

How to have more willpower and make that diet work

Have you ever tried to go on a diet and found that after the first flurry of activity it goes by the wayside? If so, then perhaps you need to consider *'implementation intentions and imagery'*

What on earth is this you may ask! As with most professions, psychology has its fair share of jargon. However, the interpretation of this particular concept is straightforward.

'Implementation intentions' just means that you plan what you want to do very specifically. So, taking changing your diet as an example, if you want to eat more healthily, you say to yourself *'if I go to the café I will buy a salad'*. Sounds simple! According to psychological researchers this 'if-then' formula works well as long as you keep specific.

The *'imagery'* part of the concept runs alongside – so imagine yourself walking into the café, buying a yummy salad and sitting down to eat it whilst saying the 'if-then' intention to yourself.

So, if willpower in any form is a problem for you – why not try this out?