

The “Move for Life” Challenge: Going beyond exercise with “Joyful Movement”

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Do you want to be more physically active but struggle to fit exercise into your current lifestyle? Does the all-or-nothing mindset—either exercising five days a week or not at all—hinder your commitment to staying active?

Do you ever think that a 10-minute walk isn't enough and therefore not worth your time? If you see exercise merely as a means to an end, like weight loss or burning calories, do you stop exercising when you don't see immediate results?

Maybe you feel intimidated by the idea of going to a gym or attending an exercise class, or you find using a treadmill or exercise bike at home uninspiring.

Introducing the Joyful Movement Approach

The Joyful Movement approach offers a different perspective on exercise, focusing on mindset and how we perceive moving our bodies rather than adhering to a strict, regimented routine that we might not enjoy.

Finding Joy in Movement

The key to this approach is having fun and feeling great while you move, whether that means practicing Tai Chi, dancing in your living room, hiking, or playing tennis. It's about discovering what you genuinely enjoy.

Joyful Movement emphasizes integrating activities you naturally love, like dancing, hiking, or playing sports, into your daily routine in a way that feels effortless and pleasurable.

Joyful Movement versus Traditional Exercise Regimens

In contrast, a traditional exercise regime usually involves a structured and planned approach to physical fitness, often with specific goals, schedules, and routines designed to improve fitness levels, such as weightlifting, running, or attending workout classes.

While the Joyful Movement approach prioritizes enjoyment and spontaneity, a traditional exercise regime emphasizes consistency and measurable progress. Both methods can be effective, and the best approach depends on personal preferences and goals. Many of us get stuck trying to stick to a rigid routine and then give up on moving our bodies altogether for weeks or months at a time.

The Importance of Joy in Physical Activity

A study on “movement perceived as chores or a source of joy” revealed that the strongest motivators for being physically active were joy and passion. This highlights the importance of finding physical activities that bring joy and understanding the motivation behind wanting to exercise, rather than viewing it as a chore. (1)

Shifting Your Mindset for Lasting Change

Shifting to a Joyful Movement approach involves changing your perspective and motivation from an external to a more internally driven approach. **Are you ready to enhance your current fitness routine or move beyond traditional exercise by focusing on how it feels to move your body and finding a more sustainable way to stay active?**



Join the “Move for Life” Challenge!

In this Move for Life” Challenge, you will:

- Establish your main goal and connect with your “why” for wanting to move more, aligning physical activity with your values.
- Receive coaching and guidance through four, 30-minute weekly conversations.
- Get support in fostering a Joyful Movement mindset while embracing a weight and body-positive approach.
- Create a sustainable and long-term Joyful Movement plan.
- Receive weekly emails with practical tips to incorporate Joyful Movement and stay motivated, focused, and successful.

Sign up today to learn how to incorporate more movement into your day while maximizing fun and enjoyment!

Sources:

(1) *Int J Qual Stud Health Well-being*. 2018; 13(1): 1516088.

Published online 2018 Sep 7. doi: [10.1080/17482631.2018.1516088](https://doi.org/10.1080/17482631.2018.1516088)

[Movement perceived as chores or a source of joy: a phenomenological-hermeneutic study of physical activity and health - PMC \(nih.gov\)](#)

