros and micros. Are there any nutrients that stand out, or that are in excess or are deficient? The goal is simply to get used to the app, since we will use it for the length of the course.

\*Remember that excessive food tracking can be a sign of a disordered pattern of eating. Check out [plantbaseddrjules.com](http://plantbaseddrjules.com) to read my blog about food tracking, or click [here](#).



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## Weekly Recipes and Cooking Skills

Each week, choose a new plant-based recipe from the downloadable eBook and try it out to help you on your journey.

## Suggested Readings

Although optional, I do recommend **reading the following articles** that go hand in hand with this course's material.

- Read the "Why" section of plantbaseddrjules.com by clicking [here](#).



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## Conclusion

**This marks the end of an incredible journey and the beginning of a new one!** I

hope we've been able to transfer our knowledge and expertise to you in a convenient way. We have one last favor to ask. Please take the time to write a personal review of this experience, since we'd love to improve on it for future lessons. Let us know what you liked, and what you'd like us to improve on. If there's a particular subject you felt we should address, we'd love to know about it. If there's a subject you feel could be shortened or lengthened, also make sure to include that in your review. You can fill out the feedback questionnaire by sending me an email at [plantbaseddrjules@gmail.com](mailto:plantbaseddrjules@gmail.com). The feedback will help me to improve your learning experience for upcoming courses!

Thanks so much to all of you for kindly accepting to join me on this new adventure!

Much love,  
Dr. Jules & Anne



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## What To Expect On Upcoming Courses:

### **1. WHY GO PLANT-BASED?**

- 1.1. The Journey that brought us to you
- 1.2. The plant-based spectrum
- 1.3. The 4 transitional steps
- 1.4. For health
- 1.5. For the planet
- 1.6. For weight loss
- 1.7. For athletic performance
- 1.8. For the animals
- 1.9. The Plant-Power Point System
- 1.10. Step 1: How to reduce ultra-processed foods

### **2. MACROS AND MICROS**

- 2.1. Carbs
- 2.2. Fat
- 2.3. Protein
- 2.4. Micronutrients
- 2.5. Step 3: How to add more plant-protein

### **3. COUNTING NUTRIENTS INSTEAD OF CALORIES**

- 3.1. Calorie density
- 3.2. Nutrient Density
- 3.3. Antioxidant density



- 
- 3.4. Step 4: How to add plant-variety
  - 3.5. Fruits and Veggies
  - 3.6. Legumes and Whole Grains
  - 3.7. Nuts and Seeds
  - 3.8. Spices

## **4. PUTTING IT ALL TOGETHER**

- 4.1. Tips, tricks and resources
- 4.2. Anticipating barriers
- 4.3. Step 1 recap and tips
- 4.4. Step 2 recap and tips
- 4.5. Step 3 recap and tips
- 4.6. Step 4 recap and tips
- 4.7. The Plant-Power Point System

**Follow us on Facebook and Instagram  
and subscribe to our websites for early  
bird access to our upcoming eCourses!**

# We Want Your Feedback! Please fill and leave it on your table!

**Please answer by circling the correct number:**

**0 = No, not at all, 5 = Maybe, 10 = Absolutely, sign me up for more!**

I enjoyed this event:    0 1 2 3 4 5 6 7 8 9 10

I'd love to learn more about plant-based nutrition:    0 1 2 3 4 5 6 7 8 9 10

I enjoyed the live format::    0 1 2 3 4 5 6 7 8 9 10

I would participate again in a similar event:

0 1 2 3 4 5 6 7 8 9 10

I enjoyed the snacks:    0 1 2 3 4 5 6 7 8 9 10

I would rather attend a similar event virtually:    0 1 2 3 4 5 6 7 8 9 10

I would register for an online webinar about nutrition, mindfulness and health:    YES            NO

My preferred way of learning is through (circle as many as you want):

- Reading Blogs
- Watching Videos
- Online Courses
- In Person Events
- Podcasts
- Other: \_\_\_\_\_

What subjects would you like to see covered during future events?

\_\_\_\_\_

What other suggestions do you have to improve this event?

\_\_\_\_\_

Thanks so much for your feedback!