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The Iterator

Iterative Mindset Portrait

Welcome

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Hello! And welcome to your Iterative Mindset Portrait, where you will gain unique, deep insights into your current psychological strengths and hidden obstacles. These insights can unblock and empower you to change your behavior for the better, forever. We live in a world that washes us in constant feelings of failure—whether you experience this as mild frustration, self-doubt, repeated relapses, or severe burnout. These feelings leave us stuck in our tracks. No doubt, you have experienced knowing what you should do to achieve your goals but not doing it. In psychology, this is called the "know-do gap."

As a physician, public health researcher, healthcare leader, and behavioral expert, I have spent my career understanding our human struggle to change our behavior in the face of failure and motivation loss. I have done research on millions of people trying to change their lives with current programs. But every time, they would get initial results—only to relapse into old habits and behaviors—up to 99% of the time! Fortunately, groundbreaking new brain science offers a way out of this mess. In my research, I found that building an Iterative Mindset was the most crucial ingredient for those who achieved permanent behavior change. My team of esteemed scientists has conducted years of validated and multiple test/re-test experiments on thousands of participants, and we have published our results in peer-reviewed journals to develop and bring you this Iterative Mindset Portrait.

In it, you will find all of the information we have found to be most important to long-term success in behavior change—personalized especially to who you are and where you currently are. I recommend taking the Iterative Mindset quiz every 1 to 3 months to see what has evolved and grown in your profile. There is a rapidly growing community of like-minded people just like you. Training in Iterative Mindset, just like you. I encourage you to use the Fresh Tri program to grow your mindset and connect with the support of this compassionate, respectful community. This will keep you going in your mindset practice.

To Your Unstoppable Brain and Courageous Heart,
– Kyra Bobinet MD-MPH, CEO of Fresh Tri

What is a mindset?

A mindset is a way of thinking. It describes a mental attitude or belief that determines how a person interprets and responds to life situations. There are many different types of mindsets, such as an abundance mindset, an optimistic or pessimistic mindset, and others. Certain mindsets can help us improve our lives, while others can hold us back.

Mindset can be summed up like this:

1. Mindset is a way of thinking
2. Your mindset drives your behaviors and feelings
3. Different mindsets can help or hinder success
4. Mindsets are learned and practiced.

Next, let's talk about the special ingredient that can take your mindset from a simple set of beliefs to a powerhouse set of beliefs: iteration!

What is Iteration?

Iteration [it-uh-rey-shuhn]

Noun

Dictionary.com's definition of iteration is "…a cyclical process of refining or tweaking the latest version of a product, process, or idea to make a subsequent version."

Iteration means adapting and trying a different way of doing something in order to either overcome an obstacle or optimize results. For instance, someone who is trying to drink less soda might iterate on a) their number of daily sodas, b) switch to club soda because they love the fizz, or c) switch to coffee because they realize they really drink soda for the caffeine. Maybe they try some combination of these three options to find a healthier iteration of their soda intake. Another example of iterating to optimize results could be someone who starts exercising by walking around their block, then walks one mile a day, then bikes and swims, and ultimately trains for triathlons. You can't tackle a triathlon if you haven't perfected the mile walk. You have to iterate to get there. You may recognize the concept of iteration from the technology world, such as when Apple develops new versions (or iterations) of the iPhone.

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If Apple had created the first version of the iPhone and stopped there, saying, "It's good enough," then it might not have reached the same level of success. Instead, the engineers and designers planned for and expected struggles and knew that each iteration would provide them with valuable lessons to learn and improve their next prototype.

Myth:

Failure means that I'm not good at something and that I should give up and move on.

Our culture often teaches people that failing at something means they can't reach their goal, and they should stop trying.

Unfortunately, this couldn't be further from the truth. The experience of failure can actually be a very useful signal that something isn't working and that we need to try something different. This is where iteration becomes a critical skill!

What is the Iterative Mindset?

If you combine those two ideas—mindset + iteration—you get an Iterative Mindset.

Iterative Mindset:

a way of thinking that uses this 'test and learn' or 'trial and error' approach to life.

I discovered this mindset by studying the habits and behaviors of regular people who had tried to lose weight. I wanted to know why some people have long-term success while others consistently struggle and relapse. Turns out, the single most reliable predictor of success was, you guessed it, iteration.

Learn about how the
Iterative Mindset Works
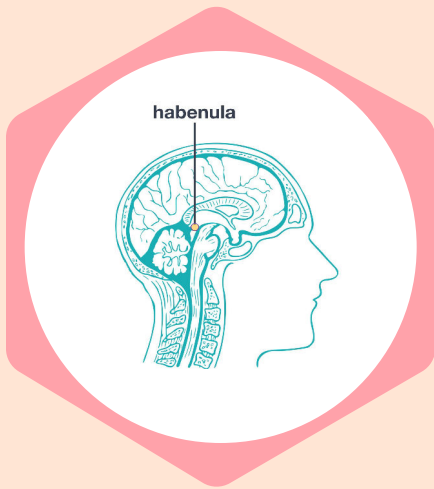
Why is an Iterative Mindset so important?

As we mentioned earlier, failure is often the signal to try a new approach to reaching a goal. BUT, our brains are so good at trying to protect us from feeling bad that there's actually a mechanism to keep us from even trying: **The Habenula**

This tiny area of your brain controls many of your day-to-day behaviors. The habenula is a very strong mechanism that activates whenever you think you failed and then, often subconsciously, kills your motivation to try again. It lights up each time you think you fail at something—we call these "habenula hits."

Because of the build-up effect of multiple "habenula hits" on our motivation to keep trying, long-term behavior change (e.g. maintained weight loss) is very rarely achieved when using currently available methods.

In fact, even the United States' gold-standard weight loss program for diabetes prevention has shown little success, with participants being only about one percentage point better off than the general population.

Creating hyper-specific plans—tracking every calorie burned and every minute exercised—just doesn't stand a chance against the billions of years of evolution that our species has had to become experts at protecting us from perceived threats.

Now What?

Armed with this knowledge, you are now empowered to achieve real success. You can use iteration to protect yourself from the harmful side effects of your own habenula.

The bottom line is this...

The Iterative Mindset is the most powerful tool for lasting change.

Let's review:

- Mindsets are a critical part of successful behavior change and building healthy habits
- Mindsets are trainable
- Current weight loss programs don't achieve lasting success because they don't understand and harness the power of the habenula
- Learning to use iteration is the way forward

Understanding the Iterative Mindset Types

The Seeker

Seekers can benefit the most from an Iterative Mindsetby harnessing the power of iteration to build a renewed sense of purpose.
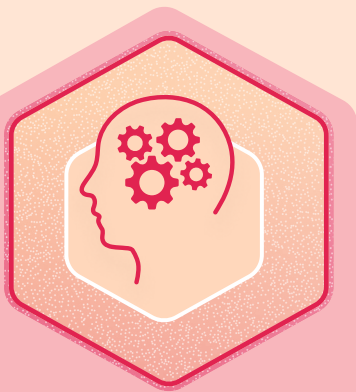
The Learner

Learners see the value of an Iterative Mindset and can benefit from consciously applying iteration to move past mental roadblocks.

The Iterator

Iterators already reap the benefits of using iteration to build healthy habits. They're comfortable with change and are always focused on learning.

The Iterator

Your score currently matches the Iterator profile.

Iterators score the highest in the Iterative Mindset Quiz, which means they **reap the benefits of regularly using iteration to form habits and reach their goals**, whether that is eating healthier, choosing a new career, quitting smoking, or spending more time with family.

As an Iterator, you may recognize some of these common feelings, thoughts, and behaviors. Reflect back on your health journey and see if any of these sound familiar.

Iterators are People Who:

- **Don't let the past block them from a healthy future.**

  Iterators can avoid dwelling on negative feelings when they struggle with something or make a mistake. They probably don't spend much time thinking about and overanalyzing past mistakes.

- **Believe they can truly change.**

- **They may be more likely to think, "Well, things didn't work out for me this time, but I'll just try something different next time."**

- **Don't feel like they need to have it all figured out, even if they are progressing slowly or hit a plateau.**

- **They reflect on strategies they've successfully used and consider whether they need to be tweaked in the current context.**

- **They're willing to keep practicing things, knowing that their brain is steadily creating new connections, even when they don't notice changes.**

- **Understand that the best way to live a healthy lifestyle is to build habits.**

  They don't fall for quick fixes and know that new, different habits take varying amounts of time to build.

- **They're willing to keep practicing things, knowing that their brain is steadily creating new connections, even when they don't notice changes.**

Iterators Love Learning

01 **Iterators focus more on opportunities to learn rather than seeking to prove their ability**

They are usually more concerned about the quality of their work than their performance. In this situation, performance or being performative means that people do things to gain approval or avoid rejection from others. In fact, they may find that they live a less performative lifestyle overall, which can be associated with more determination to keep trying in the face of failure.

02 **Iterators Build Automatic Habits**

Iterators are less likely to have to work hard to be healthy because they have built these behaviors to be more ingrained as habits. They want to do the right thing, and they are usually able to set themselves up for success by prioritizing habit-building practices.

03 **Iterators Maintain Their Morale**

Iterators are more likely to feel like they are in control of the things that happen in their life. They're also more likely to report that it usually works out when they try to make something happen, resulting in a sense of hopefulness.

Failure Diseases

Iterators don't usually fall victim to these 8 common Failure Diseases and bounce back more quickly if they do:

- **All-Or-Nothing Thinking:**

  If I relapse and eat a piece of cake, I might as well eat the whole thing.

- **Should-Ing:**

  I should stop losing my temper with my kids, I should be a better parent.

- **Comparison Thinking:**

  Why can't I be like her/him? They always get it right while I flail.

- **I Used To Be:**

  I used to be in shape in high school but now I'm weak and unfit.

- **Pre-Failing:**

  I can't ask for a raise because I know I will be turned down.

- **Nothing Ever Works For Me:**

  I've tried every possible way to solve this problem and everything fails me.

- **Been There, Done That:**

  I'm too old to do this all over again.

- **Imposter Syndrome:**

  I've only been doing yoga at home for 2 weeks. Everyone in that yoga class is going to see what an outsider I am.

Emotional Experience of Iterators

Although everyone experiences shifts in emotions, Iterators often feel confident in managing these changes. They may also be less likely to experience big swings from one mood to another, which can result in a sense of ease and stability in their lives and relationships.

What Do I Do Now?

By learning your current Iterative Mindset portrait, you have taken an important step in your journey of building the habits, and life, you want! Here are three ways to leverage your progress so far:

01   Understand Yourself

Use this Iterative Mindset Portrait to read more about yourself and how to make progress.

02   Apply Your Mindset

Search for new and different ways to train your Iterative Mindset by completing more training episodes and series that apply to areas of your life. You can find a library of hundreds of Iterative Mindset trainings applied to daily living in the TRAIN section of your Fresh Tri app

03   Level-Up

Iterators have the flexibility to try new habit practices without much fear of failure and can rescue themselves from anything that doesn't work for them by iterating their way out of it. Play around with a new Tri if your current one doesn't flow for you, or iterate on your current Tri to make it fit you better. Have fun with it!

Wanna learn more?

Order Unstoppable Brain to discover the new neuroscience that can free you from failure, ease stress, and help you create lasting change in your life.

Order The Book | Check Out Dr. Bobinet's Website

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You have a stronger muscle for recovering from failure than most. You're on the right track—success is merely staying in-effort as long and as often as you can. Effort isn't seen as drudgery once you understand that Iterators Never Fail and you apply that attitude generously to yourself.

Whenever you hit a snag or a relapse, focus on just getting back on the horse as soon as possible, letting go of any setbacks and certainly any self-judgments. You got this, Iterator! The Fresh Tri(be) sees you! You have the right approach and you are not alone here...keep going!

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As a neuroscience-based company, we like to "nerd out" whenever we get the chance. If you've caught the curiosity bug and want to dive deeper into the science, here are some of our top recommended reads.

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