



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.

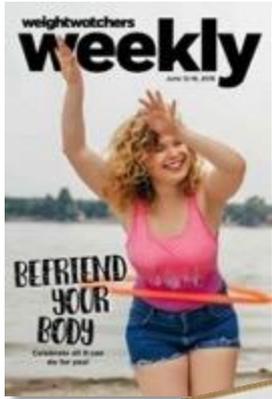
Instead of thinking you failed, what if you step back and figure out what the next version of your design might be, the version that learns from the “design flaws” of the last and improves upon them?

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

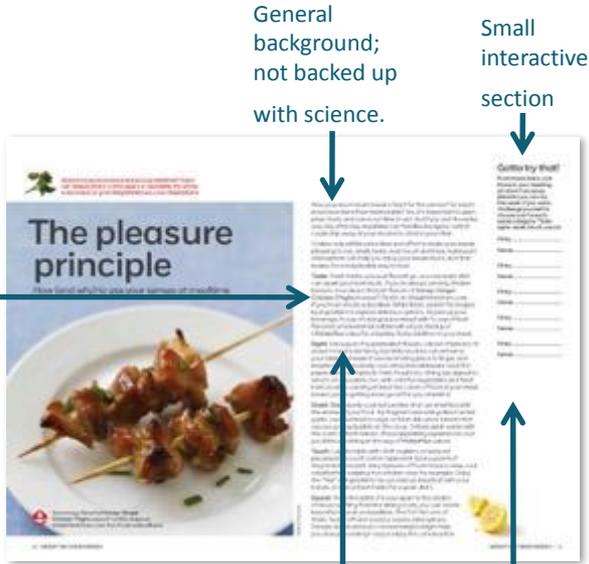


What it does: Explores program topics in depth, with the **WHAT**, the *science* behind the topic, and the **WHY**. The goal is to both help with their journey and to build member skills – the **HOW**.



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

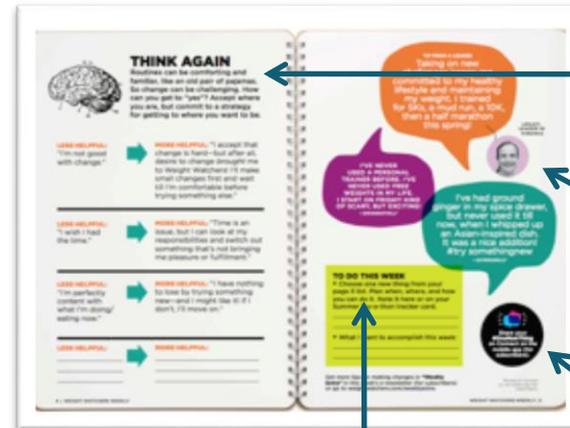
Expanded content: 4 pages instead of 2

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
CHANGING FOR GOOD

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 KATELIN 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 had my elementary school starting high school, an awkward experience about 10 pounds. I said a teenager so that actually made me happy. 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, and the need to burn off some extra weight was the last thing on my mind. I wanted to find a way to

"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 for 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 big. 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 she'd tried 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 life. My marriage hadn't worked out, I was obese, and I had type 1 diabetes. When you're diagnosed with a chronic life-threatening disease at age 13, 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 with the Weight Watchers app. Download it on your smartphone and use it to track your progress, log your meals, and more. It's the perfect companion for your smartphone. Get it on the App Store or Google Play.

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 I began a new life. I've found myself again.

A NEW LEAF
When I started 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 I began a new life. I've found myself again.

Let the love take the hill, more the mountains



Member stories

highway over
CHANGING FOR GOOD

highway to health

After a long ride through emotional adversity, the motorcycle lover found happiness, harmony, and a lot of love in roads to 50 miles.

KEGAN 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..."

highway over
CHANGING FOR GOOD

My first impression

ONWARD AND UPWARD

Managing my feelings

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.

SWEET MELODY

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

highway over
CHANGING FOR GOOD

Living in fitness

Finding purpose

Living the road

WOMAN'S BEST FRIEND

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

member spotlight

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

People following the Weight Watchers plan can expect to lose 7-10 lbs.

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

I DON'T FEEL NEW ANYMORE TO ME. I FEEL HAPPY. Happiness comes from within.

MY O-TINE DATING RULE: NON-SIX-words out five days a week!

IF IT'S THREE MONTHS OF THE ROMAN, I've got something!

I lost all my life and the world in a week war's loving war - necessary that road!



Member stories

healthiest ever
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steppin' up

How his stair-climbing dog-loving Weight Watchers Leader seemed to lose 50 pounds by taking one change at a time

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

When the dining was awarded in high school in college, I started to fit out, and then when I had my partner, Lee, I really started gaining. We had bad habits: we'd go out for cheesy Mexican food, I'd eat the desserts that had tons, bagels, and cream and brownies, and we'd eat lots of spaghetti, fatty chicken, but I always seemed to throw it off the next. Then, one morning in 2006, really, I was thinking about changing. I was watching an episode of *Fast Forward* I just love—of the feeling in my life, and I remember how I used to miss and a real hero. All the time, I had an excellent way to start something that I thought I searched for a year or so of misery. I could see the

28

*People following the Weight Watchers plan can expect to lose 1-2 lbs/wk. Actual weight loss on a non-WW diet may vary.

healthiest ever
CHANGING FOR GOOD

one place in that neighborhood big enough to fit the and they were \$70, not allowed to wear my shiny 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 2009 when Weight Watchers at my work came to the partner's office, and we decided to go together. I was a skeptic at first, but I had already tried so many other ways to lose weight, so I went in with an open mind.

"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've 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 50 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

Michael Hamilin is a professional artist and a member of the Weight Watchers community. He has been a member since 2009 and has lost 50 pounds. He is currently a member of the San Francisco-Santa Clara chapter.

PUPPY LOVE

Michael Hamilin is a professional artist and a member of the Weight Watchers community. He has been a member since 2009 and has lost 50 pounds. He is currently a member of the San Francisco-Santa Clara chapter.



See the dog go out

healthiest ever

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

BY TARA BROWN

TAKE BELLY'S ADVICE

When you're starting a new diet, it's important to take small steps. Belly Hamilton, who has lost 17 pounds, says that she started by cutting out sugary drinks and then moved on to other changes. She also emphasizes the importance of staying consistent and not giving up when you feel like you're not making progress.

Being my goal and about that magic number, I was always thinking, how I feel when I lose weight, and I was

WHAT MOTIVATED YOU TO LOSE WEIGHT? I started losing weight in January, and I was motivated by the fact that I was gaining weight again. I was tired of feeling like I was stuck in a cycle of gaining and losing. I wanted to feel better about myself and my health.

WHAT WERE SOME HABITS YOU OVERCAME? I was eating a lot of sugary drinks, and I was eating a lot of fast food. I was also eating a lot of processed foods, and I was eating a lot of refined carbs.

HOW DID YOU START EXERCISING? I started by walking, and then I moved on to running. I was motivated by the fact that I was feeling better about myself and my health.

work it out
SUCCESS SECRETS

balance found

TO GET LASTING RESULTS, JANE DROPPED HER EXTREME WORKOUTS AND PICKED UP POSITIVE FEELINGS FOR THE POOL

BY KATHY BROWN

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



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

Set-up about your exercise habits over the years. I started by walking, and then I moved on to running. I was motivated by the fact that I was feeling better about myself and my health.

How did joining with your perspective on exercise? I was motivated by the fact that I was feeling better about myself and my health.

That's great! To see really changed the way you think. I was motivated by the fact that I was feeling better about myself and my health.

*People following the Weight Watchers plan can expect to lose 1-2 lbs/wk.



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 TO BEING MINDFUL. USING THE NEW HEALTHY BOOKS, CONFERENCE AND CREATING DEEPER CONNECTIONS WITH THOSE YOU LOVE.

BY TRACIA KIMBLE

THE CONCEPT OF MINDFULNESS
is simply being in your present moment of awareness—whether you're eating, walking, or just sitting on the couch. It's about being in the moment and not letting your mind wander to the past, the future, or the "what-ifs" of the world. Mindfulness is a way to stay present in your own life, and it's a key to living a more meaningful life.

THE BENEFITS OF MINDFULNESS
include reduced stress, improved focus, and better relationships. It's a simple practice that can be done anywhere, anytime. Mindfulness is a key to living a more meaningful life.



RETURN TO CENTER
The mind is a powerful tool, but it can also be a source of distraction. When you're in the middle of a task, your mind might wander to other things. This is normal, but it can be frustrating. Mindfulness helps you bring your mind back to the present moment. It's about being aware of your thoughts and feelings without getting caught up in them. This practice can help you stay focused and productive.

SAME TECH, BUT TO TRY
Mindfulness is a simple practice that can be done anywhere, anytime. It's about being in the moment and not letting your mind wander. There are many ways to practice mindfulness, including meditation, breathing exercises, and mindful eating. The key is to find a practice that works for you and to do it regularly.

DON'T BELIEVE EVERYTHING YOU THINK
Your thoughts are not always true. They are just thoughts. They can be helpful, but they can also be misleading. Mindfulness helps you become more aware of your thoughts and feelings. It allows you to see them for what they are, without getting caught up in them. This practice can help you make better decisions and live a more meaningful life.

BE KIND TO YOURSELF
Mindfulness is a simple practice that can be done anywhere, anytime. It's about being in the moment and not letting your mind wander. It's important to be kind to yourself when you practice mindfulness. Don't be hard on yourself if you get distracted. Just bring your mind back to the present moment and keep going. Mindfulness is a journey, and it's okay to take small steps.



LOOK AT EVERYTHING WITH A SENSE OF WONDER
Mindfulness is a simple practice that can be done anywhere, anytime. It's about being in the moment and not letting your mind wander. One way to practice mindfulness is to look at everything with a sense of wonder. This means being curious about the world around you and trying to understand it from a new perspective. This practice can help you appreciate the beauty of the world and live a more meaningful life.

HOW TO EAT MINDFULLY
Mindfulness is a simple practice that can be done anywhere, anytime. It's about being in the moment and not letting your mind wander. Mindful eating is a key part of mindfulness. It's about being aware of your food and how it makes you feel. This practice can help you eat healthier and live a more meaningful life.

DO-OR-DON'T MINDFULNESS HACKS
Mindfulness is a simple practice that can be done anywhere, anytime. It's about being in the moment and not letting your mind wander. There are many ways to practice mindfulness, including meditation, breathing exercises, and mindful eating. The key is to find a practice that works for you and to do it regularly.

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

