COGNITIVE DISSONANCE
an unpleasant state that arises when an individual holds beliefs, attitudes or behaviors that are at odds with one another

CONFLICTING THOUGHTS
“I know it is good for my health to exercise three times a week,” and “I did not exercise at all this week.”

CAUSE
Anxiety & discomfort; individuals are motivated to move themselves out of dissonance

COPING STRATEGIES
Rationalization, Denial, Minimization
“That was a long walk from the parking lot, I can count that as my exercise.”

RECOGNIZE & CHALLENGE
Recognize and challenge the anxiety and discomfort. Transformational learning occurs when we open our minds and hearts to this work.