

# WHERE THE IDEA OF 21 DAYS CAME FROM.

Back in 1966, a famous plastic surgeon, Dr. Maxwell Maltz wrote a best-selling book, “Psycho-Cybernetics.” Maltz believed that it only took 21 days for our minds and bodies to adjust to big change. His views have been challenged over the years, but the central concept that if you form a new habit—or letting go of an old one—and stick to it for as little as 3 weeks, you can “re-train” yourself in positive ways.

# THE PROS KNOW IT. THE PROS DO IT.

Everything from eating well, to responsible spending, to task completion and beyond requires habits to help us stay on track for success.

Michael Jordan spent his off seasons taking hundreds of jump shots a day. The young Venus and Serena Williams would wake up at 6:00 am to hit tennis balls before school. Highly successful people have learned to develop good habits, and it takes discipline, courage and hard work on a daily basis to keep those habits in place.  
—*www.forbes.com*

# THE CHALLENGE IS ON!



We all have something we’d like to start doing or stop doing but we never seem to find the time to say “Today is the day.” Let’s do it! Pick your start or stop commitment. It can be a small, medium or large one. It doesn’t matter, as long as you try. Then tell us how the next 21 days are going for you on our Facebook page, under the subject line My Change Challenge. Have fun with it! All Challenge contributors will be entered to win a **Kindle Fire HD 8.9” Tablet!**

“  
**TIMES WILL  
CHANGE  
FOR THE BETTER  
WHEN YOU  
CHANGE.**  
”

- Maxwell Maltz

## ABOUT ARISTA MEDICAL IMAGING

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FOCUS ON THE WHO

# THE HABIT CHANGE CHALLENGE

( ARE YOU READY? )

I recently heard a song with the chorus “And I can’t change/Even if I tried/Even if I wanted to” and it got me thinking about obstacles to and incentives for creating personal change. While we may not be able to change some aspects of who we are and were created to be, I believe we possess the ability to change our reactions and impulses. Half of the battle is confronting why we want to do something. The other half is pushing our brains to think differently. We hope this month’s focus helps remind you that you CAN do it.

If you think you are able, then you are! - **MARTIN J. FARRELL**, ARISTA MEDICAL IMAGING



# 21 DAYS TO A HAPPY YOU

**POPULAR THEORY SAYS IT TAKES JUST 21 DAYS TO ADJUST TO BIG CHANGE. THAT’S ONLY 3 WEEKS. START A NEW HABIT TODAY, YOU’LL BE WAY ON TOP OF YOUR GAME BEFORE YOU KNOW IT!**

The leaves are turning. Change is upon us. September is a great time to embrace a few new energizing habits and shake off some old slow-you-down ones. Routines and attitudes that boost how you feel and see yourself are likely to put you on a path to even greater success.

## TIME TO STOP

**WORRYING**

It’s easy to obsess a little about the things and people we love. Expecting negative outcomes, however, is counter-productive. Give worry a rest. Gain energy for the best!

**SPENDING**

If “shop therapy” is one way you de-stress or beat boredom, perhaps consider other routes that don’t require shelling out a penny.

**SURFING**

You could spend your entire life online—shopping, meeting handsome or pretty strangers, streaming TV reruns, posting photos of sunsets. If a computer screen is one of the first things you connect with in the morning or the last thing at night, maybe moderation is in order? The real world is where it’s at!

**PROCRASTINATING**

You want to eat better, stop smoking, exercise more, read more, hide out less. Ditch some bad habits. Maybe you’re just a little stuck? Take this challenge. It could be the absolutely right time to get on a faster track to a more fabulous you.

STOP DOING:

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12	13	14	15	16	17	18	19	20	21

The odd and wonderful part about the passing of time is that the future is flexible. Each day we have an opportunity to do something differently, according to what feels right and what works best for us individually. It may seem like a small thing to adopt a new habit or chuck one out, but in reality, anytime we improve a part of our picture, we improve the whole.

## TIME TO START

**IMAGINING**

Go ahead, go wild. Picture the perfect partner, living space, vacation. Then be open, optimistic and creative about making it real.

**SAVING**

Budgeting is the most basic way to keep more in your wallet. It’s not always fun while you’re on one, but keep the end in sight. The extra \$100 or more you see each month is proof of success and can offer a little relief and freedom.

**SWEATING**

They say 20 minutes of aerobic exercise a day can add years to your life. When we sweat, we rid our bodies of toxins. You don’t need to be a weight lifter or marathoner to work up a healthy sweat. Jumping jacks, jump rope, jogging, using the stairs instead of the elevator.

**CHANGING**

Fruit smoothie for breakfast, yoga tapes on Sundays, meditation at lunch, a night out at a book reading, 5 minutes a day squeezing the magic stress relief ball. You get the idea. Taking care of you—all of you—is hot!

## SO, WHAT’S IT GONNA BE?

**CHOOSE A STOP OR START FROM ABOVE, OR NAME YOUR OWN. MAKE TODAY DAY 1. CHECK OFF EACH DAY YOU SUCCEED, UNTIL YOU GET TO 21. (DON’T BE AFRAID TO GET SPECIFIC)**

START DOING:

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