



We help members design their life

Because we believe you are the designer of your life.

We're all by default a designer because we all have one thing in common: choice. We choose our relationships, how we respond, and how we solve problems.

The mindset of a designer is one of actively creating and problem-solving—iterating their way out of sticky situations—do I tell someone how I really feel or keep it inside for fear they won't like me anymore, do I reach for a cookie every time my boss gives me feedback or do I choose to take a moment and become aware of how it makes me feel.

But it's hard for us to get out of stick situations. Why? Because we stop trying. We stop trying because we've lost hope. And we lose hope because we are playing a win-lose version of the game. We let our first attempts—our first design—count as a win or a loss, instead of tweaking it or tossing it and starting over with a new one.

Instead of thinking you failed, what if you step back and figure out what the next version of your design might be, the version that learns from the “design flaws” of the last and improves upon them?

A designer mindset means there is no failure—there's only the latest release version (like iPhone 5, 6,7). They don't think their first draft is bad, it's just their first draft. That way of thinking means a design is never finished and you're never a failure. And you can step out of a area of helplessness and into creative self-direction.

**Design is simply to move from an existing condition to a more preferred one.
– Milton Glaser**



WW Weekly - Topics

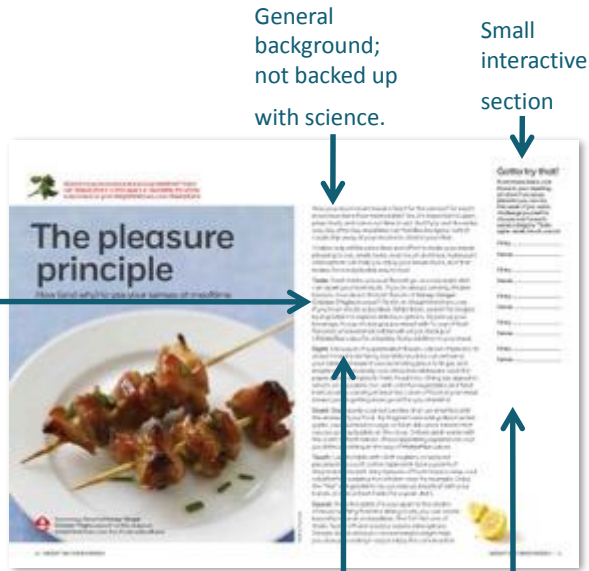


What it does: Explores program topics in depth, with the **WHAT**, the *science* behind the topic, and the **WHY**. The goal is to both help with their journey and to build member skills – the **HOW**.



WW Weekly: Evolving from “talking at” the member to an engaging, interactive experience that helps the member act and think in ways that lead to success.

Before



Tone is more magazine "service"—tips, ideas. Doesn't address the "why" behind the topic.

General background; not backed up with science.

Small interactive section

Long blocks of text.

Action plan not integrated into content.

After

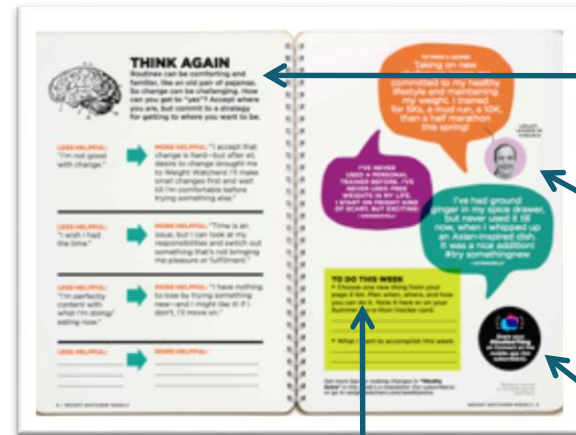


Expanded content: 4 pages instead of 2

Shorter, easier-to-follow sections

Specific, detailed interactives

Clear explanation of the "why" of the topic, including research



New "Think Again" section helps members change unhelpful thinking patterns

Member and Leader quotes inspire and inform

CTA extends member engagement with topic and other members

Action plan integrated into content.

New format “Hits it out of the Park”

OVERALL MORE HELPFUL AND MORE MOTIVATING

- Better design, better structure. Not disjointed, more focused on content.
- Packed with information, but clear to read. More research, the tips and actions are clearer.
- Think again as feature is hugely liked, addresses where people are.
 - Shows that WW understands members’ struggles.
 - “This should be a repeating feature in every weekly” “It’s super inspiring, really relates you can hear yourself saying this.” “It hits a nerve”
- Members believe this helps with the journey. “It gives me more hope when I see screw ups!” “
- The Action Steps checklist gives more guidance, takes the thinking out, simplifies action: “This I would have on my desk, recliner, fridge etc. I would check the boxes off. It’s quick and would make me feel good to have checked something off. I would also like long-term vs short-term goals in here, or a line for your own goal that you are setting.”

“You are naming the struggle, you are making it real, you are making it memorable and actionable.”



Member stories

healthiest ever
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walking tall

THIS SINGLE MOM FOLLOWED HER PASSION, CONTROLLED HER TYPE 1 DIABETES, AND FOUND THE ENERGY TO BECOME A BETTER PARENT TO HER TWO KIDS. AS TOLD TO KATHERINE SIMONS

KELLY O'KEEFE
AGE 38 WEIGHT
LOST 100 LBS

At 13, I first noticed I was heavier than other kids when I was bullied at school in the hallway. Four years later, I was diagnosed with type 1 diabetes. I didn't realize my blood sugar levels were high until I started elementary school. Starting high school, an endocrinologist diagnosed me with type 1 diabetes. Then I started in the hospital, and I knew I had to find a plan so I could stay healthy.

Over the years, my weight fluctuated. I tried every diet and even took pills to lose weight, but nothing worked for long. Then, when I was in my 20s, just six months after I having a second child, my husband left me. It was a traumatic experience. There I was, a stay-at-home mom with two children. I got a job as a bartender to get by, but the need to burn out was eating away at the last thing on my mind. I wanted to find a way out.

"I REALIZED THAT NO MATTER HOW BEAUTIFUL A PERSON MAY BE, THEY STILL HAVE ISSUES EVERYONE IS THEIR OWN PERSON. STRUGGLES AND DIABETES IS MINE."

GET INSPIRED
Find your inspiration. It could be anything. It could be anything. It could be anything.

20 "People following the Weight Watchers plan can expect to lose 1-2 lbs. But just about on a piece of bread" WATCHERS PROGRAM AND MORE

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Picking up the pieces

Slowly, I started to get my life together. My mom moved far closer to help me with the kids, and I started searching for a more stable job for the good of my family and me. I found an entry-level position at a local hospital. I was so grateful that I had a job, but that didn't mean anything else in my life had fallen into place. I didn't have a handle on my diabetes or my weight. I wanted to go further in my career, so I decided to pursue a master's degree in public health. But in class, I felt like all eyes were on me whenever the words "diabetes" or "obesity" came up. There were physical education students, health teachers, and nutritionists—and I felt like the big sore thumb.

Starting a new chapter

After I finished my degree, I was offered a job in Tucson, AZ, and I decided, along with my mom and kids, that we should all move there. I was happy to have a fresh start but frustrated with myself and depressed that I'd gotten so far. If I ever wanted to get healthy and live a long life with my kids, I knew I had to make a big change. My mom had sworn by Weight Watchers.

"WHEN NEGATIVE THOUGHTS CREEP UP, I SHOO THEM AWAY. I SAY, 'KELLY, LOOK HOW FAR YOU'VE COME.'"

in the past and what it took to persuade me to join, but I was a rebel, so I never listened. I'd finally started to realize that, yes, Mom is right, so I took the first step and joined.

Getting with the program

During my first three Weight Watchers meetings, tears streamed down my face. I felt like a total failure at the moment because I worked out, I was obese, and I had type 1 diabetes. When you're diagnosed with a chronic life-threatening disease at age 12, it's tough to shake that sense of failure, even though you know you have no reason to fear that way. I don't pinpoint exactly what helped me snap out of it, but the positive reinforcement that I received from the group each week was really powerful.

SMARTPHONE SUPPORT

Get the most out of your smartphone. Use the app to track your progress, get inspiration, and more. It's all in your hands.

WEIGHT WATCHERS | JULY/AUGUST 2014

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"OVER THE PAST TWO YEARS, I FOUND LITTLE PIECES OF THE PUZZLE OF MY LIFE, AND THEY FINALLY CAME TOGETHER AS A PICTURE OF ME."

Moving forward

I've had a lot of trauma in my life, but my weight loss helped me handle it all. When I moved to Arizona, I left the gray cloud of my divorce behind. I loved being a professor at the community college. I got healthier with Weight Watchers. I found my best friends at my meeting, and I started dating. I lost all the extra baggage—both visible and invisible—and began a new life. I've found myself again.

A NEW LEAF
I've found a new way to live. I've found a new way to live. I've found a new way to live.

Let the love take the hill more the mountains



Member stories

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highway to health

After a long ride through emotional adversity, the motorcycle lover found happiness, harmony, and a lot of love in roads to follow.

At 6'2" tall, she's a road warrior.

MEGAN HOWARD
AGE 35 HEIGHT 5'4"
LOST 175 LBS

My journey was about finding happiness, not being skinny.

22 MARCH/APRIL 2014 "People following the Weight Watchers plan can expect to lose 10 pounds each month on average."

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My first impression

When I first stepped onto the set, I thought it was a joke. "You're a member of the band?" "No, I'm a fan of the band!" I was a bit of a fan of the band. I was a fan of the band. I was a fan of the band.

ONWARD AND UPWARD

When I first stepped onto the set, I thought it was a joke. "You're a member of the band?" "No, I'm a fan of the band!" I was a bit of a fan of the band. I was a fan of the band. I was a fan of the band.

"Ask yourself, what else can I do instead of eating that I'll help me deal with things in my life?"

Managing my feelings

My emotions have had a lot to do with my weight. There were the moments that I was so much weightier than I felt like. After experiencing my small success on stage, I had...

Live by the phrase, "YOU CAN LOSE A BATTLE, BUT YOU CAN'T LOSE THE WAR. I'VE LOST PLENTY OF BATTLES, BUT I KEEP GOING."

I started to realize why I didn't lose weight. I was eating too much. I was eating too much. I was eating too much.

SWEET MELODY

When I first stepped onto the set, I thought it was a joke. "You're a member of the band?" "No, I'm a fan of the band!" I was a bit of a fan of the band. I was a fan of the band. I was a fan of the band.

26 MARCH/APRIL 2014 | [www.weightwatchers.com](#)

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Living in fitness

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Finding purpose

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Living the road

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WOMAN'S BEST FRIEND

When I first stepped onto the set, I thought it was a joke. "You're a member of the band?" "No, I'm a fan of the band!" I was a bit of a fan of the band. I was a fan of the band. I was a fan of the band.

"I realized that bad things are put in to our lives to help us grow."

26 MARCH/APRIL 2014 | [www.weightwatchers.com](#)

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member spotlight

At the end of the day, take 5 minutes to reflect. The next day, try to do better.

26 MARCH/APRIL 2014 "People following the Weight Watchers plan can expect to lose 10 pounds each month on average."

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I lost 32 lbs. I FOUND my self-worth.

I don't feel all heavy and awkward and just second-guessing.

I've lost 32 lbs. I FOUND my self-worth.

I don't feel all heavy and awkward and just second-guessing.

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26 MARCH/APRIL 2014 | [www.weightwatchers.com](#)



Member stories

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steppin' up

How his 30-minute, 200-calorie Weight Watchers Leader seemed to make healthy choices by taking one change at a time. AS YOU TOOK A BUMP

MICHAEL HAMILIN
AGE 43 | HEIGHT 6'2"
LOST 50 LB*

When the dining hall awarded in high school in college, I started to fit out, and then when I had my partner, Lee, I really started gaining. "As a habit, I'd go out for cheap Mexican food. I'd eat the desserts that had tons, beans, rice, and tomatoes and would eat lots of spaghetti, fatty dressing, but I always seemed to throw it the breeze. There was one morning in 2006, really, when I was thinking about changing. I was watching an episode of *Fast Forward* and I saw a page in the magazine in my 30s, and I remember how excited I was and a real hero. All the recipes were, one of the things that had an excellent recipe. To start, I searched for a new way of eating. I could see that



"MY FAVORITE QUOTE: 'IF I DO NOT QUIT, I CANNOT FAIL.'"

*People following the Weight Watchers plan can expect to lose 1-2 lbs/wk. SEE HOW TO GET A FREE WEIGHT WATCHERS LEADER AND PLAN

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one day in that neighborhood long enough to fit in and they were 300, not allowed to wear my skinny shorts all day. I was so self-conscious and felt terrible. But still, I couldn't stick to healthier habits.

Men in the meeting
I didn't lose a great weight until 2008 when Weight Watchers was a little changing my partner and I were the only guys there. After a full year of that, all of the members in the gym had really lost weight. As we got to know the group better, it became clear to me that this dynamic was exactly what I needed. It felt comforting knowing there were people I could relate to, who had the same challenges as me.

"I WANT TO BE THAT GUY WHO RUNS UP STAIRS WHEN HE'S 70 YEARS OLD!"

Mexican makeover
What surprised me most about the Program was that we were still able to eat the foods we loved. After I realized that I was member-losing to myself, "This is the plan for me." We'd go out for Mexican food and order the same meals we would eat before, just altered. Instead of getting the cheese enchiladas with rice and beans, I'd order them to go. Instead of getting the whole basket of chips, we'd count out our 10 chips and push the rest away. We dined with salsa instead of guacamole, we had one margarita instead of three. We made huge savings on appetizers and drinks, and I was still enjoying my favorites.

Saying yes to boot camp
I've never been active in my life, but when I was about 30 pounds heavier, I started thinking about working out. My body had changed so much that I was almost 100 pounds in the time, and I thought it would be a good idea to add fitness to my routine. I found a six-week outdoor boot camp near me, and I started there at the San Francisco-Santa Clara. It sounded tough but they seemed friendly to beginners, so I gave it a try. In just six weeks, I got fitter and stronger. So I signed up for



STEP INTO ART

As he runs his 30-minute daily routine, Hamlin has a goal to lose 1-2 lbs/wk. SEE HOW TO GET A FREE WEIGHT WATCHERS LEADER AND PLAN

PUPPY LOVE

Weight Watchers member Michael Hamlin says that his new puppy, "Buddy," has helped him stay motivated. SEE HOW TO GET A FREE WEIGHT WATCHERS LEADER AND PLAN



See the dog for more

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member spotlight

BELLY HAMILTON
AGE 41 | HEIGHT 5'4"
LOST 17 LB*



After gaining and losing for years, Belly finally crossed the finish line to a healthful, more fulfilling life. SEE HOW TO GET A FREE WEIGHT WATCHERS LEADER AND PLAN

WHAT MOTIVATED YOU TO LOSE WEIGHT?
I was in January, and I was really feeling down. I had lost weight, but then after a few weeks, I was back to my old weight. I was going out and when the guys would be at a party, they would be talking to me. I was the only one who wasn't losing weight. I was the only one who wasn't losing weight. I was the only one who wasn't losing weight.

TAKE BELLY'S ADVICE:

When you're starting, it's important to have a goal. I was motivated by the fact that I was losing weight. I was motivated by the fact that I was losing weight. I was motivated by the fact that I was losing weight.

"One of my goals was to lose that magic number, 170, and how I feel when I lose weight, it's amazing."

WHAT ARE SOME TIPS TO OVERCOME YOUR GOALS?
I was motivated by the fact that I was losing weight. I was motivated by the fact that I was losing weight. I was motivated by the fact that I was losing weight.

HOW DID YOU START EXERCISING?
I was motivated by the fact that I was losing weight. I was motivated by the fact that I was losing weight. I was motivated by the fact that I was losing weight.

work it out
SUCCESS STORIES

balance found

JANE FEIDINGER
AGE 17 | HEIGHT 5'9"
LOST 25 LB*

TO GET LASTING RESULTS, JANE DROPPED HER EXTREME WORKOUTS AND PICKED UP POSITIVE AND A SENSIBLE LOVE FOR THE POOL.

BY KATHY BROWN



Set up about your exercise habits over the years. I was motivated by the fact that I was losing weight. I was motivated by the fact that I was losing weight. I was motivated by the fact that I was losing weight.

How did joining with your perspective on exercise? I was motivated by the fact that I was losing weight. I was motivated by the fact that I was losing weight. I was motivated by the fact that I was losing weight.

"LOSING WEIGHT IS NOT AS HARD AS I THOUGHT. I'VE STOPPED FEELING ASHAMED OF MY SIZE."

That's great! You really changed the way you think. I was motivated by the fact that I was losing weight. I was motivated by the fact that I was losing weight. I was motivated by the fact that I was losing weight.

*People following the Weight Watchers plan can expect to lose 1-2 lbs/wk. SEE HOW TO GET A FREE WEIGHT WATCHERS LEADER AND PLAN



The New Healthy – we changed the conversation

The New Healthy



Body Strong



Adventure/Beyond Comfort Zone



Mindfulness/Flow/Effortless





The New Healthy – Mindfulness



THE MINDFULNESS PLAYBOOK

TURN YOUR SUCCESS INTO A REALITY BY BEING MINDFUL. A COMPANION BOOK OF EXERCISES SUGGESTS THAT MINDFULNESS IS THE KEY AND HOW YOU CAN HELP YOUR MIND STAY FOCUSED, STAYING MINDFUL AND STAYING MINDFUL ABOUT LIFE. THE NEW HEALTHY CONFERENCE AND CREATING DEEPER CONNECTIONS WITH THOSE YOU LOVE.

BY TRACY R. KIMBLE

"The concept of mindfulness is simple: focus on your present moment of experience—whether you're eating, walking, or just sitting on the floor. The idea is to be fully present in the moment, not thinking about the past or the future, or the day after tomorrow. It's about being in the moment, not just going through the motions of life."

"The benefits of mindfulness are many, including decreased stress, improved focus, and increased happiness. It's a simple practice that can be done anywhere, anytime. It's a simple practice that can be done anywhere, anytime. It's a simple practice that can be done anywhere, anytime."

—MINDFULNESS PLAYBOOK



THE NEW HEALTHY PAGE 4

5. RETURN TO CENTER

When you're feeling overwhelmed, it's important to take a step back and return to your center. This can be done through various mindfulness practices, such as deep breathing, meditation, or simply taking a walk in nature. The key is to focus on the present moment and let go of all other thoughts and concerns.

SAME TECH, BUT TO TRY

There are many different mindfulness techniques, and it's important to find one that works for you. Some popular techniques include Transcendental Meditation (TM), Vipassana, and Mindfulness-Based Stress Reduction (MBSR). Each technique has its own unique benefits and practices, so it's worth trying a few different ones to see which one resonates with you.

I DON'T BELIEVE EVERYTHING I SEE

In a world where so much information is readily available, it's easy to get caught up in the news and social media. However, it's important to remember that not everything you see or hear is true. It's crucial to take a step back and think critically about the information you're consuming. This means checking multiple sources, looking for bias, and not jumping to conclusions based on headlines or social media posts.

HOW TO EAT MINDFULLY

Eating mindfully is a simple practice that can have a big impact on your health and well-being. It involves paying attention to the taste, texture, and smell of your food, as well as the feelings and thoughts that arise while you eat. This practice can help you eat more slowly, savor your food, and avoid overeating. It can also help you become more aware of your hunger and fullness cues, leading to a healthier relationship with food.



THE NEW HEALTHY PAGE 4

"PEOPLE ARE NOT ALWAYS LOOKING FOR SERENITY AND PEACE. MANY ARE ALSO LOOKING TO FEEL TRULY ALIVE AND ENGAGED."

I DON'T GET FIGHT UP

It's easy to get caught up in the stress and anxiety of daily life, but it's important to remember that you have the power to control your own thoughts and feelings. One way to do this is through mindfulness practices, which can help you stay grounded and focused on the present moment. This can be especially helpful when you're feeling overwhelmed or stressed, as it allows you to take a step back and breathe.

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30-SECOND MINDFULNESS HACKS

There are many ways to incorporate mindfulness into your daily routine, even if you only have a few minutes. Some simple hacks include taking a few deep breaths before starting your day, practicing gratitude for a few minutes each day, or simply taking a moment to pause and reflect on your thoughts and feelings. These small practices can add up over time and make a big difference in your overall well-being.

I am beautiful.
Heather, 36

“I’ve become this touchy-feely person that I never was before. If I hug you the right way, we’ll be friends forever.”
Heather, 36

“I embrace every day that I’m in this body. Some days, I fall off the wagon, but I tell myself that I am worthy, and I get myself back on. I know that this is the path for me.”
Heather, 36

“I may not be model material, but I feel awesome in my new body. I’m not worried about holding my tummy in when someone’s taking my photo or how I sit down.”
Heather, 36

PHOTOGRAPHY BY TARA DAVIS

mirror, mirror
 A survey of our survey we asked readers four questions about body perceptions. Comparing those readers and the clear and true that are themselves is a shining illustration of how far we've come and how far we have to go.

WE ASKED/ YOU REVEALED: **What do you see when you look in the mirror?**

- “I see a woman who has come a long way on a weight-loss journey. I’m definitely trying to lose 40 pounds every day, and I’m going to see the difference.”**
Christy, 39
- “I see a woman who has lost 20 pounds. She’s certainly in good luck for her weight, but this body has served me well.”**
Andrea, 36
- “I see a woman who is happy. She’s definitely in good luck for her weight, but this body has served me well.”**
Christy, 39
- “I see a smart, fun young woman who can make a difference.”**
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How would you describe a bikini body?

- “A body who feels comfortable, confident and happy. I would love to have a bikini body.”**
Christy, 39
- “I see a woman who wants to become her best self.”**
Christy, 39
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Work that confidenc!

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