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The Learner

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,
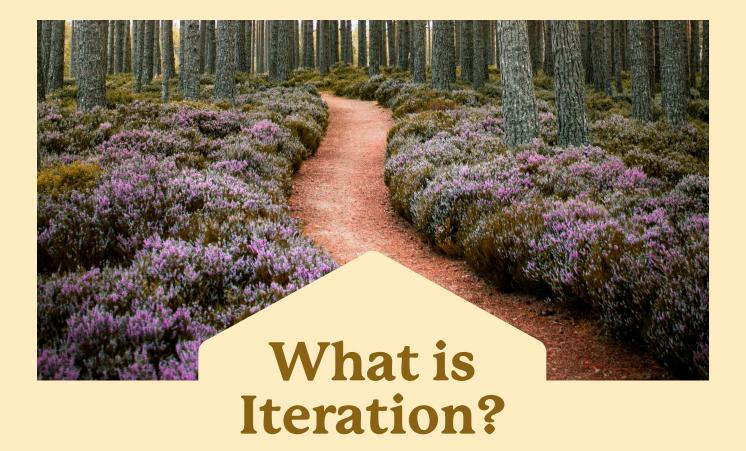*– Kyra Bobinet MD-MPH, CEO of Fresh Tri*

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.
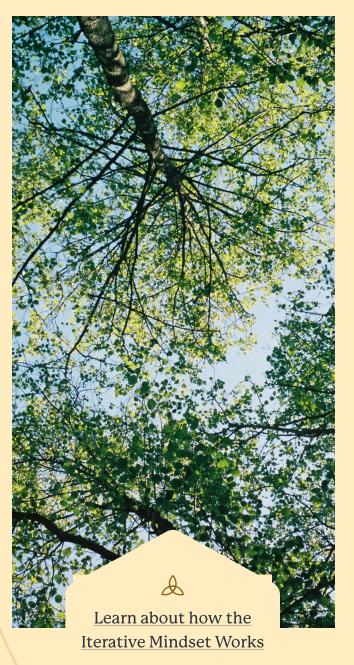
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If Apple had created the first version of the iPhone and stopped there, saying, "It's good enough," then it might not have reached the same level of success. Instead, the engineers and designers planned for and expected struggles and knew that each 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!
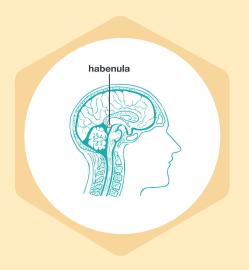
What is the Iterative Mindset?

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

habenula

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 Learner

Your score currently matches the Learner profile.

Learners tend to score in the middle range of the Iterative Mindset scores and are the biggest segment of those training in the Iterative Mindset.

Learners are already making progress in building their Iterative Mindset, likely from adopting a practice-and-iteration approach to behavior change that they either figured out through trial and error or through a wise role model or mentor.

Learners may also have areas of their life where they more naturally apply an Iterative Mindset for achieving success and other areas where it hasn't yet occurred to them to apply the same Iterative Mindset to also succeed in that area.

Learners are People Who:

- **May or may not feel blocked by the past.**

- **Might have negative feelings toward themselves when they struggle with something or make a mistake.**

  In some instances, they can spend more time thinking about these past mistakes than they'd like and worry about why they didn't do things differently.

- **Are hopeful but sometimes question whether they can truly change.**

  When they hit a snag in their journey, they might have trouble moving past it. They sometimes think, "Well, things didn't work out for me, so maybe those things are just not for me," leaving them feeling uncertain and frustrated.

- **Struggle to figure out how to proceed if progress is moving too slowly or if they hit a plateau.**

  They probably have a handful of strategies that work for them in some situations, but they might get a bit stuck on occasion if their go-to strategies don't work for that situation.

- **Know that habits are important to build, but they're unsure how to make them work or last.**

  They believe that "practice makes progress," but they may need reminders and a variety of ideas to form lasting habits.

- **Sometimes experience the "Know-Do Gap".**

  They know what they should do, but they may have trouble sticking to it, especially in the long term.

Iterative Mindset For Learners

Because Learners score in the middle range of building an Iterative Mindset, they may share some qualities with the other portrait types adjacent to their portrait on either end of the spectrum. Here are some qualities of both high and low Iterative Mindset scores that you may identify with as a Learner:

HIGH ITERATIVE MINDSET QUALITIES

- May focus on opportunities to learn rather than seeking to prove their ability.

- May not need to work extra hard to be healthy because these behaviors are more habitual.

- May feel confident in managing their negative emotions.

LOW ITERATIVE MINDSET QUALITIES

- May be more concerned about their performance rather than learning new things.

- May expend a lot of energy trying to maintain a healthy lifestyle because they haven't built healthy habits.

- May feel like whenever they try to make something happen, it rarely works out the way they hope or expect.

- May suffer often from one or more of the common forms of failure disease.

- May experience big swings in mood that feel outside of their control.

Failure Diseases

Learners may fall victim to one or more of these 8 common Failure Diseases:

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

  If I'm not perfect at a specific task, I'm no good at any of it.

- **Should-Ing:**

  I should do more for my health than I am doing.

- **Comparison Thinking:**

  My husband can eat anything and not gain a pound but I even look at a dessert and gain weight.

- **I Used To Be:**

  I used to be able to walk up 13 flights of stairs no problem, now I lose my breath on the 2nd floor.

- **Pre-Failing:**

  I will never get into that school or program so why should I try?

- **Nothing Ever Works For Me:**

  Whenever I try a new exercise or diet routine, I never get results.

- **Been There, Done That:**

  I've already tried every medication, physical therapy, counseling, etc. and I'm bored and burned out on it all.

- **Imposter Syndrome:**

  I just started a new job and everyone probably thinks I don't deserve to be here because I don't have enough experience.

What Do I Do Now?

You're already on your way as a Learner–now it's all about fueling your progress through boosting your mindset and building habits!

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   Strengthen 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
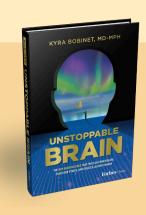
03   Practice Makes Progress

For Learners, it's all about doing reps as much as you can, without falling into the traps of any Failure Diseases or failure thinking. As you practice your habit, use curiosity, experimentation, and non-judgment because you're figuring out what works and what doesn't for you for now.

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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Remember, you CANNOT fail.

Failure is an illusion, a story your mind tells you to protect you from getting hurt or disappointed. Letting go of, or even softening, these failure stories is the key to liberating your natural motivation. Everyone has motivation—it just gets temporarily smothered by stories of failure. You are not a failure, you never were a failure. You are already on your way and you will figure this out!

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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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