

The CEDRIC Method: Never Stress About Food Again

**Presented By:
Michelle Morand,
Founder and Director**



CEDRIC CENTRE
for counselling inc.



My Gift To You

Hello, my name is Michelle Morand,
and I am the founder and director of
The CEDRIC Centre.

I am also a recovered emotional eater
with 17 years as a specialist in the
field of eating disorders, emotional
eating and related concerns such
as depression, anxiety and trauma.



My Gift To You

Following my own recovery from chronic binging, weight problems and body image issues, I dedicated my professional career to showing men and women worldwide how to have a stress free relationship with food.



My Gift To You

This presentation is my gift to you.

If you take the time to read it through, you will learn why it is that, regardless of your efforts to eat normally and maintain a natural weight, you still struggle to have a peaceful relationship with food.

My Gift To You

Emotional eating and dieting are not normal, natural parts of life. They are harmful coping strategies and they don't need to be a part of your life any longer, unless you want them to be.



What is The CEDRIC Centre?

The CEDRIC Centre is a counselling centre that teaches you how to have a stress free relationship with food and maintain a natural weight for your body effortlessly, for life.

The CEDRIC Method

The CEDRIC Method is a simple, fast way of restoring you to a natural weight for your body and an easy relationship with food.

Read on and you'll learn a simple intuitive way of understanding why you do what you do with food.



Some Basic Statistics:

I think it's important to start exploring this topic of emotional eating and eating disorders by ensuring that you know just how common these issues are and that you are far from alone in your struggle and frustration.

So, let's go!

Some Basic Statistics:

- 80% of 10 year old girls have tried dieting at least once.
- On any given day in North America 25% of women are starting a diet; 25% of women are on a diet; and 25% of women are just coming off a diet!
- 1 in 3 women have been on more than 10 diets in their lives;



Some Basic Statistics

- **And yet....The average woman can stick to a diet for only 2 weeks at a time;**
- **Only 9% of women never diet!
(No wonder women think it is normal to focus on food and restriction!)**
- **Over 90% of all eating disorders, whether overeating, restricting or purging, begin with a diet.**

Some Basic Statistics:

- **Less than 50% of patients properly take the medication their doctor prescribes.**
- **Thus they not only don't resolve the initial concern but often develop secondary problems as well.**

Some Basic Statistics:

- **More than 70% of patients don't follow the treatment plan prescribed by their doctor for more than 30 days.**
- **But few are honest with their physician about their lack of adherence due to fear of judgement.**

Some Basic Statistics:

- **Regardless of the potential negative connotations to their health, less than 50% of people will stick with any self-directed exercise program for more than 6 months.**



Some Basic Statistics:

- 95% of people who lose weight on a diet put it back on within 2 years.

In Fact:

- Most efforts at calorie restriction result in only very short-term weight loss, and, often ultimately lead to *weight gain*.



So, What's Up?

- **Why don't we follow our doctor's advice more closely?**
- **Why don't we finish all of our medication?**
- **Or stick to those dietary changes?**



What's Up?

- **Why don't we stick to the exercise plan we committed to, even when grave health concerns may result if we don't?**

What's Up?

- **Why is it such a struggle to reach our goals for optimum health and wellness?**



What's Up?

Very few people actually want
to be unwell in any way.

But...the truth is,

*Very few people actually believe
that they can change
and that their efforts
will be worth while.*

This Means:

Most people give up on any new lifestyle changes, regardless of the potential consequences to their health, not because they don't want to be successful and healthy, but because they believe that they can't be.



Why Bother?

Why would we bother to effort towards optimum health if, on some level, we truly believe we will never be successful in any lasting way?



Why Bother?

Why bother...

Restricting certain foods;

- Monitoring carbohydrate content;
- Keeping an eye on good fats vs. bad fats;
- Exercising regularly;
- Reminding ourselves to take our medication or supplements on time

If, in the end, we believe it won't actually lead to anything lasting?

Why Bother?

We call this way of thinking:

Learned Helplessness

And it is at the root of most failed attempts to improve our health.



Learned Helplessness =

**Learned Helplessness
Simply means:**

**That because of messages,
verbal and non-verbal, we
received from key people in
our lives as young people,
we believe:**

Learned Helplessness =

- That there is something wrong with us (that we are bad, wrong, and flawed);
- That we are incapable of change;
- That, even if we could change, we are undeserving of being the best that we can be;

Learned Helplessness =

- That change is:
 - Too hard;
 - Too big;
 - Too much;
- That we're not good enough;
- That we're not allowed to be successful;
- That "I just can't!"

What's the Solution?

If learned helplessness is the problem behind your failed attempts at optimizing your health in any area, including finally stepping free from emotional eating...

What is the solution?



The Solution

The Solution is twofold.

- 1. Get clear on where your old Learned Helplessness came from and how it impacts you in the present.**

The Solution

2. Learn clear and simple tools for addressing those old patterns as and when they arise in your present.

The Solution



This frees you to make decisions in the present about the lifestyle you would like to lead and actually stick by them for the long haul.



The Solution

**Which means your quality of life
overall improves in every area!**

**Well worth a little effort,
wouldn't you say?**

What's that you say?

If you're anything like the rest of us
you just had a thought that went
something like:

Sounds good, but.....

Guess what that is?



You Gussed it!

Learned Helplessness!



Is it any wonder?

**Is it any wonder you feel stuck
and often give up before you
achieve your goals, if the
mind that you're trying
to achieve them with
believes you can't?**



On to the Solution:

So where does this
“learned helplessness”
come from and how can
we move past it and
feel free to be the best
that we can be?



A little detour...

I want to share something with you that will make it so much easier for you to catch and shift your Learned Helplessness.

Then I'll share a bit more about the origins of your Learned Helplessness and a concrete tool for freedom.



The Matrix

At any given point in time, every human being on the planet is somewhere on this grid:



THE MATRIX: A MODEL FOR SELF-AWARENESS

Thoughts Of the Past	Feelings Of The Past	Behaviours Of the Past
Thoughts Of the Present	Feelings Of The Present	Behaviours Of the Present
Thoughts Of the Future	Feelings Of The Future	Behaviours Of the Future

The Matrix

That means we're either focused in the past: Thinking about what we've done;

In the present: Fully focused on what we're doing in this moment;

Or In the future: Imagining what we're going to do, or what's going to happen.



The Matrix

**Now, that's not entirely news!
But here's how it pertains to you
and your 'stuckness' with food,
and with self-care overall:**

**Most people spend the
majority of their time:
Thinking about what they've
done &/or Thinking about
what they're going to do!**



The Matrix

Thoughts Of the Past	Feelings Of The Past	Behaviours Of the Past
Thoughts Of the Present	Feelings Of The Present	Behaviours Of the Present
Thoughts Of the Future	Feelings Of The Future	Behaviours Of the Future

The Matrix

Now, aside from the obvious fact that most people are missing out on life because they're not really in the present, and therefore, not experiencing life fully, this information has large ramifications for you!



The Matrix

**Just ask yourself:
When I'm thinking about something
from my past (whether 10 mins.
ago, yesterday, or 10 years ago)...
when do I feel the feelings that
those thoughts elicit?
In the past?**

The Matrix

And,

When you are imagining what you're going to do or what experiences you'll have in the future, when do you experience the feelings that those thoughts elicit?

In the future?

The Matrix

Of course not. We feel the emotions that our thoughts elicit, not in the past or in the future, but in the present.

Whatever it is we are thinking about, whether past, present or future will trigger an emotional response in every human, in the present moment.

The Matrix

Thoughts Of the Past	Feelings Of The Past	Behaviours Of the Past
Thoughts Of the Present	Feelings Of The Present	Behaviours Of the Present
Thoughts Of the Future	Feelings Of The Future	Behaviours Of the Future

The Matrix

Now, remember that most of us, without knowing it, are not focussed in the present moment, but rather, are in our heads, ruminating on past events or worrying about future potential experiences.



The Matrix

This means we're most often feeling feelings that have nothing to do with what is happening right here and now, but don't know it.

So, not only can we not figure out why we feel the way we do, we can't do anything about it!



The Matrix

So, we feel confused and stuck and overwhelmed. Day to day ups and downs have a lot more stress, sadness, anxiety, or frustration attached to them than they need to.

This makes us start to think that it's us: We're too sensitive; too emotional; not smart enough; not committed enough; not capable...



The Matrix

**This is how our old
Learned Helplessness
stymies us without us
even knowing it!
Very Frustrating!**



The Matrix

So we look around in the present to find reasons for why we feel the way we do, this increases our focus on things that aren't really problems and makes them much bigger issues than they need to be, while the original issue(s) go unresolved making us feel more anxious and stuck.



The Matrix

Thus, our
Learned Helplessness stories:
I can't; It's too hard;
I'm not good enough...

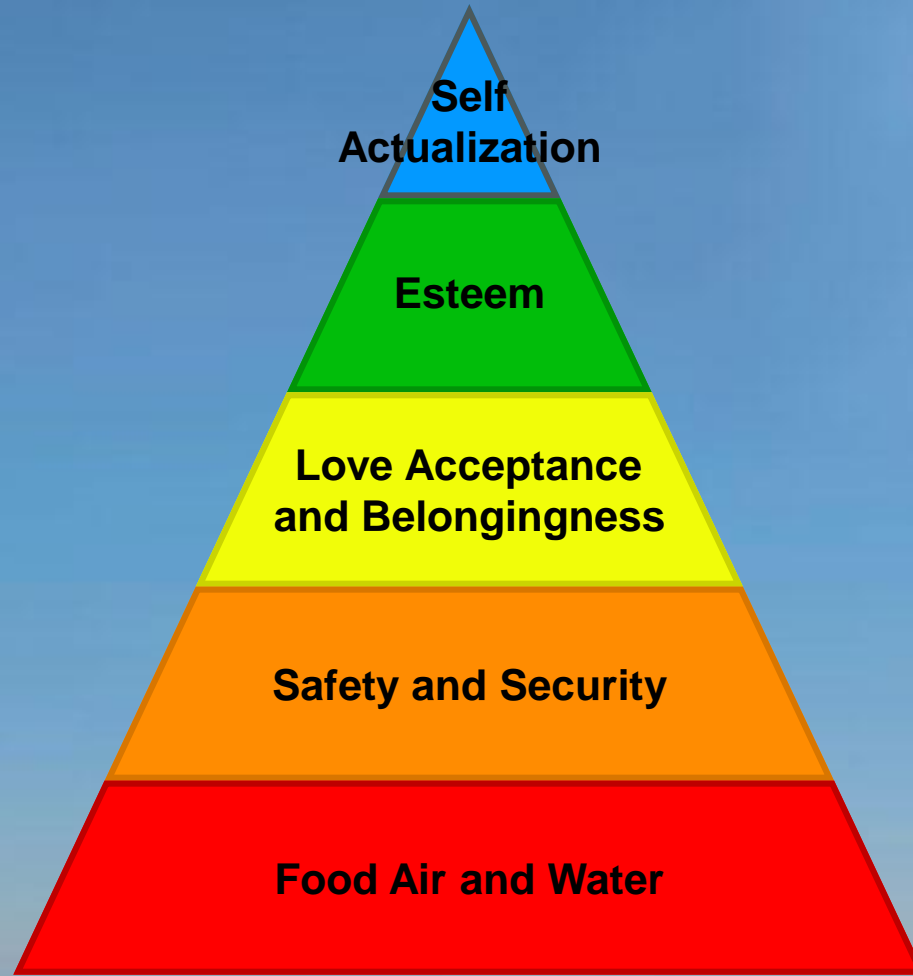
Become self-fulfilling prophecies
and are interpreted by us
as "PROOF"!

Why do we do this?

Let's take a look at a simple model
that explains everything!



Maslow's Hierarchy of Basic Needs



Maslow's Hierarchy of Basic Needs

Every human being on the planet has the same basic needs and they all need to be met in a certain order in order for us to have the physical, emotional and psychological resources to be as effective and as successful as we can be in all the areas of our lives.



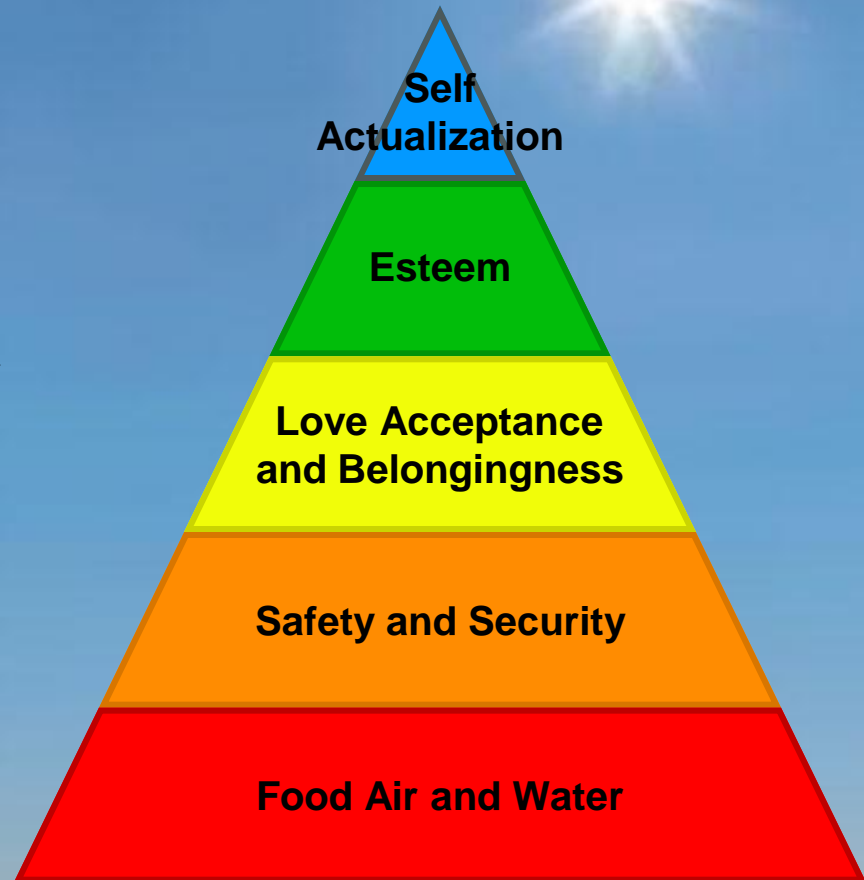
Maslow's Hierarchy of Basic Needs

Therefore, if our needs for food, air and water are not consistently met we will lack the internal resources to be successful in our relationships and certainly will not realize our full potential. We will also sacrifice our physical safety to do whatever it takes to meet our basic needs for food etc.



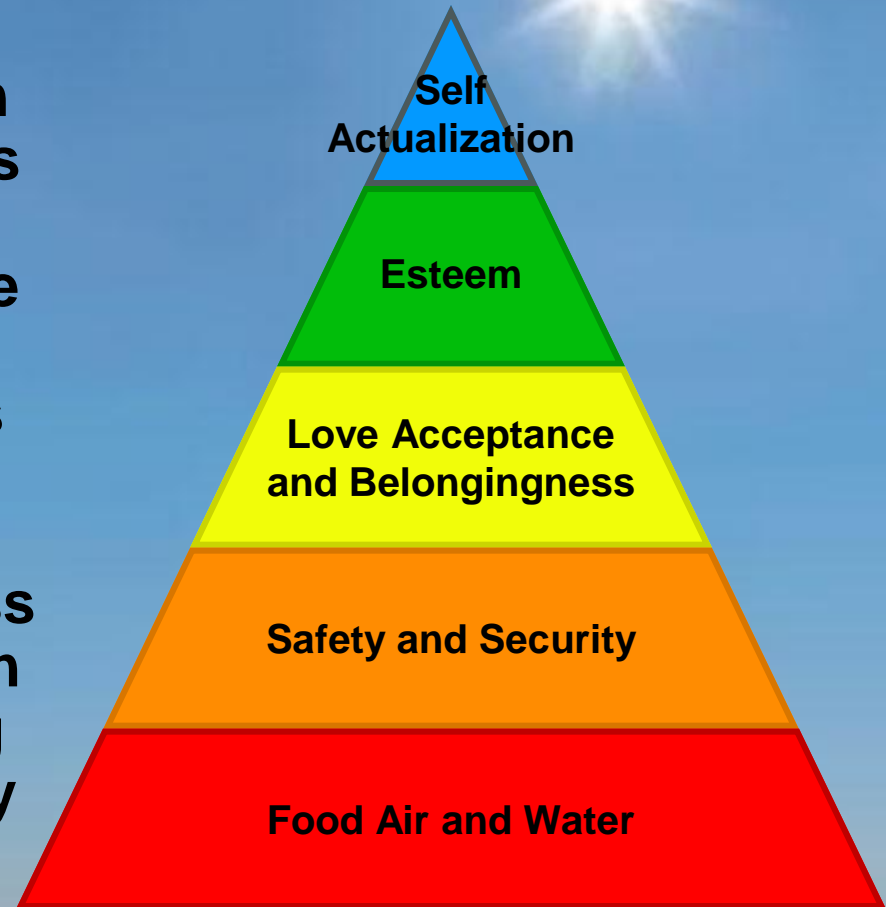
Maslow's Hierarchy of Basic Needs

Similarly, if I don't feel physically safe in my home or in my environment (ie. there is the threat of harm, or I don't know if I will have enough money to make ends meet, or I have to move around a lot) my relationships with others will suffer.



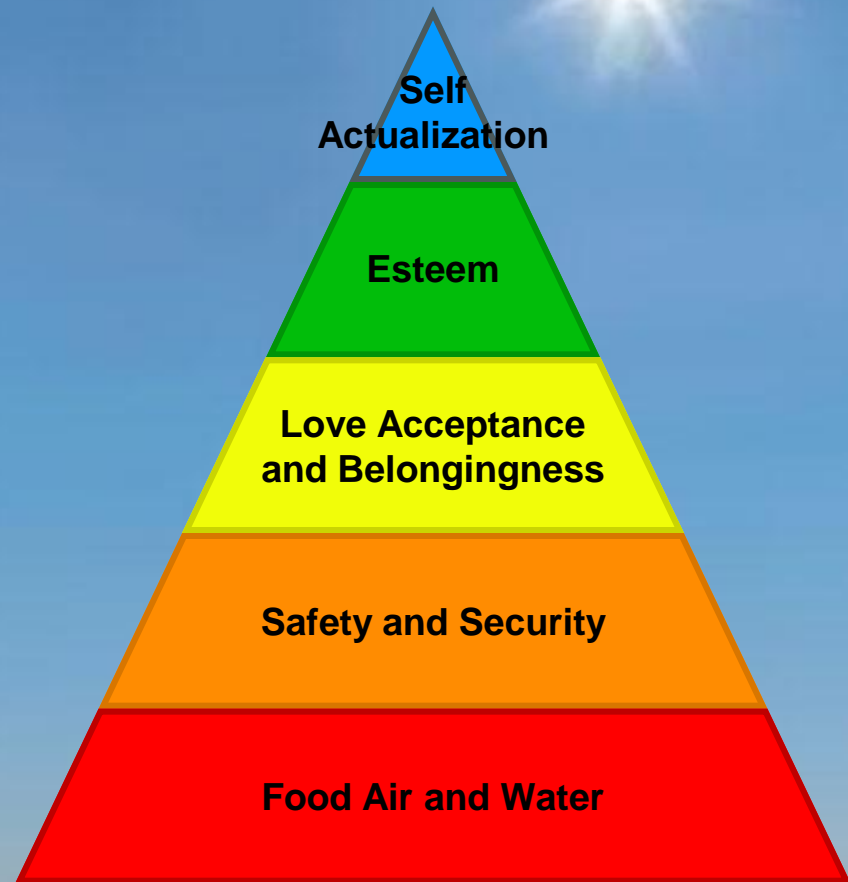
Maslow's Hierarchy of Basic Needs

And, if I lack the sense of emotional security I need in my relationships with others in order to feel worthwhile, loved, and deserving of care and attention, I will internalize those messages and I will believe I am unworthy of love and care, and will treat myself with less consideration, perhaps even feeling burdened by having to care for myself physically and emotionally.



Maslow's Hierarchy of Basic Needs

So, it becomes clear that if any of my lower level basic needs aren't consistently met, I will have less energy and less confidence to bring to the next level.



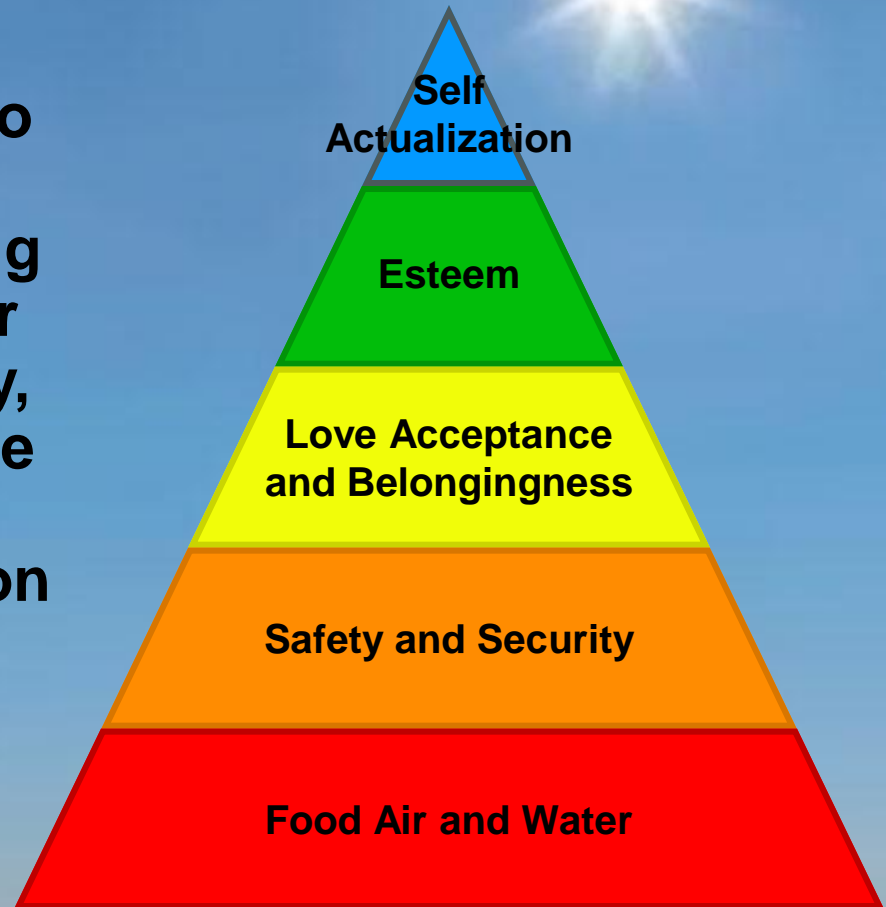
Maslow's Hierarchy of Basic Needs

Another key piece in this puzzle is that every human being on the planet feels anxious when they have basic needs that aren't being met.



Maslow's Hierarchy of Basic Needs

As a child, when you responded appropriately to your inner anxiety telling you that you weren't feeling safe or loved or secure, or even that you were hungry, chances are the key people in your life responded to your appropriate expression of needs with anger, frustration, judgement, shaming, or blaming of you.



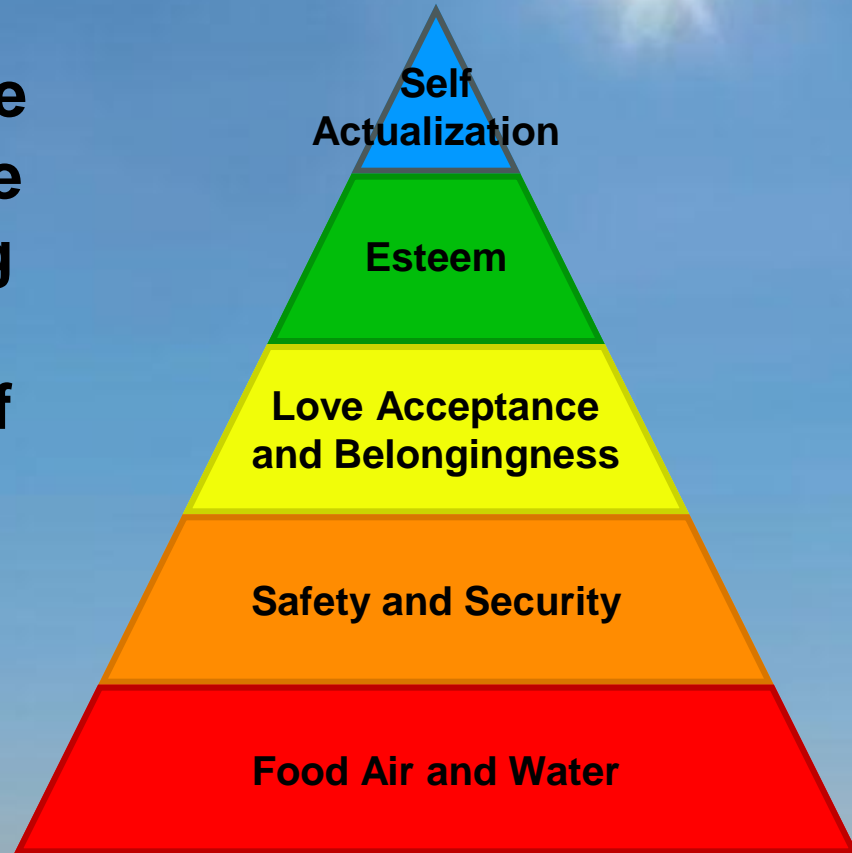
Maslow's Hierarchy of Basic Needs

Thus, you were put in a very vulnerable predicament: Either persist with your expression of needs and thus risk angering or disappointing people on whom you depended for your basic needs (not really an option as a child), or learn to ignore your natural cues and shame yourself for having needs.



The Impact of Unmet Needs

It is overwhelming to be conscious that we have needs that aren't being met if we don't know how to meet them, or if we have tried unsuccessfully to get them met.



Learned Helplessness

This pattern of trying unsuccessfully to get your needs met from key people in your life, leads to a state of “learned helplessness” and to the development of many strategies to help us cope with what we see as a helpless circumstance.



What is a Coping Strategy?

- Any thought, feeling or behaviour which allows you to be in an uncomfortable situation (have unmet needs) without being aware of how uncomfortable you are.



Unmet Needs = Food to Cope

Unmet needs for Safety and Security and/or Love, Acceptance and Belongingness are always at the core of your learned helplessness and subsequent use of any harmful coping strategy.



Two Kinds of Coping Strategies:

**Coping Strategies can be
adaptive/healthy:**

**Eg. Laughter; meditation; moderate
exercise; reading.**

And they can be maladaptive:

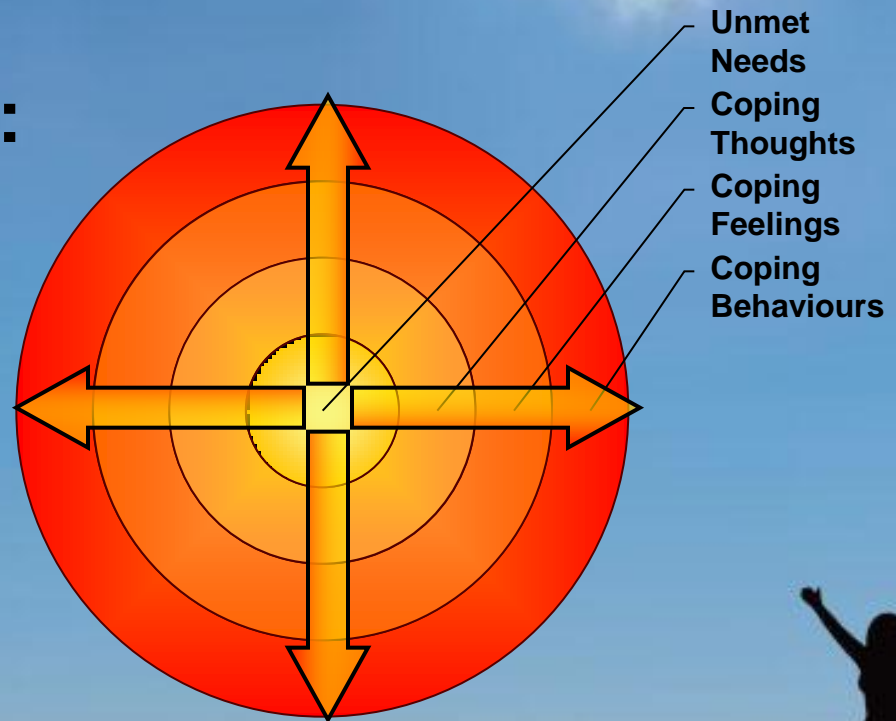
**Eg. Alcohol; Drugs; Shopping;
Raging; Co-dependency,
inactivity and
Overeating/Restriction/Purging.**



Three Levels of Coping Strategies

Coping strategies function on 3 levels:

1. Thought
2. Feeling
3. Behaviour

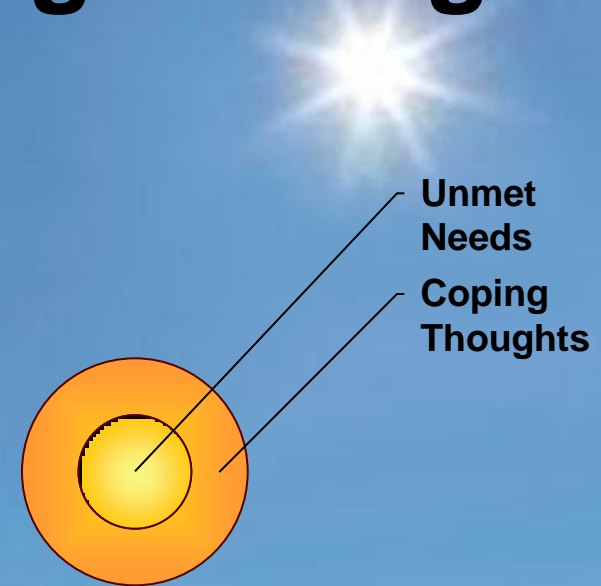


Thought Level Coping Strategies

Examples of thought level coping strategies that are triggered by our learned helplessness:

Critical self – talk / motivation by criticism

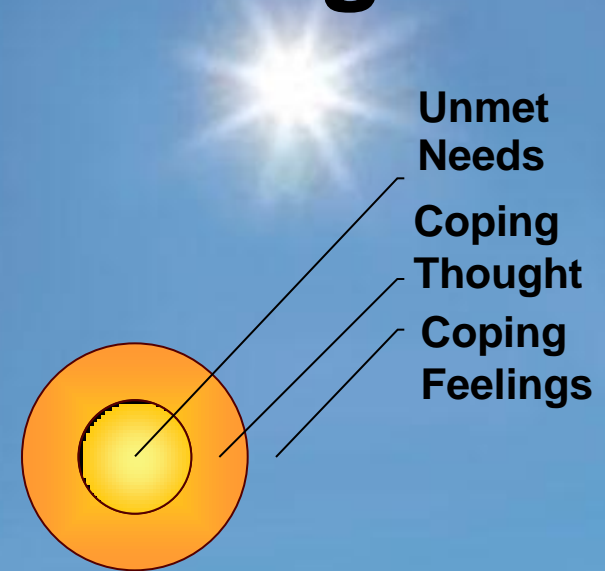
1. All or nothing thinking
– black and white
2. Bad Body Thoughts
3. Intrusive Ideation
– worst case scenario fantasies.



Feeling Level Coping Strategies

Examples of feelings triggered by Learned Helplessness thoughts:

1. **Alexithymia – disconnect from feelings**
2. **Depression – feel flat, blah**
3. **Anxiety – Permeating Level of Anxiety**
4. **Anger – impatience, irritability, blaming**



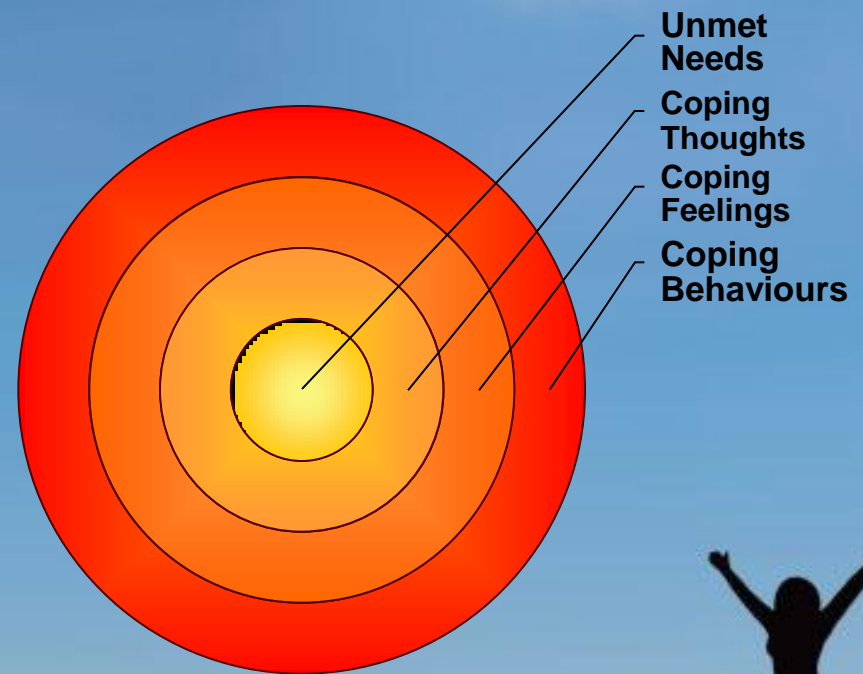
Unmet
Needs
Coping
Thought
Coping
Feelings



Behavioural Level Coping Strategies

Examples of behavioural level coping strategies triggered by Learned Helplessness thoughts and feelings:

1. Using food to cope;
2. Not exercising;
3. Not following our Doctor's advice;
4. Drinking/Drugs;
5. Procrastinating.



Other Common Coping Strategies

Other behavioural coping strategies that go along with the Learned Helplessness mindset are:

1. Isolation/Avoidance
2. Co-dependency: Taking responsibility for other's feelings/believing that others are responsible for mine.
3. Relationship and/or Work Obsession

The Solution?

Now that you know where your
'stuckness' (a.k.a. Learned
Helplessness) comes from,
and
You see more clearly how old
experiences influence you
negatively still
(remember the Matrix?)....



The Solution:

Let's look at a tool for
catching and shifting your
Learned Helplessness
once and for all.



The Solution:

When you get hooked into Learned Helplessness you will know because:

1. You feel a sinking, stuck feeling in your gut;
2. You will feel resistance to doing things you know are good for you and that you know that you want to do.



The Solution

You will also know because you may see yourself doing one of the coping strategy behaviours we mentioned earlier.

Or

having an All-or-Nothing thought or Intrusive Ideation.



The Solution



What you want to do now is say:

“Wait a minute! My Learned Helplessness just kicked in!”



The Solution

Then ask yourself:

What was I thinking just before
that sinking feeling?

Or

What happened just before
that sinking feeling?

The Solution

And whatever it was, did I
possibly just tell myself:

It's too hard;
It's too much;
I can't do it;
It won't make a difference;



The Solution

I guarantee you did!

And I also guarantee that by identifying, in the moment, that you've just slipped into old, Learned Helplessness thinking, you will free yourself to step into the present and out of the all-or-nothing thinking that has kept you stuck for so long.



The Solution

Now, you're finally and truly in a position to challenge those old thoughts and to encourage yourself to see the truth:



The Solution

**That a little effort is
always better than none
and**

**that your past efforts have only
been unsuccessful because of your
thinking and not because
you are actually incapable of
change.**



The Solution

The only thing standing in the way of you being the best you can be in all ways is your old training in the Learned Helplessness mindset.



The Solution

With, literally, a tiny bit of effort on your part each day, you can completely free yourself forever from this old, stifling approach to health and to life.



The Solution

If you are ready to take steps
to move past your
Learned Helplessness,

Don't get stymied by the fact that
you don't know what to do –
that's what The CEDRIC Centre
is here for!



Let us help you step free!

In fact, if you feel you have learned anything that might be helpful in this past few minutes of viewing this slide show, just imagine what you'd learn as a client in individual counselling, in one of our 3 day intensive workshops, or as a member of our on-line interactive web program.



Let us help you step free!

We exist to support men and women worldwide to completely and forever step free from the use of harmful coping strategies and the old patterns of thinking and behaviour that currently keep those coping strategies in place.



Let us help you step free!

We have in person counselling,
(equally successful through
phone and Skype).

And we offer workshops and
retreats; books, workbooks,
CD's, and DVD's....



Let us help you step free!

And...I'm very proud of our
“absolutely fabulous” interactive web
based program that gives you the best
of all worlds:

All our products; Group support;
Teleclasses; Weekly lessons;
and more.

All from your home.

Let us help you step free!

Join our web based program now or contact us and begin to step free once and for all from the patterns that have kept you from being the best that you can be!



Let us help you step free!

We know you can do it, because we've done it too, and we've helped thousands of people worldwide to begin living the life of their dreams!



Let us help you step free!

And, if you're brand new to The CEDRIC Centre and just want to see what it's all about before you make a decision to join our community:



Let us help you step free!

I invite you to visit our blog and read our weekly newsletter which is full of great tools from me, and great sharing from members of our CEDRIC Community.

We're here
whenever you're ready.



Let us help you step free!

Explore our site @
www.cedriccentre.com

Or email me directly with
any questions at all:
mmorand@cedriccentre.com