



FITT

One example of a successful behavioural change model is the FITT Model—which stands for:

- **F:** Frequency of the behaviour.
 - **I:** Intensity of the behaviour
 - **T:** Time or duration of the behaviour.
 - **T:** Type of behaviour.

Whilst this model is often used in training and exercise regimes, its purpose is to enable more focus and success on maintaining, managing, and measuring helpful behaviour and to look at various factors that have a positive effect on change and success. However, the model can also be worth considering for all forms of behaviour not just physical but emotional, thinking, and physiological too and to look at behaviour that is not helpful.

For example, to feel sad (Type) once every day of the week (Frequency) would be much harder than to feel sad once every other day—right? Not necessarily; such comparisons are flawed as measuring an emotion also depends on the intensity and the duration it was felt. So it is worth considering how one feels across the scale of FITT to get an overall view of that emotion in order to assess it, maintain it, or change it.

Often, in counselling, people explore their unhelpful perspectives on personal situations. For instance, some people harness an unhelpful “negative perspective” on how they are feeling about a situation, person, circumstance, etc. and can overlook the positivity that could also apply. Such can disrupt enjoyment, curtail growth, and derail progress. For example, one might feel that therapy is getting nowhere because they are still feeling sad all day (Type + Frequency); yet the Intensity of the sadness could have hugely decreased, say, from despair to a bit gloomy. Such absolute thinking in the line of Frequency overlooks progress made as the sadness was hugely lessened in Intensity.

Indeed, some people can adopt an unhelpful “positive perspective” and overlook the negative. For example, one could consider a friendship to be going well because the friend is often generous (Frequency + Type) and continually overlook or minimise that their friend is often rude, disrespectful, and late (Frequency + Type + Time). Such minimising or ignoring can stop a good friendship growing or an unhealthy one ending.

Consider certain behaviours (actions, thinking, body feelings, and emotions) or situations in your life that could benefit with some more of your attention (examples given below).