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LOSE CEO-STYLE!

Identify Your **STRENGTHS**

Positive trait "I've got over 100 friends on Facebook!"
Success strategy OK, so you're a people person—and a bit of a tech geek. Now convert those strengths into solid weight-loss assets. For starters, use your social network for more than reconnecting. Post weight-loss updates online and document them with photos—the accountability will keep you honest. Or enlist friends to join in: Hold a weekly weigh-in contest, with financial incentives for the person who loses the most. And to satisfy your inner geek, take your weigh-in high tech; the Weight Tracker on WeightWatchers.com is now downloadable on handhelds like the BlackBerry.

Positive trait "I'm my family's scheduling guru."
Success strategy Channel the skills that you use to keep your family on track and use them for the good of your diet. One idea: Create a cooking master plan that mirrors your household scheduling system. For example, create a go-to recipe binder complete with shopping lists to make weeknight meal prep easier. Another thought? Use those multitasking skills to pair quality family time with exercise; ask each of your kids to take a one-on-one after-dinner stroll with you once a week.

Positive trait "I love writing e-mails, letters—anything!"
Success strategy Let your creative juices flow. As you track what you eat, also jot down your emotions and thoughts—almost as if you were writing a letter to a friend, suggests Jeannie Gazzaniga-Moloo, R.D., of Sacramento, California. Adjusting your perspective in this way turns journaling from a chore into a creative task that you'll embrace. Pick up a pretty purse-size notebook and a special pen: They'll give you even more incentive to express your thoughts—and track your weight-loss success.

Acknowledge Your **WEAKNESSES**

"I'm just not a gym person." Don't try to convert yourself. Instead, make a list of three activities you love (think swimming, walking, dancing). After each activity, write a plan for getting started and a will-do-by date. For example: Swimming—join town pool; will do by Memorial Day.

"I obsess about what I can't eat." Flip your thinking and embrace healthy eating as a game. For example, at the market choose one new fruit each week to introduce to your healthy-eating plan. Or turn old traditions upside down: If Friday is pasta night, add a new veggie to your sauce each week.

"I'm the classic stress eater." Rather than grabbing unhealthy fare, repeat a positive mantra, like "Stop, breathe, think, choose." When you feel like taking that first bite, **Stop** yourself and **Breathe** deeply instead. Then **Think** about how you'll feel after you eat. Chances are, if you still want to eat something, you'll **Choose** healthfully.

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Need a fresh take on weight loss? Get in touch with your business brain and steal a page from the playbook of the corporate world. How? Consider SWOT analysis—a series of tactics businesses use to assess their success. “The SWOT (strengths, weaknesses, opportunities, and threats) strategy makes people more aware of what they’ll need to succeed,” says Michael Williams, Ph.D., dean of Touro College’s Graduate School of Business in New York City. Here’s how to apply this proven strategy to your weight-loss efforts.

BY RACHEL GRUMMAN

Seek Out **OPPORTUNITIES**

UPDATE YOUR FAVORITES The strategies that keep you losing—a tried-and-true walking route, a go-to recipe—need frequent updates, says Dr. Williams, or you risk boredom—and reverting to bad habits. One way to keep things fresh? Expand your world in a way that still keeps you focused on your weight-loss goals. For example, grab a camera and start snapping shots of unusual birds or flowers during your walks around town; expand on your love of a dancing DVD by enlisting a few friends to hit the dance floor on a Saturday night; go beyond your favorite healthy pasta recipe by taking an Italian cooking class.

PRAISE YOURSELF There’s nothing wrong with looking for a chance to pat yourself on the back. In fact, it’s likely to boost your weight-loss resolve: Positive words naturally drive us to continue on when things become difficult. Stand in front of a mirror and spend a minute or two listing—out loud—what you accomplished today that inched you closer to your goals, such as saying no to the office birthday cake or sticking to your workout instead of accepting a happy hour invite from friends.

PUSH YOUR PALATE In order to keep your healthy-living goals moving forward, you need an extensive repertoire of foods to choose from. The more you limit yourself, the more quickly you’ll get bored (and offtrack). One thing to consider: Taste buds can change over time. So a veggie you may not have liked even just a few years ago may be appealing to you now. Try this: Make a list of three vegetables you think you don’t like. Resolve to buy (and cook) each of them within the next month. Reintroducing them in ways you may not have tried before may also help (for example, try roasting Brussels sprouts in olive oil instead of just steaming them).

Target **THREATS**

THREAT

COUNTERMOVE

Snacking during commercials

Just as businesses must constantly identify threats to their bottom line—new competitors or changes in their industry—dieters must scan their daily environment for threats to their success, says Dr. Williams. So analyze old patterns carefully. For instance, if commercials signal snack time for you, ask yourself why. If you’ve just eaten, you may be bored, so have a nonfood substitute ready. For example, check your e-mail or file your nails.

You’re food shopping and your stomach is growling

To offset the lure of checkout-aisle candy, plan ahead. Look for specific low-calorie goodies you can munch on as you shop. One idea: Hit your supermarket’s self-serve salad bar (grab a container of carrots, celery sticks, or chunks of cut fruit). Pay for the snacks; then nibble as you shop.

The post-dinner munchies

Hungry even though you ate just an hour ago? Before you grab a snack, take this quick test: Imagine sitting down to a large sizzling steak. If you’re truly hungry, the steak will sound good and you should have something small, like a glass of milk and some whole wheat crackers, to satisfy you. If the steak doesn’t sound appealing, it’s more likely that you’re not truly hungry, says Gazzaniga-Moloo.