

Dr. Azita Sayan Examines How Learned Patterns Shape Relationships, Identity and Personal Transformation

Creator of The Sayan Method™ brings decades of work in relationships, and human transformation to a broader conversation about how people love, choose and live.

LOS ANGELES, CA, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- After nearly four decades working with people struggling with relationships, addiction, family conflict and major life transitions, [Dr. Azita Sayan](#) has noticed something that continues to fascinate her: people can know exactly what is wrong, understand where it came from and still repeat it.

They choose the same kind of partner. Recreate the same conflict. Abandon themselves in the same ways. Or change the circumstances of their lives only to discover that the old problem has followed them into the new one.

Sayan believes there is a reason.

"We often mistake the patterns we developed to survive for who we actually are," she says.

That idea is at the center of The Sayan Method™: Human Architecture for Extraordinary Living™, the body of work Sayan has developed over the course of her career.

Sayan uses the term Human Architecture to describe the internal structure formed by family, culture, adversity, relationships and experience. Some of that architecture is consciously chosen. Much of it is not. Yet those influences can affect partner selection, tolerated behavior, responses to rejection, communication, fears and beliefs about personal identity and self-worth.

Sayan's work begins with understanding that architecture, but it does not end there.

"Understanding why you became who you are is important," she says. "But there comes another question: Now that you know, who are you going to choose to become?"

That emphasis on choice and responsibility distinguishes her approach.

Sayan is concerned that a culture increasingly fluent in the language of trauma, triggers, boundaries and narcissism can sometimes confuse the ability to explain a pattern with the

ability to change one.

"Insight explains the pattern. Transformation interrupts it," she says. "The purpose of understanding your past is not to give it permanent authority over your future."

For Sayan, this perspective is personal as well as professional.

Born in Tehran, Sayan came to the United States as a teenager and built a new life while revolution, war and upheaval transformed the country and community she had left behind. Her experience living between cultures contributed to a lifelong interest in identity, belonging, resilience and the question of how human beings respond to circumstances they did not choose.

That experience also shaped one of the central principles of her work:

"Your past may explain you. It does not have to define you."

Today, Sayan applies that perspective to relationships, dating, marriage, infidelity, addiction, parenting, loneliness, leadership and the rapidly changing ways people connect with one another.

Sayan is particularly interested in the contradictions of modern relationships. People have unprecedented access to one another, yet loneliness remains pervasive. Dating apps offer seemingly endless choices, while many people struggle to choose and commit. Psychological language is more accessible than ever, yet knowing the vocabulary of healthy relationships does not necessarily make people better at creating them.

Technology is also introducing an entirely new question.

"We are becoming technologically sophisticated much faster than we are becoming emotionally sophisticated," Sayan says. "If technology becomes easier to talk to than another human being, we have to ask what that will eventually do to intimacy."

Relationships remain one of the clearest places, Sayan believes, to observe Human Architecture at work.

"People often think chemistry means they have found the right person," she says. "Chemistry tells you that someone activates something in you. It does not tell you whether the two of you can build a life together."

A Career Across Clinical Work, Media and Education

Sayan is a licensed marriage and family therapist, author, international speaker and founder and

CEO of [Embrace Growth](#).

Her professional background includes work in chemical dependency and addiction, program leadership at Pacific Hospital in Long Beach and Van Nuys Community Psychiatric Hospital, private practice and cofounding the Iranian Recovery Center in 2002 to expand culturally relevant recovery and mental health services within the Iranian community.

For decades, Sayan has also brought conversations once largely confined to the therapy room into television, radio and public education.

Sayan is the longtime host of Donyaye Eshgh (The Universe of Love) and a featured voice on KIRN AM 670. Fluent in English, Farsi and French, she has taught and conducted programs for audiences internationally.

Sayan is the author of two books in English and Farsi, including *Unfinished Business: Journey to the Heart of Recovery* and *Girl Talk: What Really Works With Men*.

Her media conversations range from why successful people can make disastrous romantic choices and why chemistry is not compatibility to infidelity, commitment, modern dating, therapy language, parenting, addiction, resilience, artificial intelligence and the future of human intimacy.

Beneath the different subjects is one consistent question:

What is actually influencing the choices people make: conscious decision making or inherited and learned architecture?

For Sayan, the answer is ultimately hopeful, but it also demands responsibility.

"I don't believe we are here simply to survive our histories," she says. "There comes a point when understanding what happened to us is done. Creating a life worthy of us is exhilarating. That is when an extraordinary life begins."

About Dr. Azita Sayan

Dr. Azita Sayan is a licensed marriage and family therapist, human transformation and relationship expert, author, international speaker, television and radio personality and founder and CEO of Embrace Growth. Drawing on nearly four decades of work across relationships, addiction recovery, family systems and human development, she created The Sayan Method™: Human Architecture for Extraordinary Living™, an integrated approach to identifying and transforming the patterns that influence how people love, choose, communicate and live.

Sayan is available for television, radio, podcast and print interviews on relationships and dating,

infidelity and commitment, family dynamics, addiction and recovery, resilience, modern therapy culture, artificial intelligence and human connection, and the psychology of personal transformation.

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