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Using Technology To Navigate Cravings

by Dori Morelock

What's your craving?

You know, the one thing you both love and hate. The one thing that keeps you stuck, frustrated, and insecure.

If you are like me, you've had a life-long struggle with cravings—nightly numbing routines and emotionally charged bouts of impulsive thoughts and behaviors all leading back to the same cycle of self-defeat.

ANATOMY OF A CRAVING

The truth is that cravings come in all shapes and sizes. Most of us know exactly what to do but for one reason or another we don't do it. You're not alone. In fact, our issue with cravings can be traced all the way back to the Garden of Eden when one decision changed everything. And yet, God's plan for redemption was revealed by this one act of the flesh. The very same flesh of which we were made.

Although our cravings feel wrong, craving is universal to every human being because God made us to crave. So of course, we struggle.



BeyondTheCraving.com

Our cravings aren't necessarily bad. It's what lies beneath the craving that causes all the problems.

This shouldn't scare you; it should empower you to understand yourself better. We are called, yes, even commanded, to engage in the process of transformation. We see this principle in Ephesians 4:22-24, *Throw off your old sinful nature and your former way of life, which is corrupted by lust and deception. Instead let the Spirit renew your thoughts and attitudes. Put on your new nature, created to be like God—truly righteous and holy.*

Our life here on earth as followers of Christ is a practice of becoming. Becoming more like Jesus. Our habits, mindsets, and attitudes are either leading us closer to Christ-likeness or pulling us away. And when we allow cravings to control us, we don't have a chance to become more like Christ because temptation to 'serve self' takes over.

In these moments of temptation, there is a place of emptiness demanding to be acknowledged and satisfied. This is where each of our CRAVE experiences splinters off in different directions. My need will be different from yours due to personal hurts and unique proclivities.

CREATING THE CRAVE COACH

For me, I was hungry for security and acceptance. In my formative years as a gymnast, I was trained to perform. And as a performer I had to be perfect; doing so affirmed my worth which made me feel secure and accepted. But feeling isn't fact. It's more of an indication of how we've experienced something. So, when I felt shame or experienced feelings of insecurity my knee-jerk reaction was to use food to soothe or mitigate what I was feeling which only served to perpetuate the cycle of defeat.

It was at the school of Hard Knox and Personal Experience where I learned that cravings are as crafty as they are cunning. They demand our full attention, no matter the time or place which is why I created THE CRAVE COACH, a digital tool that can be used to navigate cravings in real-time.

What's unique about this tool is that it coaches a user through their craving while it's happening so they can get on the other side of it, and in a better emotional space to make a healthier choice. In short, it's a personal coach at your fingertips.

Another important value built into the framework is its universality and the ability to address a multitude of

different temptations.

There is Good News: THE CRAVE COACH is slated for a late summer launch and will be free for everyone. My hope is that the app will serve individuals as a natural support in their journey for change, but also as a resource for Christian coaches and counselors to augment the work they are doing with clients.

FRAMEWORK FOR A DIGITAL SOLUTION

While the app acts as a natural support, the framework is simple and combines the proven techniques of Cognitive Behavior Therapy (CBT), mindfulness, and spiritual activation to develop healthier habits, improve emotional regulation, and adopt more effective coping strategies.

Each prompt is targeted to train the brain to experience a craving in a new and better way. Although the mechanics of this tool are simple, change is not. It rubs against our natural inclination for immediate gratification. The reality is, we only have split seconds to change our mind and our behavior when we are presented with a craving or trigger.

This tiny space of time is called a decision gap. It is here, in this blip of time that the pendulum swings one way

or the other and causes a great shift to occur. If we don't stop the pendulum and reverse the momentum in the other direction, we will fall back to old behaviors every time. This is where the spiral of impulse will take us for a ride if we don't challenge it.

Even so, we sometimes make this harder than it is. The tool, by design, creates this space for you, and in doing so provides an opportunity to do something different. Making a different decision at this moment will immediately interrupt the downward spiral of impulsive thoughts and behaviors by putting an unexpected cog in the reward loop, and thereby changing the result.

The framework uses the acronym CRAVE to coach a user through a series of five prompts, each one building on the last. The five prompts are simple, practical, and easy to remember.

- C | Confess your craving
- R | Reset your script
- A | Accept discomfort
- V | Visualize success
- E | Engage a helper habit

SPIRITUAL DNA: THROUGH THE LOOKING GLASS

In the end, our spiritual target is set on Jesus-looking, thinking, and acting

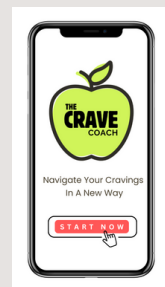
more like Him. There is a 'way of wisdom' and it's found in following the brave footsteps of Jesus. It is here, in the footsteps of faith, we will finally unmoor the toxic mindsets, poor habits, and debilitating addictions from our life by unpacking hidden beliefs robbing us from our identity in Christ.

Some of us have lived in defeat for so long our identity is skewed toward the broken image of who we think we are based on the story we tell ourselves. We wear once useful armor to protect us against the trauma of past experiences, even though it no longer serves us well and weighs us down. If left unchecked, we will continue to self-destruct, though we don't have to. Our spiritual DNA has given us a new lease on life but to be a new self, we need to see and believe we can become this new self.

Make no mistake, change is hard, especially in the current culture of immediate gratification and mentally charged dopamine hits. Things don't usually change overnight. To engage in transformation that produces kingdom kind of fruit we need to dig down to the roots. It's here where we discover and diagnose what is really going on under the surface of our CRAVE behaviors. Taking inventory, asking tough questions, considering alternative options goes a long way in the process of learning how to navigate your cravings and finding freedom once and for all.

How will you take control of your cravings and finally ditch that ONE thing keeping you stuck in a cycle of self-defeat?

About the Author



Dori Morelock is the creative force behind THE CRAVE COACH app and the author of "Beyond The Craving: A Guided Workbook". With a deep-rooted passion for empowering individuals, she brings a wealth of experience as a certified Christian Life Coach and holds a Bachelor of Science degree in Wellness Education and Health Promotion. For over three years, Dori has contributed her insights as a blog writer for MomsHope.org, a nonprofit dedicated to mentoring single mothers striving for stability and a brighter future for their families. Widowed in 2005, Dori courageously raised her children as a single mother for 17 years before finding love again and marrying in 2022. She now resides with her husband, her special needs son (23), and her beloved goldendoodle, finding joy in family and faith as she continues to inspire through her writing, creating content, and coaching. You can find her on Instagram and on the [Beyond the Craving website](#).