Stop Trying Harder. Become the type of person who ... Transcript

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Identity Over Willpower

You don't need more discipline. You need You don't need more discipline. You need an identity shift. And that's actually an identity shift. And that's actually good news because if this were all about good news because if this were all about willpower, most of us would be already willpower, most of us would be already pretty screwed. I work with very eager, pretty screwed. I work with very eager, highly functional people every day.

highly functional people every day. Founders and executives, other doctors, Founders and executives, other doctors, entrepreneurs, people who can build entrepreneurs, people who can build companies and who manage teams, uh companies and who manage teams, uh people who can solve complex financial people who can solve complex financial problems and people who run complex problems and people who run complex family lives. And yet they can't stop family lives. And yet they can't stop eating at night. They can't stay eating at night. They can't stay consistent with their workouts. They consistent with their workouts. They lose 15 pounds and then regain 18. Why?

lose 15 pounds and then regain 18. Why? It's not intelligence. It's not work It's not intelligence.

Why Motivation and Discipline Fail

It's not work ethic. It's not effort. It's identity. ethic. It's not effort. It's identity. You still see yourself as someone who You still see yourself as someone who struggles with health. And until that struggles with health. And until that changes, nothing else is going to stick.

changes, nothing else is going to stick. You're trying harder, more supplements, You're trying harder, more supplements, more rules, more discipline, another more rules, more discipline, another app, another plan, but behavior will app, another plan, but behavior will never sustainably outperform your never sustainably outperform your self-image. So today, we're not going to self-image. So today, we're not going to talk about macros. We're not going to talk about macros. We're not going to talk about insulin. We're not going to talk about insulin. We're not going to talk about my favorite topic, metabolic talk about my favorite topic, metabolic and mitochondrial optimization. We're and mitochondrial optimization. We're talking about who you believe you are talking about who you believe you are because that belief is determining your because that belief is determining your labs more than you think. So, let's labs more than you think. So, let's break this down. Motivation spikes. You break this down. Motivation spikes. You watch a podcast. You get inspired. You watch a podcast. You get inspired. You feel frustrated with your current state.

feel frustrated with your current state.

The Identity Hierarchy

And then you're locked in for 10 days. And then you're locked in for 10 days. Then life happens. stress, travel, Then life happens. stress, travel, deadlines, a birthday, motivation fades.

deadlines, a birthday, motivation fades. So, you try discipline. Discipline works So, you try discipline. Discipline works temporarily, but discipline is temporarily, but discipline is exhausting if your identity is pulling exhausting if your identity is pulling you in the opposite direction. Here's you in the opposite direction. Here's the hierarchy most people don't the hierarchy most people don't understand. Level one are the outcomes.

understand. Level one are the outcomes. I want to lose 25 pounds. Cool. Level I want to lose 25 pounds. Cool. Level two, processes. I'll track my macros.

two, processes. I'll track my macros. I'll work out four days a week. Great. I'll work out four days a week. Great. But

then identity. Who am I? This is But then identity. Who am I? This is actually the deepest level. If you see actually the deepest level. If you see yourself as someone who struggles with yourself as someone who struggles with food, as someone who has bad genetics, food, as someone who has bad genetics, someone who's been overweight their someone who's been overweight their whole life, then your behaviors were whole life, then your behaviors were actually aligned with that story. When actually aligned with that story.

Shifting from Dieting to Identity

When your identity and behavior conflict, your identity and behavior conflict, identity wins every time. That's why identity wins every time. That's why self-sabotage exists. Not because you self-sabotage exists. Not because you have some sort of weakness, because have some sort of weakness, because you're consistent with your identity.

you're consistent with your identity. This is actually where it starts to get This is actually where it starts to get interesting. There's a massive interesting. There's a massive difference between I'm trying keto and difference between I'm trying keto and I'm the type of person who protects my I'm the type of person who protects my metabolic health. One is temporary, one metabolic health. One is temporary, one is permanent. I'm doing keto basically is permanent. I'm doing keto basically just implies this is a phase. I'm just implies this is a phase. I'm experimenting. I might fall off. I experimenting. I might fall off. I protect my metabolic health implies this protect my metabolic health implies this is who I am. This is a standard and this is who I am. This is a standard and this is non-negotiable. This is the shift we is non-negotiable. This is the shift we shoot for inside of our metabolic health shoot for inside of our metabolic health programs. It's not a diet. It's a It's programs. It's not a diet.

Self-Concept and Behavioral Change

It's a It's not a protocol. It's identity not a protocol. It's identity rehabilitation. We're not just lowering rehabilitation. We're not just lowering fasting insulin. We're upgrading fasting insulin. We're upgrading self-concept self-concept self-concept because once someone sees themselves as because once someone sees themselves as metabolically responsible, then they metabolically responsible, then they don't need constant policing. They make don't need constant policing. They make align decisions. This is where a lot of align decisions. This is where a lot of you feel exposed. High functioning you feel exposed. High functioning people have powerful identities in other people have powerful identities in other parts of their life. you identify as parts of their life. you identify as driven, reliable, high agency, uh, driven, reliable, high agency, uh, strategic, um, a provider. But in strategic, um, a provider. But in health, your internal script sounds health, your internal script sounds like, "I've always struggled with like, "I've always struggled with weight. I just love food too much. My weight. I just love food too much. My metabolism has always been slow. I'm not metabolism has always been slow. I'm not disciplined like other people." You've disciplined like other people." You've built your identity in other aspects of built your identity in other aspects of your life. You never upgraded the one in your life. You never upgraded the one in your health. So, there's a friction, and your health.

Clinical Truth: Reverting to Old Identity

So, there's a friction, and friction creates regression. You will friction creates regression. You will not act consistently like a fit, not act consistently like a fit, metabolically strong person if you don't metabolically strong person if you don't believe you are one. There's a powerful believe you are one. There's a powerful concept in Atomic Habits, the book by concept in Atomic Habits, the book by James Clear. Every action you take is a James Clear. Every action you take is a vote for the type of person you believe vote for the type of person you believe you are. But most people never you are. But most people never consciously choose their identity. They consciously choose their identity. They inherit it. Let's apply this. Instead of inherit it. Let's apply this. Instead of I need to stop eating sugar, shift to I I need to stop eating sugar, shift to I am not someone who damages my metabolic am not someone who damages my metabolic health. Instead of I should work out, health. Instead of I should work out, you shift it to I am an athlete in my you shift it to I am an athlete in my 50s. Notice how different that feels.

50s. Notice how different that feels. When you say I'm trying to eat clean, When you say I'm trying to eat clean, you're negotiating. When you say I you're negotiating. When you say I protect my metabolic health, you're protect

my metabolic health, you're reinforcing identity. And identity reinforcing identity. And identity drives behavior automatically. Let me drives behavior automatically. Let me give you the clinical truth. Patients give you the clinical truth.

Rebuilding a New Self-Concept

Patients don't fall off protocols because they don't fall off protocols because they don't understand them. They fall off don't understand them. They fall off because their identity reverts. Labs because their identity reverts. Labs improve for four weeks. Then stress improve for four weeks. Then stress hits. Old story reactivates. Old hits. Old story reactivates. Old behaviors follow. Maintenance fails behaviors follow. Maintenance fails because identity never shifted.

because identity never shifted. Metabolic syndrome is partly Metabolic syndrome is partly physiological. Insulin resistance is physiological. Insulin resistance is definitely real. Mitochondrial definitely real. Mitochondrial dysfunction is real. But sustained dysfunction is real. But sustained reversal, that's psychological. That's reversal, that's psychological. That's identity. If you still see yourself as I identity. If you still see yourself as I am pre-diabetic, I'm overweight. I'm am pre-diabetic, I'm overweight. I'm struggling. then you will unconsciously struggling. then you will unconsciously defend that identity. Your brain defend that identity. Your brain protects consistency. Even when protects consistency. Even when consistency is unhealthy, you don't need consistency is unhealthy, you don't need another supplement, another PDF, another another supplement, another PDF, another macro calculator, another 30-day reset.

macro calculator, another 30-day reset. You need a new self-concept. You need a You need a new self-concept.

Closing Call to Action

You need a uh you need to become the person who uh you need to become the person who doesn't negotiate with sleep, doesn't doesn't negotiate with sleep, doesn't negotiate with protein, doesn't negotiate with protein, doesn't negotiate with training, doesn't negotiate with training, doesn't negotiate with metabolic damage. Stop negotiate with metabolic damage. Stop trying harder. become the type of person trying harder. become the type of person who doesn't sabotage themselves because who doesn't sabotage themselves because when identity shifts, discipline becomes when identity shifts, discipline becomes lighter, consistency becomes easier, and lighter, consistency becomes easier, and health becomes align. Okay, so I hope health becomes align. Okay, so I hope that resonated with you. If you want that resonated with you. If you want help making that shift, take the help making that shift, take the metabolic quiz in the description. And metabolic quiz in the description. And if you got value from this episode, do if you got value from this episode, do me a favor, like this video, subscribe me a favor, like this video, subscribe to the channel, share it with someone to the channel, share it with someone who keeps saying things like, "I lack who keeps saying things like, "I lack discipline." Or, you know, they're discipline." Or, you know, they're saying they're frustrated. You don't saying they're frustrated. You don't lack discipline. You've just been lack discipline. You've just been