

The 2.0 Method

Easy is earned.

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THE FRAMEWORK

About the 2.0 Method

Most weight loss programmes treat the symptom. The 2.0 Method addresses the cause. Built on twenty years of applied work at the intersection of psychology and behaviour change — and grounded in a Masters in Sport and Exercise Psychology — it works from the inside out. Resolving the psychological patterns, blind spots, and biological adaptations that keep intelligent people stuck.

You 2.0 isn't a new you. It's the real you — back.

THE FOUNDATION · BEFORE EVERYTHING ELSE

0 — Clarity

The Code only lands once the person has done the Clarity work first. Honest motivation. Facing their truth. Identifying their stories. Understanding their self-talk. Shifting their perspective. Without Clarity, The Code is just another set of instructions. With it, The Code becomes a genuine decision.

The three-part podcast — Clarity, Vision, Focus — is where this foundation is built. Each part has five sessions with mini-worksheets. Available free at dt.coach.

The Method

COMPONENT ONE · PSYCHOLOGY

01 — The Code

The psychological foundation. Three internal commitments that make everything else possible. Without The Code, every plan eventually fails — not because of the plan, but because of what's running underneath it.

- Be your own priority
- Do what you say
- Be resourceful

COMPONENT TWO · TRANSFORMATION

02 — The Shift

A two-stage transformation. First the pattern becomes undeniable — The Mirror. Then the alternative becomes real — The Vision. Not willpower. A genuine change in who you are in relation to this. The results don't revert because the identity has changed.

- Stage 1 — The Mirror: seeing the pattern clearly
- Stage 2 — The Vision: believing You 2.0
- The Question Stack as the mechanism
- Visualisation meditations throughout

COMPONENT THREE · BIOLOGY

03 — The Switch

Insulin control first — allowing the body to use fat for fuel. A nourishment-centred approach that eliminates cravings, stabilises energy, and makes losing weight feel like gaining life. The Switch only lands permanently because The Code and The Shift came first.

- Control insulin — unlock fat fuel
- Nourishment not deprivation
- Control carbs · prioritise protein · don't fear fat

COMPONENT FOUR · THE AUTOPILOT

04 — The Rewrite

Reprogramming the automatic brain. Installing new identity-based habits so that change becomes who you are, not what you're trying to do. This is where easy and effortless is actually built — and where it stays.

- Identity evidence — collecting proof of You 2.0
- Habit anchors — one non-negotiable at a time
- Continuity over perfection — always

"When you take the time to reprogram your autopilots — your habits — losing weight and keeping it off becomes easy and effortless. Not because the work disappears. Because the work becomes who you are."

From *The Psychology of Weight Loss* · Darren Tebbenham, BSc, MSc

THE FOUR PATTERNS · WHICH ONE ARE YOU?

The Patterns

After two decades of working with people at the intersection of psychology and behaviour change, four distinct patterns emerge. They are not character flaws. They are sophisticated psychological strategies — and each one has a specific entry point.

Type 01

The Perpetual Negotiator

Intelligent, self-aware, always one exception away from full commitment. The case for delay is always convincing. Capability was never the issue. Commitment is.

Entry point → The Code

Type 02

The Resilient Restarter

Strong, determined, keeps coming back. Genuine wins in the history. Willpower is the tool — but the emotional brain doesn't tire the same way the rational brain does. Every restart depletes the very resource being relied on.

Entry point → The Shift

Type 03

The Weekday Warrior

Disciplined in structure, undone without it. The plan relies on the environment rather than being embedded in identity. When circumstances change, behaviour follows.

Entry point → The Switch + The Rewrite

Type 04

The Clean Slater

Clears the decks, commits to perfection, drops at the first hurdle, blames circumstance. Won't go deeper. The clean slate ritual prevents real change.

Entry point → The Code + The Shift

THE QUESTION STACK · THE SIGNATURE COACHING INTERVENTION

The Question Stack

Four philosophical tools used at precisely the right moment in the coaching work. Each one dismantles a layer of the pattern that no plan has ever reached. These questions don't give answers — they make the right answers undeniable.

"What meaning are you giving this — to give it the power it has?"

Dismantles the belief that the problem is fixed and external. Shifts locus of control from circumstance to self.

"Imagine walking in the footsteps of your future self. How would they tackle this?"

Activates future-self thinking. Bypasses the emotional brain's catastrophising by grounding the answer in You 2.0's certainty.

"Looking back as You 2.0 — someone who has already solved this — how did you do it?"

Collapses time. Assumes the outcome and asks for the method. The answer comes from strength, not fear.

"There is no reality, only perception. What story are you telling — and what would change if you told a better one?"

The deepest challenge. Questions the bedrock assumption that the problem is real in the way the client believes it is.

THE BLIND SPOTS · SURFACE AND DEEP

The Blind Spots

A blind spot isn't a weakness. It's a perception gap — something so embedded in how you see yourself that you genuinely cannot see it without help. These appear across almost everyone. Some sit on the surface. Others run deeper and require real work to surface.

SURFACE BLIND SPOTS	DEEP BLIND SPOTS
<p>Expecting transformation from minimal effort</p> <p>A little effort, a lot of hope. The gap between input and expectation is where most people quietly give up.</p> <p>Ready-made excuses — loaded before the situation arrives</p> <p>These aren't spontaneous justifications. The excuse is constructed in advance and deployed automatically.</p> <p>Externalising blame — real reasons used to remove agency</p> <p>The reasons are real. But they're being used in a way that makes change impossible.</p>	<p>Self-talk as the hidden narrator running everything</p> <p>The voice underneath the voice. It runs the pattern before the conscious mind can intervene.</p> <p>Barriers interpreted as permanent character flaws</p> <p>The most damaging belief of all. It mislocates the problem — and ensures it can never be solved.</p> <p>Using food to cope — conditioning, not weakness</p> <p>Not a character flaw. A conditioned response. Understanding this changes everything.</p>

THE SWITCH · THE BIOLOGICAL DETAIL

Nourishment, not deprivation.

"You cannot think your way out of a biological block."

The Biology of Weight Loss · Darren Tebbenham, BSc, MSc

The calorie-centric model is built on deprivation. It confirms the belief that suffering is the price of results — which is both psychologically damaging and biologically incorrect. The Switch replaces this entirely. Insulin is controlled first, which unlocks the body's ability to use fat for fuel. Energy stabilises. Cravings resolve. Fat loss becomes possible again — because the body is finally working with you, not against you.

Step 01 · The Mechanism

Control Insulin

When insulin is controlled, the body stops storing fat and starts using it for fuel. Energy becomes stable rather than dependent on the next meal.

Step 02 · The Frame

Nourishment First

Not about eating less. About eating in a way that eliminates cravings and energy dips at the source. Clients feel good changing their nutrition — for the first time.

Step 03 · The Protocol

Three Levers

Control carbohydrates. Prioritise protein. Don't fear fat — it is essential for brain function, cellular health, and sustained energy.

"Be before you are, and you shall become."

THE 2.0 METHOD · CORE PRINCIPLE

How we think is the most powerful switch of all. Changing your weight is not a test of discipline or willpower — it is a process of growth. And that growth begins not with a better plan but with a clearer, more vivid, more deeply believed vision of who you are already becoming.

"When biology is on your side, consistency stops being a personality trait and becomes the natural result."

The Biology of Weight Loss · Darren Tebbenham, BSc, MSc

YOU 2.0 · THE REAL YOU — BACK

The Outcome

The goal of the 2.0 Method is not a number on a scale. It's the version of you who no longer carries this as a problem. Confident again in their own skin. The weight lifts not just from the body but from around the neck.

Psychologically

No longer fighting yourself. Health is not a struggle — it is simply who you are. The pattern has been seen, named, and changed. The negotiation is over.

Biologically

Running on fat, not fear. Energy is high and stable. You lose weight with vitality, not despite it. The biological trap of carbohydrate dependency — broken for good.

Daily Life

Confident again in your own skin. Clothes fit. Food is genuinely enjoyed. Health is no longer the limiting factor in performing at your best in every area of life.

Permanently

Consistency becomes who you are — not something you do. The Rewrite is complete. You 2.0 isn't a new you. It's the real you — back.

WORKING WITH DARREN

The Next Step

The 2.0 Method is available through the group programme, 1:1 intensive coaching, and clinical referral pathway. All programmes run the complete framework — The Code, The Shift, The Switch, and The Rewrite.

1 Take the free 2.0 Profile Assessment

Identify which of the four patterns is driving your behaviour, which blind spots are keeping you stuck, and exactly where your transformation begins.

[Take your 2.0 Profile Assessment](#)

2 Book a free Diagnostic Call

Thirty minutes. No pitch. No obligation. Clarity on what's driving your pattern and whether the 2.0 Method is the right fit — regardless of whether we work together.

[Book a Call](#)

3 Listen to the Podcast — Clarity, Vision, Focus

Three-part free podcast series taking you through the complete psychological journey. Five sessions per part. Mini-worksheets included.

[Available after all diagnostic calls](#)

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