# THE SEEKER

ITERATIVE MINDSET PORTRAIT

## Kyra Bobinet MD-MPH

# Welcome

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*
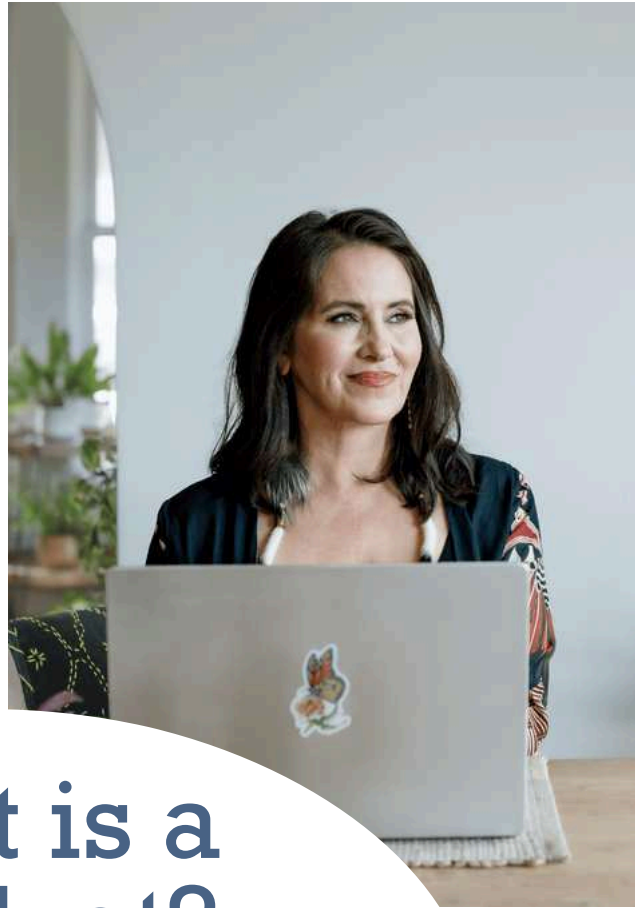
# What is a mindset?

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!
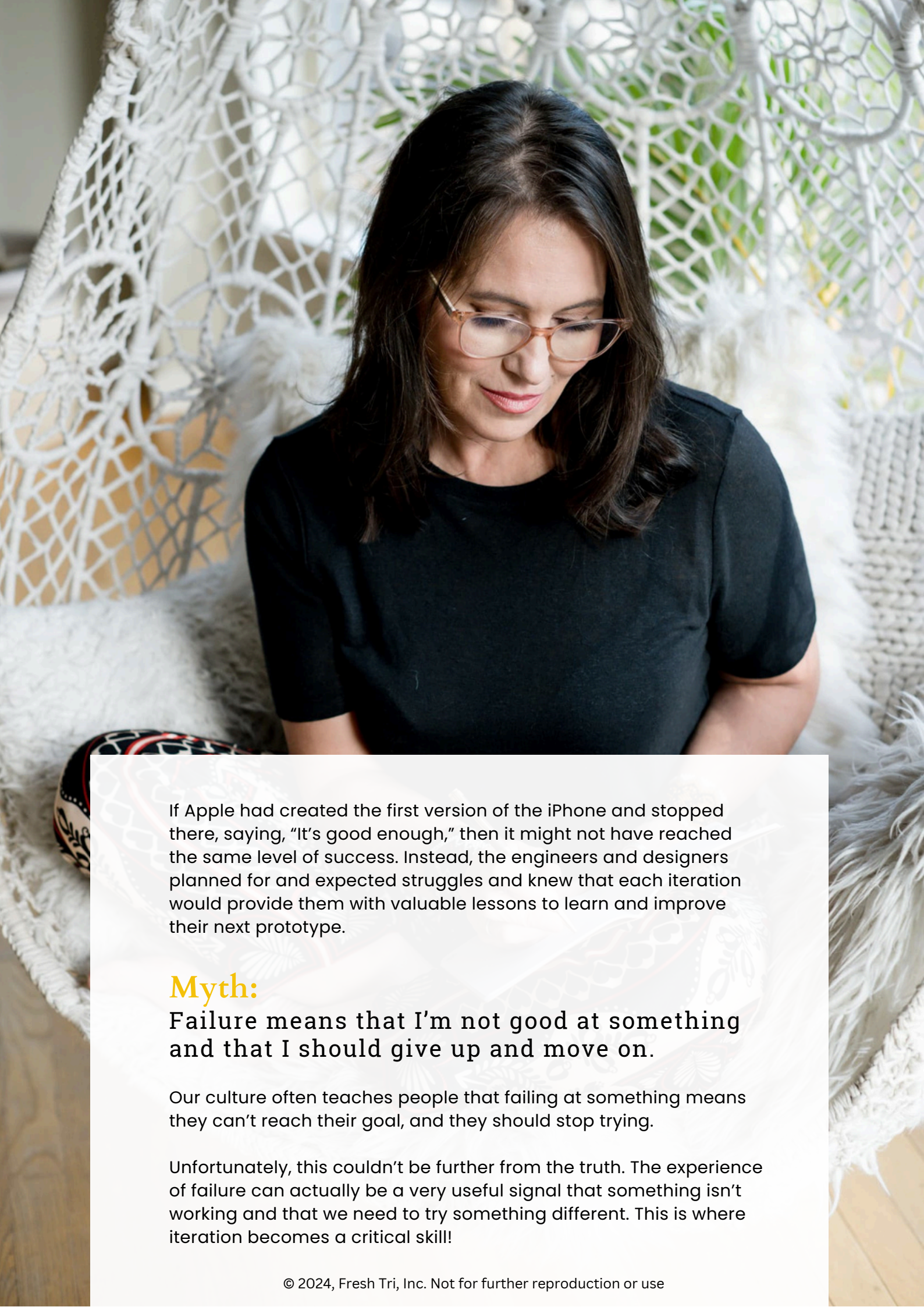
# What is iteration?

## 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.

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.](#)
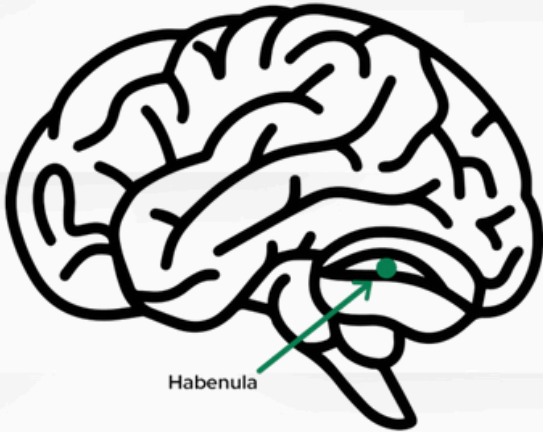
# Why is an Iterative Mindset so important?


Habenula

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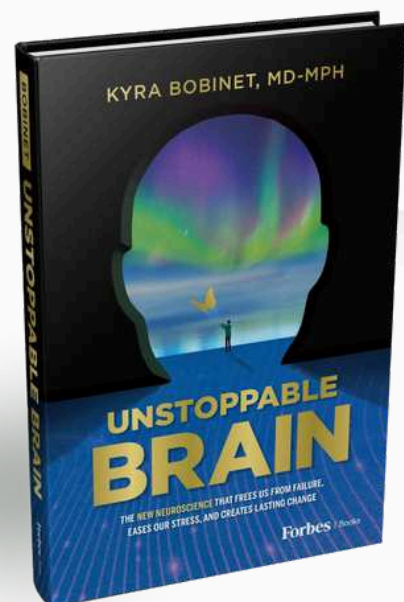
Creating hyper-specific plans—tracking every calorie burned and every minute exercised—just doesn't stand a chance against the billions of years of evolution that our species has had to become experts at protecting us from perceived threats.

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.

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# 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

We're excited to show you how life-changing this mindset can be and give you the tools to change it. But first, we need to assess your quiz results to determine your own Iterative Mindset Portrait!

# THE SEEKER

Your score matched the Seeker profile!

Although Seekers currently sit in the starting range of the Iterative Mindset Scoring, this means they have the greatest potential for insights and improvement.

What does it look like to be at the beginning of your journey to build an Iterative Mindset? You may recognize some of these ways of feeling, thinking, and behaving that are common for Seekers. Look back on your weight loss journey and see if any of these sound familiar.

**Seekers are people who:**

- May feel blocked by the past. When they struggle with something or make a mistake, they tend to have negative feelings toward themselves. They might spend more time thinking about past mistakes than they'd like and feel shame that they didn't do things differently.

- May doubt that they can truly change. When they hit a snag in their journey, they may have trouble moving past it. They may be more likely to think, "Well, things didn't work out for me, so I guess I just can't do it," and feel defeated and stuck.

- May feel stuck. If their progress is moving too slowly or they hit a plateau, they might have difficulty figuring out what to do next. Or, they might keep using strategies that they've successfully used in the past but that no longer work for their lives.

- May be unsure about how to achieve real change. They may be holding onto outdated ideas about habit building or behavior change (for example, an untrue claim that it only takes 21 days to form a habit).

- May feel held hostage by the "Know-Do Gap." They often know what they should do but can't seem to do it, especially over the long term.

# THE SEEKER

**In our research, we find that Seekers also typically report these related qualities:**

In some cases, Seekers seek to prove their ability rather than focus on opportunities to learn. They may be more concerned about their performance than developing their skills. Performance or being performative means that Seekers do things in order to gain approval or avoid rejection from others. In fact, they may find that they live a more performative lifestyle overall, which can be also associated with early quitting.

Seekers are likely to have to work harder than others to be healthy because the behaviors aren't inherent or ingrained. They want to do the right thing, but it can require so much energy to set themselves up for success that they find themselves struggling to form lasting habits.

Seekers are more likely to feel like they aren't in control of the happenings in their lives. They may also feel like it rarely works out whenever they try to make something happen, such as a new workout routine or learning a new skill. This sometimes can manifest as a sense of hopelessness.

# THE SEEKER

Seekers may also experience some or all of these 8 common failure diseases:

- All-or-nothing thinking: I didn't go to the gym today, so I guess I'll never lose the weight.
- Should-ing: I'm trying so hard, I should have lost some weight already.
- Comparison: My friend from high school posted on social media that she lost 20 pounds, but I've gained 5.
- I used to be: When I was in college, I ran an 8-minute mile. Now it takes me 15 minutes.
- Pre-failing: I know I can't do even one push-up, so why bother going to the boot camp class?
- Nothing ever works for me: I have tried everything to get healthy but for some reason, I never see any results.
- Been there, done that: I've already tried every program and product on the planet, so there's nothing left to try.
- 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.

Seekers may notice they have a hard time managing their emotional states. They may experience big swings from one mood to another, which may feel like an unwinnable battle at times, leading to a sense of emotional instability.

**The Hope and The Way Out for Seekers**

There is GREAT hope if you're a Seeker because you are just starting out! So, while you may identify with any of the above qualities and might feel a little overwhelmed, there IS A SUREFIRE WAY OUT! Here is the GOOD news associated with the Seeker type:

Your mindset is both trainable and moldable AND is the engine that will drive the changes and health you seek. Specifically, improving your Iterative Mindset has been proven to uniquely help you grow in all of the above areas.

An Iterative Mindset has three parts—practice, assess, and iterate—and you most likely score high in one of these areas, which gives you a head start to building this mindset already.

# Understanding the Iterative Mindset Types

## THE SEEKER

*Seekers can benefit the most from an Iterative Mindset by 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.*

# What's next?

What's next for you?

You are exactly where you should be right now. It's important to think of these insights as a powerful launchpad from which to build and grow! Nothing is wrong with you…you've just been living in a performance-obsessed world. But thankfully, **there is a way out**!

That way out is iteration.

The benefits of having an Iterative Mindset are vast! Iteration can be used across all of life's domains, not just weight loss. The good news is that you can *train* your Iterative Mindset and improve your life in these key areas! If you work on building your Iterative Mindset, you may see these profound effects:

- Shortening your relapse period—the time between falling off and getting 'back on the horse.'
- Staying flexible when unexpected life changes happen.
- Approaching goals with a sense of confidence and self-efficacy.
- Understanding how your brain responds to both rewards (things it likes) and failures (things it doesn't like).
- Improving your ability to access creative thinking in the face of rigidity.
- Decreasing feelings of burnout.

You're not alone! Remember to join this community with a diverse but like-minded group of individuals who are discovering the power of iteration!

- **Download the Fresh Tri app**
- **Check out Dr. Bobinet's website**
- **Read Dr. Bobinet's latest book**

**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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