



# What-the-Heck Effect

A vicious cycle where perceived failure is followed by guilt and continued relapse.

## How it Happens

- A perceived setback happens (the "trigger").
- You feel guilt, shame, regret and helplessness.
- You cope by giving in to the downward spiral.
- The lapse becomes a relapse.

## How it Sounds

I already blew it, why bother trying anymore?  
What the heck, it's already a lost cause.  
I might as well just enjoy myself now.

## How to Manage It

- Keep your goals and intentions realistic.
  - Practice self-self-compassion:
    - Mindfulness: Acknowledge emotions and use them as information.
    - Common humanity: Remind yourself that you are human (aka imperfect).
    - Self-kindness: Neutralize guilt with self-forgiveness.
  - Consider the bigger picture - how big a deal is this?
  - Talk to yourself like you would a friend.
  - Plan to fail with a "setback plan."
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