

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.