

A 14-DAY SOLUTION-FOCUSED QUEST

Healthy Eating Quest

Fuel the Life You Want to Live



A flexible, science-backed Solution-Focused approach to eating—free from diet drama, rigid rules, shame, or deprivation—that boosts vitality, sharpens focus, and builds your better future.

WELCOME

Welcome to the Healthy Eating Quest

Over the next fourteen days, you'll explore what it means to build a healthy eating life that reflects who you are and the future you want to live—not what you're trying to avoid or control. You'll learn how to shift away from all-or-nothing thinking and toward a pattern of eating that supports your focus, energy, healthspan, and identity.

You'll walk away not just eating differently, but seeing yourself differently—as someone who nourishes their health, honors their values, and makes food decisions from a place of clarity, not guilt or rigidity.

Isn't Healthy Eating Mostly About Willpower?

Not at all. Most people don't struggle with knowing what to eat—they struggle with translating that knowledge into real life. Diet culture, food noise, and perfectionist thinking can confuse and derail even the best intentions.

A healthy eating life is not about following rules or resisting temptation. It's about understanding what truly matters to you and building patterns that help you live into that vision—consistently, flexibly, and with strength.

In this Quest, you'll build a sustainable and empowering relationship with food by following the FUEL framework. Each part helps you develop awareness, flexibility, and ownership of your choices:

Focus on what matters most by clarifying what healthy eating means to you, what it can do for you, and the difference it will make in your life.

Unleash your imagination to experience what your healthy eating life will be in real-world terms — what you'll be doing, noticing, and how you'll be living.

Explore what's already working — including the small actions you've overlooked, minimized, or taken for granted.

Leverage small shifts and successes in the immediate future to keep building momentum and extend change into everyday life.

Each element of FUEL helps you move from knowing to doing—from food stress to food confidence.

This isn't about short-term compliance. It's about long-term transformation.

Welcome to the Quest! Let's get started.

BEFORE YOU BEGIN

Pre-Assessment Questions

On a scale of 1 – 10 (10 = the best you could be or do, and 1 = the opposite):

1. Where would you put yourself on a scale from 1–10 with respect to how well your current eating habits support your health, energy, and long-term goals?

2. How confident are you that you can stay present and aware in moments of food decision-making—especially when faced with cravings, emotions, or social pressure?

3. How confident are you in your ability to make food choices that reflect your values and long-term vision—even when short-term urges or habits show up?

4. How would you rate your ability to take consistent, effective action in support of the kind of eater you want to be—especially in real-life, imperfect situations?

LET'S SET THE STAGE

Use FUEL to Build a Sustainable Eating Life That Reflects Who You Are

Over the next ten days, you'll learn practical ways to put FUEL to work. FUEL is a framework designed to help you move away from rigid food rules and toward a flexible, nourishing, identity-based approach to eating. This Quest isn't just about healthy eating. It's about becoming someone who eats in a way that strengthens their vitality, supports their goals, and extends their healthspan.

During this Quest, you'll move through the four elements of FUEL—each one helping you shift from food frustration to clarity, ownership, and consistency:

FUEL: A Solution-Focused Approach to Healthy Eating

Focus	Unleash	Explore	Leverage
Focus on what matters most by clarifying what healthy eating means to you, what it can do for you, and the difference it will make in your life.	Unleash your imagination to experience what your healthy eating life will be in real-world terms — what you'll be doing, noticing, and how you'll be living.	Explore what's already working — including the small actions you've overlooked, minimized, or taken for granted.	Leverage small shifts and successes in the immediate future to keep building momentum and extend change into everyday life.

Here's your Quest roadmap that lays out how you'll work with FUEL:

1

What Do You Want Instead?

Clarify what you want your eating life to look like—without getting caught up in what you want to stop doing.

2	What Difference Would It Make? Define how eating differently would shape your energy, mood, confidence, and long-term healthspan.
3	Miracle Morning. Use the miracle question to explore how you'd know—what you'd be doing or feeling—if eating were already improving.
4	Fast Forward into the Life You Want. Visualize a typical day where healthy eating feels natural and lived-in. What would that day look like?
5	Identity in Action. Describe who you are when you eat in a way that reflects your deepest values. What would you be proud of?
6	Review, Reflect, Reinforce. Reflect on what you've learned so far. Notice the shifts already happening—and reinforce the ones that matter most.
7	Savor Sunday. No new task. Take time to enjoy something nourishing—food, rest, or reflection.
8	Scale What's Working. Use a 0–10 scale to identify your current progress and what's helping you get there.
9	What You'll Be Doing Next. Describe a tiny action that would move you slightly further—and try it out.
10	Signs It's Starting to Stick. Notice the subtle signs that change is already unfolding—and describe how it might continue tomorrow.
11	From Your Future Self's Point of View. Imagine how others might notice your eating life improving. What do they see in you that you're starting to become?
12	Anchor the New Normal. Recognize how small shifts add up to identity change—and how to reinforce them moving forward.

13

Review, Reflect, Reinforce.

Take time to notice your strongest insights and prepare to continue beyond the Quest.

14

Savor Sunday.

Celebrate the work you've done. Savor the progress and rest in the knowledge that change has begun.

Throughout this Quest, you'll engage with daily lessons, reflective prompts, and practical tasks designed to help you apply the strategies in real life. Work at your own pace—whether daily or in bursts—and let the experience serve you in becoming someone who eats in a way that reflects strength, care, and clarity.

We begin tomorrow!

WEEK ONE

Welcome to Week One!

You already know a lot about healthy eating. You've read the headlines. You've heard the do's and don'ts. Maybe you've tried portion control, cut out sugar, gone low-carb, tracked macros, or signed up for meal plans.

And yet, the question still lingers: *“Why can't I just eat the way I know I should?”*

This week, we'll ask a different question: *“What would I be doing if I were already living my healthy eating life?”* Or: *“What kind of person would I be if food wasn't such a battle and instead, I had made peace with it?”*

That shift—from fixing problems to envisioning what's possible—opens the door to transformation. That's what the FUEL framework is designed to support. It doesn't analyze past habits or dissect willpower. It helps you do three things:

- Clarify what healthy eating actually means to you
- Notice what you're already doing that works
- Take small steps toward a life where eating well is part of who you are

This week, you'll sharpen your vision, shift your focus, and gain the tools to make real change stick.

You'll begin to recognize that healthy eating isn't about discipline or food rules. It's about building patterns that match who you want to be.

And to do that, you'll work with the FUEL framework:

- Focus on what matters most by clarifying what healthy eating means to you, what it can do for you, and the difference it will make in your life
- Unleash your imagination to experience what your healthy eating life will be in real-world terms—what you'll be doing, noticing, and how you'll be living
- Explore what's already working—including the small actions you've overlooked, minimized, or taken for granted

- Leverage small shifts and successes in the immediate future to keep building momentum and extend change into everyday life

What Each Day Looks Like

You'll receive a short lesson, a small action step, a journal prompt, and often a quote to inspire reflection. Some days also include a special section—*Be Your Own Detective*—where you'll experiment with strategies from a variety of disciplines to find what works for you.

Move through each day in a way that fits your rhythm. Most people work incrementally, but if a few-day sprint fits your style, go for it. This is your *Quest*—customize it to meet your needs.

Here's the Line-Up of Lessons in Week One

- Monday (Day 1) – *What You Want Instead*. Clarify what you want more of—not just what you want to stop.
- Tuesday (Day 2) – *The Difference It Makes*. Define how your eating habits affect your identity, energy, and life.
- Wednesday (Day 3) – *Miracle Morning*. Use the miracle question to imagine how change begins—subtly, but meaningfully.
- Thursday (Day 4) – *Fast Forward Into the Life You Want*. Fast-forward through a future day where eating well is simply part of life.
- Friday (Day 5) – *Imagine Who You're Becoming*. Anchor change in identity. Describe who you are when you eat well.
- Saturday (Day 6) – *Review, Reflect, Reinforce*. Look back, notice progress, and decide what you'll carry forward.

YOUR COMPANION

Your Healthy Eating Quest Journal

This is your personal space to track insights, reflect on your experiences, and bring the FUEL framework to life.

Each day of the Quest, you'll receive prompts and exercises designed to help you build and strengthen your healthy eating skills. As you move through the program, this journal will become a living, breathing record of your growth.

By the end, you'll have a personalized healthy eating handbook—one you can return to anytime you need clarity, motivation, or a reminder of just how capable you truly are.

[View the Healthy Eating Quest Journal](#)

to get your own copy for your Google Drive.

DAY 1 · MONDAY

What Do You Want Instead

Most people define dietary goals by what they want to stop: no more sugar or junk food, fewer binges, less nighttime eating. But that creates a vacuum. If you're focused only on elimination, there's nothing pulling you forward.

The starting point of real change is your destination. It's the difference between avoidance and action. Instead of asking, "How do I stop doing this?" ask, "What do I want to be doing instead?"

That shift activates the creative, solution side of your brain.

Frank Hu, MD, Chair of the Department of Nutrition at Harvard's School of Public Health, emphasizes that healthy eating isn't about perfection—it's about consistency, and consistency follows clarity. When you know what you want more of—not less—you make choices that align with your values, not just your fears.

That's what the "Focus" in the FUEL framework is all about: focusing on what matters most by clarifying what healthy eating means to you, what it can do for you, and the difference it will make in your life.

Today, you're not solving the whole puzzle. You're setting the coordinates to aim for.

“

*Efforts and courage are not enough without purpose
and direction.*

JOHN F. KENNEDY

TODAY'S TASK

List 3 things you want more—not less of—as a result of healthy eating. What are 3 things that will be better when you're eating healthier?

OPTIONAL JOURNAL PROMPT

Challenge yourself: Make a list of at least 15 things that eating healthier could help you experience.

BONUS

Why Diets Don't Work

Many people feel frustrated when diets fail—but it's not about willpower, or finding the “best” diet.

Most diets are designed in ways that make long-term success unlikely.

Here's why:

- Studies don't reflect reality: Diet definitions vary widely and participants often don't follow the plans, so research findings can be misleading.
- Human behavior is overlooked: Diets rarely consider emotional eating, environmental triggers, or the role of stress and social context.
- Rigidity leads to burnout: Strict rules and dramatic changes are unsustainable in everyday life.
- Bodies respond differently: Genetics, microbiome, and life circumstances mean one person's “perfect” diet might not work for another.
- Marketing drives confusion: Food companies fund biased research and promote diet fads that sell products—not better health.
- Fads rely on false claims or celebrity hype: Popular diets are often built around anecdotes, not science, and promise results they can't deliver.

Instead of rigid prescriptions, sustainable strategies are:

- Flexible and experimental: Allow room to adapt, test, and discover what fits.
- Values-driven: Focus on what matters most to you—energy, clarity, strength, longevity.
- Small-step oriented: Lasting change comes from simple actions repeated consistently.

Bottom line: Diets don't fail because people are weak—they fail because they ignore complexity. Real success comes from building habits that work for you.

DAY 2 · TUESDAY

The Difference It Makes

Healthy eating becomes sustainable when you focus on what becomes possible as a result of that behavior—when that behavior produces valued outcomes that transcend time and place.

Have you ever lost weight to fit into clothes for a special occasion or changed your eating or drinking to look good at the beach in the summer only to go back to “normal” soon after?

For most people, the answer is “yes!”

Change is sustainable when it becomes part of who you are, what you stand for, how you want to be seen by others. That’s what we mean by valued outcomes that transcend time and place.

Marion Nestle, Emerita Professor of Nutrition, Food Studies, and Public Health at New York University, asserts that nutrition is only meaningful when it supports your health, your capacity, and your contribution.

Food shapes who you are and what you can do with your life.

That’s why we start with Focus in the FUEL framework: focusing on what healthy eating can do for you and the difference it will make in your life.

When you can name the difference, you’ve given yourself the gift of a truly meaningful destination to aim for.

“

Each of us has a fire in our hearts for something. It's our goal in life to find it and keep it lit.

MARY LOU RETTON · OLYMPIC GOLD MEDALIST IN GYMNASTICS

TODAY'S TASK

Ask yourself:

If you were to eat healthier, what would be different—not on your plate, but in your energy, attention, sleep, and mood?

Then ask yourself again: What difference would having more energy, and better attention, sleep, and mood make for you?

You might even need to ask the question a third time to arrive at something more enduring, related to your core values and life purpose, such as “have peace, be grounded, be loving, have more joy, or even, live my purpose.”

This is the “difference question” in our solution-focused approach. It doesn't ask what you want to do. It asks why it matters.

And that makes all the difference in the world!

OPTIONAL JOURNAL PROMPT

If I were eating healthy in a way that really worked and fit for me, how would life be different and better in ways that connected me to my deep values and sense of purpose?

DAY 3 · WEDNESDAY

Miracle Morning

Sustainable change doesn't begin with a SMART goal—it begins with a dream.

Rigorous research shows people are most motivated and resilient when they envision themselves at their best—who they deeply want to be—not when they focus on fixing flaws.

Unleashing your imagination bypasses judgment and awakens the part of you that wants to use healthier eating as one path toward living fully.

Recent research using brain imaging reveals that reflecting on your best self activates different neural networks than problem-focused thinking. It engages areas linked to creativity, optimism, and intrinsic motivation, while also stimulating regions tied to goal-setting and long-term planning. At the same time, it dampens automatic stress-related brain responses—creating the ideal mental state for lasting change.

When you clearly describe what a healthier eating life *looks like in action*—what you're doing, what others might notice, what feels more natural—your brain begins scanning for signs that correlate with your vision for a better future. The sharper your vision, the more your daily choices align with it.

This is the essence of Unleash in the FUEL framework: Ignite change by starting with your dream.

“

Imagination is the beginning of creation. You imagine what you desire, you will what you imagine, and at last, you create what you will.

GEORGE BERNARD SHAW

TODAY'S TASK

Imagine that no matter how hard it may be right now to eat as healthy as you need to to live your best version of yourself, a miracle happens: You find yourself eating just the way that works and fits for you. You suddenly have the energy, focus, and sense of well-being that eating healthy can give you so you can live your best self. What would be a first sign that something is different? What else would you notice? What else would tell you something is different?

OPTIONAL JOURNAL PROMPT

Describe in as vivid detail as possible just the first few moments after the miracle that tells you something has changed within you. Name the things you'd be thinking, feeling, doing that would tell you that something had changed, and that healthy eating and its effect were now your reality.

BONUS

10 Nutrition Myths Experts Wish Would Die

One of the most difficult challenges to eating healthy is knowing what actually constitutes healthy eating.

Nutrition myths and misperceptions contribute to the challenge. Six basic psychological, cultural, political, and commercial forces make the myths and misperceptions particularly widespread and compelling:

- 1 People crave simplicity.
- 2 Food companies exploit our biology.
- 3 Industry-funded research distorts science.
- 4 Shifting headlines fuel confusion.
- 5 Beliefs become part of identity.
- 6 Trusted voices are missing.

Download the 10 Nutrition Myths Experts Wish Would Die

Then, as you go on your journey through this Quest, see how these insights might help you.

DAY 4 · THURSDAY

Fast Forward Into the Life You Want

Imagine your miracle morning continued. The rest of the day unfolds with steady, grounded choices—nothing extreme, just actions that reflect the kind of life you want to be living.

This is a fast-forward question, and it expands your focus from the first small clue to a full, lived experience. What you're doing. How you move through your day. What feels smoother, more natural, or less effortful. This isn't just about food—it's about freedom from food-based friction.

Christopher Gardner, Rehnborg Farquhar Professor of Medicine at Stanford University and Director of Nutrition Studies, notes that the most effective eating patterns are those that fit into the actual structure of your life—your routines, environment, and social world. Not just meals, but shopping, scheduling, and socializing—everything surrounding your choices.

What would others notice? What would you be saying yes to? What would require less mental effort?

This isn't planning. It's rehearsal. You're writing the script your body and brain can begin following. The clearer the cues, the easier they are to repeat.

Behavior doesn't need to be forced when the path is clear. Seeing it clearly enough makes it easier to follow.

“

Act as if what you do makes a difference. It does.

WILLIAM JAMES (1842–1910) · FATHER OF AMERICAN PSYCHOLOGY

TODAY'S TASK

Imagine a future day when healthy eating is already part of who you are. List three things you'd be doing differently—from morning to evening—that reflect that reality.

OPTIONAL JOURNAL PROMPT

Step into your future self for a day. Walk through one ordinary moment where eating well feels natural. What are you doing, thinking, feeling, choosing, or skipping—and what tells you that you're on the path that's right for you?

BONUS

Healthy Eating Food List

When you're bombarded by tons of information, some credible and a lot not, it's hard to zero in on what's valid and what should be ignored.

With so many conflicting opinions and recommendations, it's easy to struggle to find answers to the most basic questions:

- What you should eat if you want to optimize your health.
- What foods are healthy for me to eat?
- What should I include in my shopping list and look for when I go out to eat?

Healthy Eating Food List

Then, as you go on your journey through this Quest, see how these insights might help you.

DAY 5 · FRIDAY

Imagine Who You're Becoming

What do your eating habits say about the kind of person you are becoming?

Walter Willett, MD, professor of epidemiology and nutrition at Harvard T.H. Chan School of Public Health, notes that dietary change is more sustainable when it's identity-based—when it reflects how you see yourself and how you want to live.

This is where Unleash in the FUEL framework deepens: imagination isn't just about doing something new. It's about acting in ways that match who you already are when you live your values.

You don't need to become someone else. You're identifying the part of you that already makes intentional choices—then reinforcing it.

If you say no to food that drains your energy, you might be acting from self-respect. If you cook a healthy meal for someone else, maybe you're living out generosity or care. If you skip a trend-driven diet, you might be choosing autonomy. If you eat a quiet breakfast instead of scrolling, maybe you're protecting peace and presence.

Identity isn't performance—it's alignment. The more your food choices reflect your values, the more naturally they become part of who you are.

“

The privilege of a lifetime is to become who you truly are.

CARL JUNG

TODAY'S TASK

List 3 identity traits your eating habits will reflect when you're at your best.

OPTIONAL JOURNAL PROMPT

When my eating life is aligned with who I want to be, what values am I living by—and what does that say about the kind of person I am?

BONUS

Healthy Eating Behavior Checklist

Tracking what you eat each week helps you see patterns in your food choices. Your choices define what you eat.

Equally important are the behavioral patterns that comprise how you eat, which is driven by your inner world of feelings, thoughts, and beliefs. Your behavioral patterns reveal how your inner world translates into action on your plate and at the table.

The *Healthy Eating Behavior Checklist* helps you recognize when emotions are driving food decisions and can help you develop a more flexible, balanced approach to healthy eating.

[Download the Healthy Eating Behavior Checklist](#)

Then, as you go on your journey through this Quest, see how these insights might help you.

DAY 7

Review, Reinforce: Putting It All Together — Summary and Reflection

Healthy eating becomes sustainable when it reflects who you are and how you want to live—not just what you’re trying to avoid. This week followed a structured process to help you build that foundation.

Make change visible by grounding it in what works.

- Start by asking: What do I want instead of this eating struggle? Not just freedom from guilt or mindless snacking—but what do I want in its place? Calm? Peace? Self-respect?
- Then ask: What difference would that make for how I live and feel? Go further: What else would be different if that were my reality?
- Use imagination to rehearse what you want to experience—not someday, but now. What are you doing differently at meals? What decisions feel more deliberate? What routines or patterns are easier to follow?
- What would someone else notice if they watched you eating this week? What tells you you’re already making progress?

Sustainable change begins by catching what’s already working. The more clearly you see it, the more reliably you can repeat it.

“

Start where you are. Use what you have. Do what you can.

ARTHUR ASHE · AMERICAN TENNIS CHAMPION

TODAY'S TASK

Keep an Eye Out: Keep an eye out for all the ways you're applying this week's lessons. Notice what's going better and how you're working with food and eating so your values begin to guide your choices more often.

OPTIONAL JOURNAL PROMPT

What have you thought, felt, or done this week that shows the Focus and Unleash parts of FUEL are helping you build a healthy eating life that reflects who you are and who you're becoming?

DAY 8

Savor Sundays

We invite you to enjoy "Savor Sundays." In practice, this means that our Quest will take Sundays off (no lessons those days).

Use the day to review and savor what you've done so far in the course; or, just kick back and let whatever you've experienced sink in a little deeper just by itself.

WEEK TWO

Welcome to Week Two!

By now, you've built a strong foundation: You've clarified what matters, imagined your future, and taken some first steps toward being the kind of person who eats in ways that reflect their values.

This week, you'll shift into the second half of the *Quest*, where your focus turns from *visioning* to *reinforcing*—making subtle, meaningful shifts that build consistency and momentum.

The truth is: Change doesn't feel like lightning. It feels like *noticing*.

- Noticing that something small is a little easier.
- Noticing that you didn't overthink a meal—or that you made a better choice without forcing it.
- Noticing that you're starting to feel like the version of yourself you've been trying to become.

These signs matter. And they're what this week is all about.

You'll continue working with the FUEL framework to expand and reinforce the progress already unfolding:

- Explore what's already working—including the small actions you've overlooked, minimized, or taken for granted
- Leverage small shifts and successes in the immediate future to keep building momentum and extend change into everyday life

The goal this week isn't a major breakthrough. It's pattern-building. You'll scale your progress, forecast what's next, and reinforce the behaviors and mindsets that make healthy eating feel sustainable—not forced.

Here's the Line-Up of Lessons in Week Two

- Monday (Day 8): *Scale What's Working* — Use a 0–10 scale to pinpoint your current progress—and what's helped you get there.

- Tuesday (Day 9): *What You'll Do Next* — Identify a small forward step and test it—today.
- Wednesday (Day 10): *Signs It's Starting to Stick* — Notice early signs of change and forecast how they might continue.
- Thursday (Day 11): *From Your Future Self's Point of View* — Imagine how others would notice your growth. Let it anchor your identity.
- Friday (Day 12): *Anchor the New Normal* — Describe how small shifts add up to a consistent, values-based way of eating.
- Saturday (Day 13): *Review, Reflect, Reinforce* — Look back at the full week—and lock in what's working.
- Sunday (Day 14) – *Savor Sunday*

WEEK TWO

Scale What's Working

Scaling is a tool that uses a simple space between two points—often a line from 0 or 1 to 10—to give you a moment-in-time snapshot of where you are in relation to the life you're building. It's powerful because it directs your mind to what's working—even faintly.

Scaling is not a scorecard or monitoring device. It's a reflection tool, part of Explore in the FUEL framework, that makes abstract experiences more visible and concrete. It helps you shift from feeling stuck or uncertain to recognizing what's already helping—even in small ways.

It works because it:

- Shifts attention from what's wrong to what's helping
- Helps you catch overlooked behaviors, patterns, and routines that support your goals
- Builds awareness of what's possible and how change is already taking shape
- Creates a bridge between where you are and where you want to go
- Enlarges your frame of reference to include helpful people, places, and conditions

The purpose isn't to track progress or push upward. It's to recognize and reinforce what's already working. Scaling redirects your story—from problem-saturated to possibility-focused—building self-efficacy and showing you what to carry forward.

“

We need to shift our focus from what's wrong to what's strong, from what's missing to what's present.

DR. ISAAC PRILLELTENSKY · UNIVERSITY OF MIAMI

TODAY'S TASK

Scaling, Part I – Take a Snapshot

Choose one aspect of your healthy eating journey to focus on—such as confidence, consistency, energy, planning, or progress toward your ideal. Then, ask yourself:

- 1 “On a scale from 1 to 10, where 10 means I’m exactly where I want to be and 1 is the opposite, where would I put myself today?”
- 2 “What puts me at that number and not one point lower?”
- 3 “What else?” Repeat that question until you’ve uncovered multiple reasons—routines, mindsets, supports, or recent decisions—that are helping you.

Scaling, Part II – Project into the Future

Now imagine you move up one point, or even just a half point closer to your goal. Ask yourself:

- “What would be different if I were one point higher?”
- “What would I notice myself doing, thinking, or choosing?”
- “What would someone else notice about me?”
- “What would tell me things are moving in the right direction?”

OPTIONAL JOURNAL PROMPT

Look back at the reasons you gave for where you put yourself on the scale today. What do those reasons say about your values, what you’re capable of, and the kind of person you’re becoming?

DAY 9

What You'll Do Next

Not every meal or decision will reflect your ideal. But even in an imperfect week, there are moments when things go better—when the usual struggle doesn't show up, or the outcome you want appears, even briefly.

These moments fall into two categories:

- Exceptions are when a problem was less intense, shorter, or didn't show up at all
- Instances are when your desired outcomes were already present—even if briefly

The brain's negativity bias makes it easy to miss these moments. We're wired to focus on what's wrong, threatening, or broken. That was useful for survival—but today, it can make positive change feel invisible. Exceptions and instances override that bias. They make progress visible.

You might eat more slowly than usual, skip a snack without stress, or feel calm during a meal. You might experience an ordinary moment—like preparing food or sharing dinner—that reflects the life you want to live.

Exceptions show struggle loosening its grip. Instances show the future you want already happening—now, not later. Both are proof of capacity. Both deserve your attention.

This is what it means to Explore in the FUEL framework: Catch what's working and reinforce it.

“

Catch yourself succeeding.

TERESA AMABILE · HARVARD BUSINESS SCHOOL

TODAY'S TASK

Keep an eye out for an exception (when you weren't falling into unhealthy eating behaviors) or an instance (when you experienced your desired outcome as a result of healthy eating).

OPTIONAL JOURNAL PROMPT

Reflect on the past day, few days, or even the past week. When did exceptions and instances show up—times when healthy eating didn't feel as hard, or when your desired outcomes like calm, peace, or living with purpose were already present?

Describe those moments by asking “what” and “how” questions:

- What were you doing that helped the exception or instance happen?
- How did you do it?
- What supported that moment—was it a routine, a mindset, a choice, or something or someone in your environment?

Exceptions and instances are clues. They show that change is already possible. When you understand how they happened, you can repeat and reinforce them.

DAY 10

You as Seen Through Another's Eyes

Sometimes the clearest way to see your growth is through someone else's eyes. Not the critical voice, but the one that notices: You're calmer. You're more grounded. You've stopped skipping meals. You're not apologizing for eating a real lunch.

This is part of Explore in the FUEL framework: recognizing what's already different, even if it's subtle. The more you notice those shifts, the more you can reinforce them.

You've already named the kind of person you want to be—what you stand for and how you want to be seen in the world. Maybe you said you wanted to be steady, self-respecting, relaxed, or in charge of your choices. That's not abstract. That's observable.

It might show up in how you pack your lunch instead of grabbing takeout. Or how you sit down to eat instead of grazing through the day. Or how you respond when offered something that doesn't support how you want to feel.

When others would notice the change, it reinforces that it's real. Because it is.

“

We do not see things as they are. We see them as we are.

ANAÏS NIN

TODAY'S TASK

Think of someone you trust—a partner, friend, mentor, or coworker—who knows you well. Now imagine they've spent the day with you, watching how you eat and care for yourself. What would they notice that tells them something is shifting in you?

Describe in detail:

- What they'd see you doing
- What they'd say or reflect back
- How they'd describe the kind of person you're becoming through your food choices

This isn't about external validation. It's about perspective. Seeing yourself through someone else's appreciative eyes can help you recognize progress you might otherwise overlook.

OPTIONAL JOURNAL PROMPT

If someone you trust had to describe how your relationship with food is changing, what would they say? What would you want them to notice—and how close is that to what's already happening?

BONUS

Weekly Healthy Eating Checklist

Tracking your eating habits on a weekly basis rather than daily can offer several advantages, especially when focusing on long-term patterns and sustainability:

- 1 Reduces stress & perfectionism – Daily tracking can feel rigid and overwhelming, leading to frustration if one meal doesn't align with your goals. A weekly approach allows for flexibility and a more forgiving perspective.
- 2 Encourages big-picture thinking – Instead of fixating on individual meals, weekly tracking helps you assess overall trends—like whether you're consistently eating enough fiber or balancing macronutrients.
- 3 Supports sustainable habits – Many nutrition experts suggest that long-term success comes from consistency rather than perfection. Weekly tracking helps reinforce sustainable eating patterns rather than short-term restrictions.
- 4 Minimizes obsession over small fluctuations – Weight, energy levels, and digestion can vary daily due to factors like hydration and sleep. Weekly tracking smooths out these fluctuations, giving a more accurate picture of progress.
- 5 Allows for course correction without guilt – If you notice an imbalance (eg, too few vegetables or too much processed food), you can adjust your meals over the next few days rather than feeling discouraged by a single off-day.

Weekly tracking aligns well with a pragmatic approach that focuses on adaptable, real-world solutions rather than rigid rules and perfection.

[Download the Weekly Healthy Eating Checklist](#)

Then, as you go on your journey through this Quest, see how these insights might help you.

DAY 11

The Immediate Action You'll Take

Sustainable change doesn't begin with a small step. It begins with a vision of the life you want to live—rooted in meaning, values, and identity.

That's why you began this Quest by envisioning a healthy-eating life worth living—a life that energizes you, connects you to who you want to be, and brings out your best.

You've already defined what matters, imagined your future, scaled where you are, caught what's already working, and detailed what will be different as you make your desired outcome reality.

But change doesn't happen unless you act.

That's why it's time to use Leverage in the FUEL framework and ask yourself what you can do in the immediate future, in the next 24 hours.

Small actions aligned with your values are evidence that you're solidly on the way to creating your better future.

It might be bringing a nourishing lunch instead of skipping it or succumbing to fast food. Or pausing before eating to ask, "What do I really need right now?" These are reinforcements of who you're becoming.

You don't need a perfect plan. You just need a move that reflects the life you're stepping into. That move starts now.

“

*Great things are not done by impulse, but by a series
of small things brought together.*

VINCENT VAN GOGH

TODAY'S TASK

Identify one small action that reflects the eating life you want. Make sure it's easily doable within the next 24 hours.

OPTIONAL JOURNAL PROMPT

After I achieve my 24-hour goal, what will tell me about what I'm capable of and the kind of person I am?

DAY 12

Anchor the New Normal

Behavior doesn't exist in a vacuum. The more external factors around you support your eating life, the less effort it takes to sustain it.

This is where lasting change gets anchored: not just in your inner world, but in the physical and social world around you.

What helps you follow through without overthinking? A kitchen setup that makes prep easier? Having the right groceries in the house? A go-to recipe list? A pet that gets you outside? A partner who's on board? A playlist that slows you down while you eat?

These details aren't trivial. They're what make change livable.

They can include:

- Objects: lunch containers, water bottles, good knives
- Routines: Sunday grocery runs, midweek prep, evening walks
- People: coworkers, housemates, online communities
- Places: one aisle you always skip, one café that aligns with your goals
- Emotional cues: choosing food when calm, not rushed

Today is about identifying the structures around you that help you stay aligned—and making more use of them.

This is Leverage in action: Strengthen the external supports that make the identity you're building feel like home.

“

First we shape our dwellings, and afterward our dwellings shape us.

WINSTON CHURCHILL

TODAY'S TASK

List 2-3 external factors that support your healthy-eating life.

OPTIONAL JOURNAL PROMPT

How do the people, places, objects, or conditions help me eat in a way that reflects my values?

DAY 13

Review, Reinforce: Putting It All Together — Summary and Reflection

Over the last two weeks, you've put each element of FUEL into action:

Focus: You clarified what healthy eating means—not just what you want to avoid, but what you want more of. You defined the difference it would make and how your eating reflects the kind of person you want to be.

Unleash: You imagined what life could look like if things were better—not perfectly, but realistically. You described what you'd be doing, how you'd be eating, and who you'd be when your actions reflect your values.

Explore: You used scaling to take a moment-in-time snapshot and named the supports keeping you where you are. Then you identified exceptions and instances—moments when your eating worked better than usual or your desired outcome was already present. These moments show that change isn't abstract—it's already underway.

Leverage: You turned insight into action by describing what would happen next if progress continued. You envisioned what others might notice, what you'd be doing differently, and how to keep momentum going—one small, repeatable shift at a time.

You don't need dramatic change—just recognition that you're becoming someone who eats in a way that supports who you want to be.

“

It is not in the stars to hold our destiny but in ourselves.

WILLIAM SHAKESPEARE

“

*The future belongs to those who believe in the beauty
of their dreams.*

ELEANOR ROOSEVELT

TODAY'S TASK

Keep an Eye Out: Keep an eye out for all the ways you're applying the lessons from this and the previous week. Notice what's improving and how your food decisions reflect progress toward your goals and identity.

OPTIONAL JOURNAL PROMPT

What have you thought, felt, or done this week that tells you that FUEL is helping you shift from effortful eating to a pattern that reflects the life you want to live?

DAY 14

Savor Sundays

We invite you to enjoy "Savor Sundays." In practice, this means that our Quest will take Sundays off (no lessons those days).

Use the day to review and savor what you've done so far in the course; or, just kick back and let whatever you've experienced sink in a little deeper just by itself.

THE HEALTHY EATING QUEST

Congratulations on Completing Your Quest!

AFTER THE QUEST

Post-Assessment Questions

On a scale of 1 – 10 (10 = the best you could be and 1 = the opposite):

1. Where would you put yourself on a scale from 1–10 with respect to how well your current eating habits support your health, energy, and long-term goals?

2. How confident are you that you can stay present and aware in moments of food decision-making—especially when faced with cravings, emotions, or social pressure?

3. How confident are you in your ability to make food choices that reflect your values and long-term vision—even when short-term urges or habits show up?

4. How would you rate your ability to take consistent, effective action in support of the kind of eater you want to be—especially in real-life, imperfect situations?

5. What are one or two words that describe what you're taking away from the *Healthy Eating Quest*?

6. What's one thing that surprised and pleased you as a result of taking this course?

7. On a scale from 0–10 (0 = not likely at all, 10 = most likely), how likely are you to recommend the *Healthy Eating Quest* to a friend or colleague?

8. What would you tell someone who is considering joining the next *Healthy Eating Quest* about the difference it's made in your life?

9. If we were to change just one thing about the course, what would you want that change to be?
