

# Our relationship with food

## Manage your weight and relationship with food

Many people struggle with their weight; how we look and feel about ourselves has an impact on our lives and relationships and being under or overweight impacts on everything we do and the way that we think. It is common for people to try and hide under baggy clothes and to avoid being seen in swimwear, or perhaps make excuses so that they don't have to attend social events.

## Does this sound familiar?

The diet industry in the UK alone is worth two billion pounds (*The Independent*, 2013). Have you ever wondered why the industry is worth so much? Diet plans are short-term and are not sustainable; when they are on the diet, the individual may get to their desired shape but once the diet has ended, the weight creeps back on and often it is more than the individual lost in the first place. Diets look at what goes into our mouths but not at the reasons behind the habits and emotions that

control our relationship with food. Often, we start diets with an event in mind, such as a holiday, a birthday or perhaps so that we are able to wear a certain dress or outfit. However, the problem is often that once the occasion has passed, the diet goes out of the window.

## Lifestyle changes work but diets alone do not

I can work with you to identify your own personal goals, and by using a combination of NLP techniques and hypnosis I can identify your eating habits and the reasons behind the eating. This method not only works for weight loss but also weight gain, where there is an underlying eating disorder. People are not defined by their behaviours – we are so much more than those! I believe that we do the best that we can with the resources available to us. With more resources on offer, we can make the necessary changes in our lives.

At **Your Great Mind** we identify the values and beliefs in different areas of your life, e.g. work, family, health and fitness. We realign your values so



that they are aligned to your personal goals and look at your thinking around that strategy. We can make you think that celery is as enjoyable as chocolate and can also take a naughty treat such as ice cream and make it unappealing to eat. We use other NLP techniques, such as time line therapy, hypnosis, parts integration and values inventory. If required, we can use the hypnotic gastric band technique. During the sessions you will learn which tools you need in your tool kit in order to help you make the long term changes to your behaviour and life. You have to work hard and will be expected to keep a personal journal. You will also be given tasks to complete after every session, as the changes also happen outside the session.

The final goal will be that you eat a healthy, balanced diet, really enjoy your meals and have the energy you need to

exercise and have a healthy and active life. The aim is that you will look great, too and will have achieved your desired shape and sustainable weight loss.

## Elizabeth Hough

**Elizabeth Hough** is a professional NLP Master Practitioner, Time Line Therapy® and Hypnotherapy therapist. Contact her for a 1 to 1 consultation or to discuss how she can assist you. She is a CIPD qualified trainer and has worked for many years coaching and training people in the corporate world. Elizabeth is passionate about NLP and helping people to reach their personal goals. She brings a sense of fun to her coaching.

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