

Living like Chad...

Do you have what it takes to reach your goals, and do you have what it takes to stay there?

Imagine a simple linear scale. At either end we find a couple of non-existent but realistic-sounding people.

At one end we find Simon "Fatty" McDrunkface and his girlfriend Frieda Stüffenmouth. They are living life on their own terms exactly according to how they want to live. They eat what they want, when they want, they binge-watch TV, they don't even get up off the sofa to open the door to the pizza-delivery guy, they just open the window and it's passed through to them.

On the other end of the scale we find Chad Studley and his fiancée Belinda leCrunch. They too are living the dream. They count calories, they spend time in the gym, they have their fitness plans meticulously worked out and every micro-nutrient and macro-nutrient is logged. The physical shape these people are in is pretty much what you might expect.

When a person joins a gym they find themselves represented on this scale, usually towards the Simon & Frieda end. They join a gym because they would like to move a little bit further towards the Chad & Belinda end.

At first glance, this scale seems to describe body shape, fitness levels etc. What it's actually about is the consistent habits of a person. The avatars that are found on it merely demonstrate the consequences of these habits.

Let's say I find myself about one quarter of the way along this scale towards the Simon and Frieda end and I want to move to the halfway mark. I am where I am because my daily lifestyle and habits occupy that space on the scale and so my body is what it is as a result of this.

If I want to look like someone in the middle of this scale then my daily habits must occupy that space until my body catches up. If I want to stay in the middle of that scale then my daily habits must consistently occupy that space.

I see so many sales pitches for "weight loss" and "ultimate performance" that promise easy fixes that require minimal effort on my part. The implication being "you can

continue your life of sloth and gluttony and still get fit". This leads to ozempic-thinking where people are convinced that an unsupervised, no-effort pharmaceutical intervention is the answer to all their dreams.

It's not.

You are the way you are because of your consistent lifestyle and daily habits. You can't live like Simon and look like Chad.

If you want to look like Chad, you have to live like Chad.

If you don't want to live exactly like Chad (and quite frankly I couldn't recommend it) then you have to decide on the lifestyle that you can achieve in return for the body that you want. This is the balance that only you can decide on.

If you're genuinely happy as you are then you have nothing to worry about.

However, if you're falling short of your own expectations then you should do something about it. And if you're going to do something about it then don't kid yourself, it's going to take effort to reach your fitness destination and consistent effort to stay there for as long as you want.

When you stop living like Chad, you stop looking like Chad.

At the end of the day, you choose the body that you have through your daily habits.