

**Program Name:** Body for Life

Your name and date: John Records, prepared 6/5/2002

Program Evaluation Template - This template is to be used as an evaluation tool during our program investigation. The questions are designed to assist in determining what elements of each program we want to consider for incorporation into our programs. Feel free to add additional notes as you use the template. This template is the foundation for your presentation about the program you have researched. (Version #4)

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**Program or Concept Purpose or Mission Statement:**

Body for Life offers "12 weeks to mental and physical strength." Body for Life is a very popular and extraordinarily successful program for personal transformation. "Your relentless determination to transform any and all adversity into positive energy and to face the most important challenge of all -- life -- is my inspiration." Bill Phillips

**Principles or Values:** (implicit or expressed)

Its premise is that taking control of one's life is essential. This happens by making decisions and sticking to them. It can start with something that seems small, like what one eats, or a decision that one will stick to all day. Through making a series of decisions having to do with one's physique, one takes control of one's life. According to the author, "When you gain control of your body, you will gain control of your LIFE. A strong healthy mind resides in a strong healthy body. Your body is the epicenter of your universe. You go nowhere without it. It is truly the temple of your mind and soul."

The book adds, "No matter who you are, no matter what you do, you absolutely, positively do have the power to change."

**Program Structure or Key Points:**

1. Positive change is possible
  - a. Cover photos of Bill Phillips and those who have transformed their bodies and lives
  - b. Narratives of change, including stories of people who have faced extreme challenges
  
2. Positive change is desirable
  - a. Photos show numerous ordinary people who have become sleek and muscular  
In our culture, the media have already conditioned us to think this is desirable.
  
  - b. Stories tell of having more energy, passion for life, a better and brighter future
  
3. Life is the most important challenge to face

#### 4. Real world proof (preface)

"Don't let anybody tell you that you can't do it. You can. It's up to you. Decide to do it and follow through." Porter Freeman

- a. "...using different excuses and reasons why I couldn't..."
- b. "...I made a conscious decision to change my life. I was finally fed up..."
- c. "I became fearless and focused on finishing this challenge."
- d. "I'm confident and on track now, but I'll never forget where I once was."

"I know bad habits wait on us forever. They don't ever go away. They will always be there, just around the corner, lurking and waiting for an opening. If you're addicted to food or alcohol or cigarettes or even the wrong person in your life, if you've got a bad habit of any kind, I don't think it just 'disappears.' If you stop setting goals for the future, if you start living in the moment again, that's when those bad habits will push their way back into your life."

- e. "Come on, be healthy with me."

"I talk with people every day who want to look and feel better. Some of them feel like they're living in hell. They feel like they can't make it another day. But I know, and I tell them, that they can feel as good as I feel. They can make that U-turn. Everyone can change his or her body and life with this Program."

5. No matter who you are, no matter what you do, you absolutely, positively do have the power to change (foreward)

6. Success Coach--a feeling of relationship with the author

"What if I promised to be your "Success Coach" for every step of the process, helping discover your true potential, helping you stay on track, helping you avoid setbacks, and basically doing anything and everything I can to help you achieve your objective of building a better body?"

**(Note that Success Coach might be a great title for some COTS staff members, with a job description something like that above)**

7. When you gain control of your body, you will gain control of your LIFE.

8. A strong healthy mind resides in a strong healthy body.

"That, my friends, is a fact. When I see men and women who are out of shape, I see lives not fully lived. I see lost potential. I see people who need someone to help them realize they can look and feel better. That's what I see.

You simply cannot escape this reality: Your body is the epicenter of your universe. You go nowhere without it. It is truly the temple of your mind and soul... I just don't believe that anyone in this world ...decides to become lonely or poor. What happens is, somewhere along the line, slowly and gradually, without even being aware of it, we give up. We give up our values and our dreams one at a time."

#### 9. People need a challenge

"I hoped that giving these people an incentive and challenging them to apply the knowledge I offered them would help them improve their bodies. And it did. But that's not all. These people were getting physically fit and they were getting their lives back in shape....Accepting this challenge rekindled the flame of desire for tens of thousands, and it broke down walls that were keeping people from moving forward in all areas of their lives."

#### 10. Exercise has profound emotional and psychological benefits

"The psychological and emotional changes reported by these men and women were (and are) stunning. They described off-the-chart leaps in self-confidence, self-respect, and empowerment. They discovered that taking control of their bodies broke down barriers all around them. People were more attracted to them. They got better jobs...Old habits that seemed impossible to break suddenly became easy to drop. And they began to realize that they really do have the power to help and inspire others. Quite simply, they became more enlightened, more powerful people, in every sense of those words."

#### 11. Live as you will wish you would have lived when you're dying.

"I see most people dying. Think about it, none of us is going to live forever. We're all here for only a certain amount of time. But how many of us live as if that is true? I think a lot of people need to be taken aside and told, 'Look, you've got only so much more time to live. Make the most of every day, starting NOW--live as you will wish you would have lived when you're dying.'"

#### 12. Have you made the decision to change? This material was so good I made a separate handout.

"There's a very big difference between deciding something and having reasons to actually do it."

When you make a decision to change and you know your reasons, you will harness the force--the desire to make something happen. So now I ask:

**WHAT ARE YOUR REASONS FOR MAKING THE DECISION TO CHANGE?**

You see, it's one thing to say you've decided to lose 30 pounds and get in shape. It's a whole other thing to have your doctor tell

you that you'll be dead in a year and never see you children's children if you don't lose 30 pounds, pronto.

I know that you know deep down inside you have a number of reasons for deciding to change. I can't tell you exactly what they are, but I can tell you they are there.

Here's a question that will begin to help you to find YOUR reasons:

WHEN YOU LOOK AT YOURSELF, DO YOU HONESTLY LIKE WHAT YOU SEE?

It's important to really look. Since we all "see" ourselves every day, we often don't notice if we're slipping. If we're not careful, the image we have of ourselves in our mind will not be in sync with reality.

Here are a few more questions that will help you identify YOUR reasons:

- HOW DO YOU FEEL DEEP DOWN INSIDE?
- HOW DO YOU REALLY FEEL ABOUT YOURSELF?
- ARE YOU CONFIDENT, ENERGETIC AND STRONG?
- DO YOU OFTEN WONDER IF YOU'RE ON THE RIGHT PATH?
- WHAT ARE THE PROS AND CONS OF CONTINUING IN THE DIRECTION YOU'RE GOING?
- WOULD YOU LIKE TO CREATE A BRIGHTER FUTURE?

a. Write down your reasons to change on a piece of paper. Read it first thing in the morning and again at night before going to sleep.

Do this every day. These reasons will remain your guiding light, your beacon, during the journey you have now decided to begin.

### 13. Turn your dreams into goals

a. Write down the five most important, specific accomplishments you need to make, within the next 12 weeks, for you to be pleased.

This is important, to make sure that we're looking forward--we need to focus on our future vision (vs. historical and present vision).

Another way to put the question:

WHAT CHANGES IN YOUR BODY AND LIFE DO YOU WISH YOU COULD CREATE WITHIN THE NEXT 12 WEEKS?

b. Turn these five accomplishments into express goals; read these first thing in the morning, and before going to sleep

i.e., Within 12 weeks, I will gain 10 pounds of muscle.

This is transforming dreams into goals, and writing them down is essential. Goals are specific things one has decided one needs to accomplish with a clearly defined period of time.

You must create goals that are in synch with your dreams in order to move forward in life and feel good about yourself, your progress, and your future potential.

Your goal should be ambitious but attainable. You can do this by finding someone who has accomplished what you want to accomplish, and set your goals based on that.

Don't describe your goals in terms of what you "hope" to accomplish, but in terms of what you absolutely will accomplish.

You can use a photo or other external image representing what you want, and focus on it morning and night. Feel yourself being that image.

c. Remember that everything you do in the real world is merely an external manifestation of what has already happened in your mind.

"If your mind can conceive it, you can achieve it." Anything that you want to happen in your life -- that you really want to achieve -- you have to rehearse in your mind."

#### 14. Transform patterns of action

A pattern of action is good or bad depending on whether it takes us closer to or pushes us further away from our goals.

- a. Identify three "unauthorized" patterns of action that may hold you back and write them down
- b. Identify three new patterns of action that will help you reach your goals and write them down
- c. Read what you've written first thing in the morning and again at night each and every day
- d. When you overcome resistance, you create the power to continually reach higher

As you become more experienced, as your level of expertise in whatever it is you're doing advances, the objective is to continually reach higher and become even more efficient.

Once you learn that skill, once you develop higher and higher high points, you will not only experience continual progress, you'll be downright unstoppable. That's what keeps you growing. It's what keeps you excited. It's what keeps you feeling alive. These moments create momentum, and once you get this process started, you'll start making breakthroughs you never imagined.

e. Make a daily plan

This harnesses the power of intention and decision-making.

Do a plan to actual analysis; see the BFL exercise sheets. Every day, one plans what one will do, and records, beside that, what one actually did. The idea is not just to look at where you've been, but also to plan where you are going. You can plan, record and analyze your progress.

Through your records, you can clearly see the path you're on. If you're not transforming as rapidly as you would like, you can go back and troubleshoot, with precision.

f. Use affirmations

For instance, in BFL, "I am building my Body for Life" is used to measure the cadence of exercise.

15. Staying on course

Life, the ultimate challenge, is not a race to the finish but rather a process of continual growth.

a. Expect adversity and be prepared to transform obstacles into energy (This material, too, was so good that I presented it as a separate handout)

Adversity hits all of us, and not just "once in a blue moon." No one is exempt. When trouble, in whatever form, strikes, it can bring your progress to a screeching halt. It can destroy your momentum, cripple your self-confidence, and send you into a tailspin -- a situation where one thing after another, after another just doesn't go your way.

What you can do is expect adversity as an inevitable part of life. In fact, you must expect trouble in order to properly deal with it. Remember, it's not a matter of if it comes your way; it's a matter of when and how severely it strikes your life.

When this happens, ask WHAT CAN I DO TO TURN THIS NEGATIVE INTO A POSITIVE? HOW CAN I MAKE THIS WORK FOR

## ME RATHER THAN AGAINST ME?

This approach provides inner strength. It helps you realize that misfortune is a bridge, not a barricade, to greater achievements. When adversity strikes, don't let it stop you. Promise yourself in advance you will transform that negative into a positive. That's not just the right way to handle it, it's the only way.

b. Honor self-promises by finishing what you start

When you begin this 12 week program, you must promise yourself that you will finish what you start, NO MATTER WHAT.

The very essence of confidence is self-trust. Would you trust anyone who repeatedly lied to you? Someone who broke the rules of the game, again and again? Of course you wouldn't. So, if you've developed a pattern, a habit, of not honoring self-promises, this is a great time to make a change. If you can't honor, trust, depend on your own word, well...that may be the root of a lot of the challenges in your life -- a lot more than you realize.

The thing about lying to ourselves is that we never, ever get away with it. On the surface, we may fool our minds into ignoring or not admitting what we're doing, but deep down, in the place where all truth resides for each of us, in the place where we know and see ourselves as we really are--in that place we are causing pain and damage every time we're not totally honest with ourselves.

Contrary to what many people think, it's a lot easier to keep the promises we make to ourselves than it is to break them. Keeping those promises unleashes enormous energy and potential.

c. Harness the power of positive pressure by embracing challenges

Many people start strong but then fade.

Most people in America have been conditioned to believe they should coast through life as much as possible, and gravitate toward circumstances where no one is demanding anything of them. This is not good. Deep down inside, you need pressure to feel excited and passionate about life.

Real life examples of people performing heroically under pressure can be found everywhere--for instance, the fireman who rescues a child from a burning building.

The fact is, we all are capable of so much more than we might believe we are, but our ultimate potential is smothered by what society teaches us. It's through pressure or stress that we grow.

Begin with challenging your muscles. Then invite other challenges back into your life. Rather than run from pressure situations, or pretend they don't exist, face them. Seek them out.

You can harness the power of positive pressure to motivate yourself by setting deadlines, making commitments for which you pay in advance, by telling others about the deadlines you've set for your goals. Entering a competition is another way.

d. Focus on progress, not perfection in order to build confidence

Protect your confidence. One way to do this is by forgetting about perfection -- which doesn't in fact exist! Loss of confidence can undermine morale and momentum. A good way to keep momentum is to measure progress often.

e. Practice the Universal Law of Reciprocation by giving unselfishly

You'll need support to make the transformation in life that you've decided on. The best way to get support is to give it. That's called practicing the Universal Law of Reciprocation.

Many people want to get before they give. That doesn't work in the long run. My experience has been this: When I focus on creating value for others, in either my personal or my professional life, I don't get back a return that merely equals what I invest. I know my return will be double, triple, even 10 times greater.

You can begin to put this in effect by making a self-promise to do something positive for two people whom you would like to support you in your effort to make the program a success.

You might think of one of the special things that someone does to add value to your life, then promise yourself that you will share this positive thought with that person by the end of the day tomorrow. You can do this in person or with a note and sending it to them. Not only will this increase your energy and confidence, it will show you what a difference it makes to look for what's right in someone instead of what's wrong.

Don't stop there! Do this kind of thing wherever you are -- look for something good in two people you come in contact with and make a point of saying something sincere and supportive.

f. Let our team help you succeed

You can work with your success coach, or call the toll free number, or participate via email and the website.



Don't ever give up on yourself! Call for help. You are not alone. We are here to help you succeed.

- 1). Ongoing support
  - a). Toll free number, staffed 24 hours/day, by someone who has completed program
  - b). E-groups
  - c). Website
16. Two fundamental messages that lie at the foundation of this program
  - a. The more you create value for others, the stronger and richer in every sense your own life will become
  - b. You can regain control of your life and change it, beginning with your body, and it will ALL begin to come your way when you decide to let it
17. Specific, useful synthesis of modern info on exercise, nutrition, etc.
18. Prizes

**How does the program define or measure success? (What evidence does the program provide to show success?)**

**Success is demonstrated very powerfully with before and after photos of participants. I have worked the program myself and can personally attest to its efficacy. But the photos are just the tip of the iceberg. What's going on inside is perhaps even more important: one is working on self-mastery, perseverance, and overcoming resistance.**

**Describe a successful participant.**

A successful participant eats, sleeps and exercises in accordance with this plan, and works on the goals that she or he has set. Simply put, they do not quit, but persevere in the program. Note that we wouldn't necessarily offer all of Body for Life to our clients, but rather might draw principles from it.

**At what level would a participant enter the program?**

A participant could start with no prior experience. With appropriate coaching, this could be used by anyone who is in reasonable health. Note that the nutritional regimen would be very difficult for most homeless people to accomplish. It is costly and inconvenient. If we wanted to adopt this program at COTS, we would have to provide appropriate nutritional support, not to mention exercise equipment. I believe that we might be able to get this donated by the author.

Complete the table below. I'm completing as if we are using the actual exercise program.

Program Approach (Application)	Method (How it's used?)	Outcome (What would it look at COTS?)	Measurement (How do we measure success?)
Human Growth & Transformation	By overcoming mental and physical resistance, we become stronger, take control of our lives, and can come to live triumphantly.	Clients would exercise and eat in accord with this plan. By doing so, their self-esteem would increase greatly. They would strengthen their will power and be less likely to engage in self-harming behavior. They would be less depressed and more mentally stable.	Continued participation in program, setting and meeting daily goals.
Staff Interaction with Clients	Staff could work the program also. This would provide a leveling function, and provide a context within which to interact in mutually supportive ways as peers.	The shared experience would be harmonizing, and would be a big part in defining our culture.	We could do before and after measures of client/staff interactions, and see how they changed as a result of the program participation by all concerned.
Client-to-Client Interaction	Clients would encourage and support each other in the program, sharing helpful tips and keeping each others' morale up.	The shared experience would be harmonizing and would play a strong role in defining our culture	BFL support group could be a place where we evaluated what happened in client-client interactions. We could also ask clients to report on this.

Client Self-Help	This is the essence of the program: setting and meeting physical fitness goals.	Individual clients, probably a subset of the population, and perhaps some staff, would work the program together—but you really do it alone (by yourself) in the sense that you personally overcome the resistance of the weights, etc.	Meeting daily goals and completing the program.
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Does this promote a responsible and accountable lifestyle? How?

Yes. It promotes self-care (your body is a temple) and self-respect, which inevitably translates to caring for and respecting others. It also promotes "the Universal Law of Reciprocation," better known on the street as "What goes around, comes around." It encourages a helpful attitude to others, an attitude of giving.

What are the client decision points in this program? (Are they clear and identifiable?)

Entry and continuation are the main points; decision points occur many times a day. These points are clearly defined. There is a beautifully articulated decision making process set forth above, and provided as a separate handout.

What would you change to make the program or concept more useful in our setting?

It would be unrealistic to expect everyone to want, or to benefit from, this. We might offer it to an elite group. We definitely should consider adopting the decision-making system, the dealing with adversity material, and the "success coach" model.

Additional Issues:

- Staffing Requirements (Any additional staff? Any staff training requirements?)

If staff were to function as coaches, initially, they would need to have done the program themselves.

- Aftercare

This would be applicable to aftercare.

- **Costs**

**Costs for nutritional supplements and access to gym equipment are substantial. We could perhaps get support for this if we really wanted to do it.**

**Additional Comments** (Tell us what you really think.)

What makes you like this program or concept? What makes it appealing or motivating to the clients? How would you sell this to the clients?

How would community support be generated for this program?

This is the best synthesis of motivational and educational material I've ever seen. It astutely capitalizes on all the "beauty messages" we receive, to give us a means to transform our entire approach to life. Clients get these "beauty messages" too, and some would be highly motivated by them (consider, for example, the popularity of body building in prisons). Those in the community who like to exercise would be natural supporters.

What makes you feel uneasy about this program or concept?

As noted above, it would be unrealistic to try to use it across the board at COTS.

Sources: *Body for Life*; [www.bodyforlife.com](http://www.bodyforlife.com); my own experience working the program.