

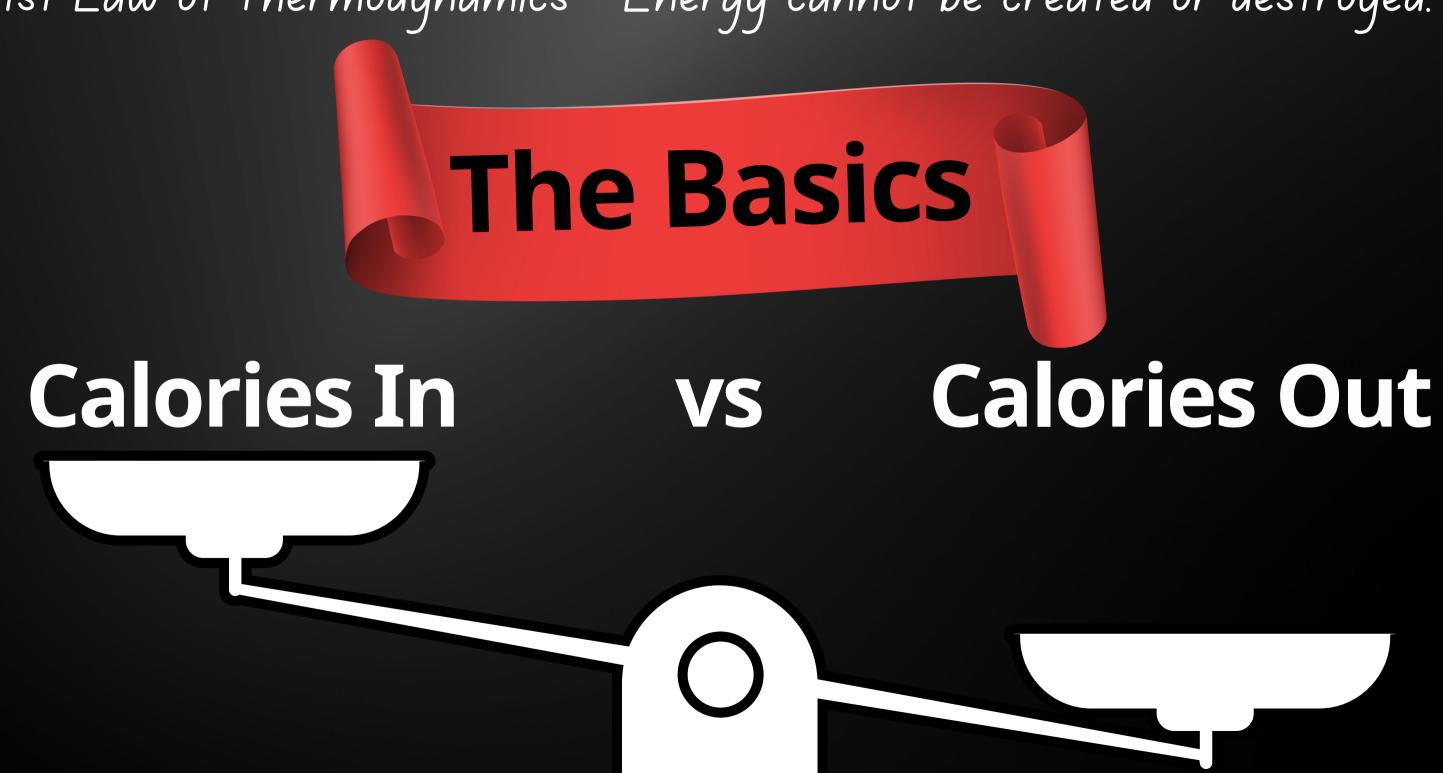






Energy Balance Equation

1st Law of Thermodynamics - Energy cannot be created or destroyed.



Energy Balance Equation

Calories In

VS

Calories Out

Protein Carbs Fats Alcohol

B.M.R

N.E.A.T

E.A.T

T.E.F

Calories = Energy

The energy needed to raise the temperature of 1 gram of water through 1°C

AKA - A measurement of energy content in food.



Identify Yourself...



If you are going through a fat loss phase, you will have less of an allowance to play with. Meaning, more awareness will be needed to control and enjoy this phase.

Lifestyle Muscle Gain Phase?

This is the easiest phase to manage during this period. You are already in a surplus of calories, with a big allowance to play with. The protocols will make this even easier for you.



Athlete: Extreme Goal/Deadline?

If you are an athlete or have a very close deadline/extreme goal. Some of these protocols will not suit you. You are more restricted, and you will need to work 1-1 with your coach to manage this correctly...

Management...

Macro: Pre-Planning

If you are entering the month knowing you have 'x' amount of events coming up, it's always better to pre-plan and factor these nights out or meals out in advance. Using the free meal method to build up a calorie allowance bank in advance. Allowing you to enjoy even more with no clean up.

Micro: Cleaning Up The Past

This is the management type we are forced to use when events are sprung on us last minute. If you are a lifestyle client, we encourage you to NEVER miss out on socials that you WANT to attend. We can always micro manage the past by changing our actions for the future to clean up the past.

Mindset & Action...



MINDSET: Accept Your Decision

We are about to take you through a ton of different approaches. You will always choose one of these, even if that means not making a decision at all... Whatever you choose, Simply accepting that decision will allow you to enjoy the moment even more and be present!

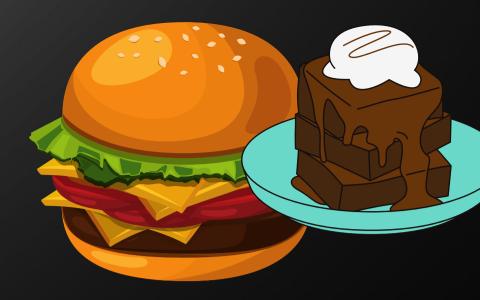
ACTION: The Changes You Make

The action simply means the changes we actually make to our original plan to put the chosen approach in place. This will come down to the changes in expenditure such as cardio/steps/training and of course the nutritional adjustments which could be macro or meal guide based...

The 'FREE MEAL' Approach

Identity: Lifestyle or Athlete

Management Type: Macro



Mindset

You have already pre-planned and factored these calories into your plan. It is actually on plan now for you to consume a larger amount of calories on the day of your event.

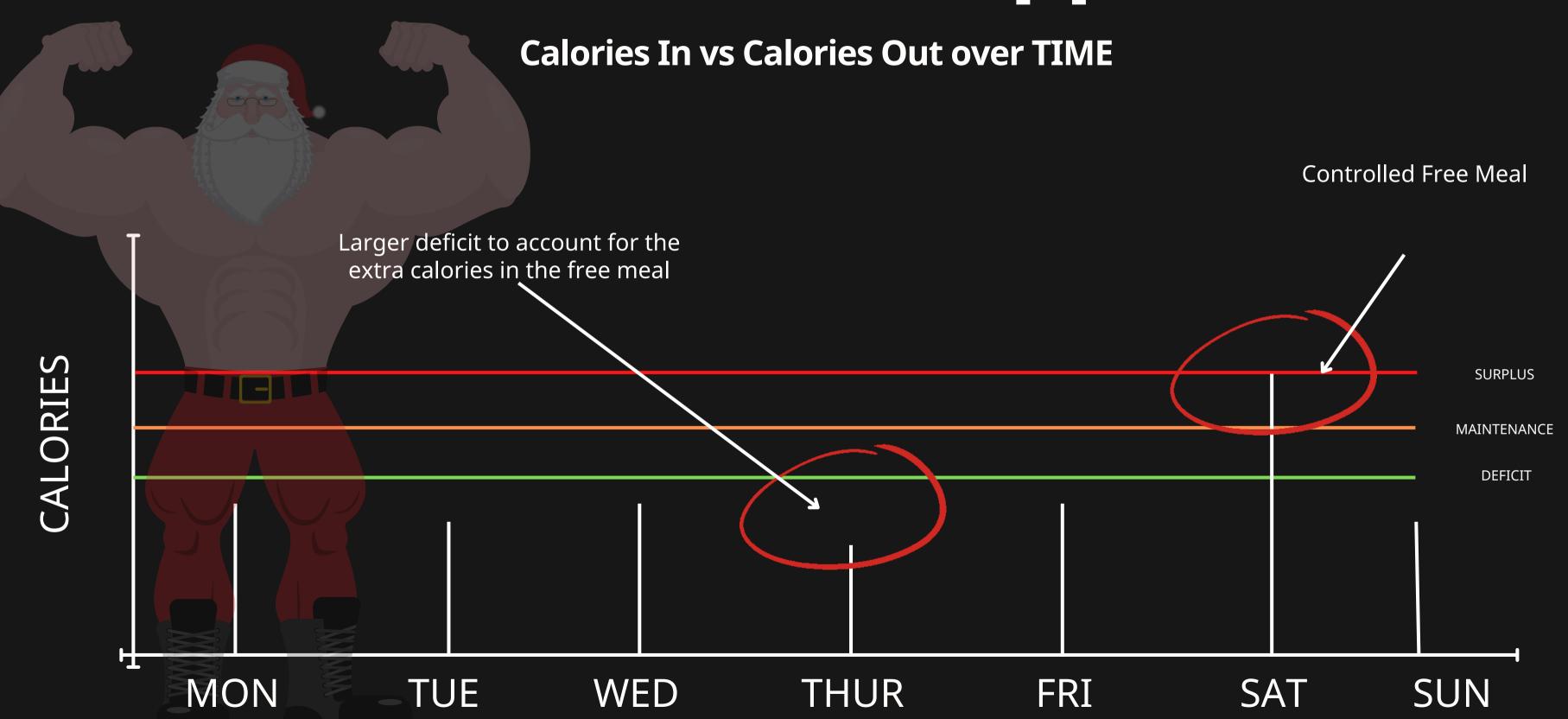
Action

Cut back calories over the course of the 'usual' days by the amount that results in the allowance you need. For example, a free meal need of 1,500kcals would require 6 days of restriction by 250kcals...

Why we would use this Approach?

We would use this approach for people that like to go out on a regular occasion. Pre planning this into the plan will allow us to accurately track and manage progress, as well as giving the client something to look forward too on a regular basis. A chance to enjoy good food or drink knowing it is technically included on your plan. It would actually be breaking the plan if you do not consume the free meal.

The 'FREE MEAL' Approach



The 'HOLIDAY' Approach

Identity: Lifestyle

Management Type: Micro



Mindset

You are managing on a daily basis. Accepting you are going to be more restricted in the day to allow for more calories later on. You have something to look forward too every night...

Action

This is when we restrict carb/calories throughout the day and just focus on protein/veg. This builds a nice allowance of calories to consume at night whether. Perfect for when on holiday so you can enjoy with freedom...

Why we would use this Approach?

We would usually use this approach for anyone on a holiday, especially if it is all inclusive! This allows the first two meals of the day (breakfast and lunch) to be mainly protein and veg. This actually allows the client to enjoy the day more, focussing less on food and actually feeling great with their top off. In the night, this is where people usually enjoy a good meal and drinks out. Now, with this approach, they have the bank of calories built up to do that guilt free... This is a great approach for the days surrounding christmas!

The 'WRITE OFF' Approach

Identity: Lifestyle Management Type: Micro

OFF

Mindset

You are accepting that the day is going to be a complete write off (Christmas Day) so you are giving yourself permission to enjoy it guilt free. You can enjoy it stress free knowing there wont be major punishment due to this approach!

Action

You do not track anything that day, you simply enjoy it for what it is and consume food and drink to to satisfy your needs. Micro Management will take care of this over the following days with changes to the plan based on the results. (Which are never as bad as we think)

Why we would use this Approach?

We would use this approach on Christmas Day, even when you know the event is coming up you want to enjoy it without worrying or feeling guilty. Events that we know are coming can be macro managed, but micro management will always be needed to taken care of the actual result. There will NEVER be extreme changes or punishment needed for a lifestyle client. We have an approach available on the following slides to take care of the festive period after it's over. For usual write off approaches, the data will be collected and we will adjust the plan accordingly.

The 'NIGHT OUT' Approach

Identity: Lifestyle

Management Type: Micro



Mindset

Accept that you have made the decision to drink alcohol. Just accepting you have made that choice alone, will allow you to switch off and enjoy it more.

Action

We continue the plan on the day as normal. No restricting calories to allow moore freedom at night. When alcahol is involved, we recommend treating the day as normal. Similar to the write off approach, we deal with the results on the following day.

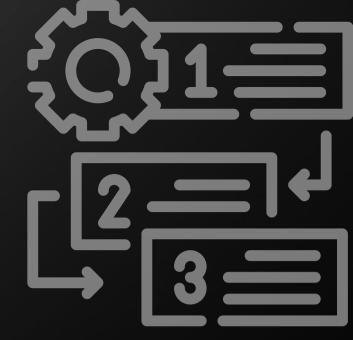
Why we would use this Approach?

This approach is best when alcohol is involved, simply because it's not just a case of balancing energy/calories. A lot of people want to use the holiday approach here, but restricting yourself during the day will lead to you getting in a much worse state, and cravings will lead to binging either on the night itself or the following day when the hangover is worsened due to the lack of food. Accept that you have chosen to drink and you will feel at least a little hungover, but make a promise to get up the next day and get straight back on routine. Then, micro manage the following week based off the results.

The 'BOUNCE BACK' Approach

Identity: Lifestyle/Athlete

Management Type: Macro/Micro



Mindset

You have just used one or many of the approaches on the previous slides. Now, you need to take the feedback on board from your body and take the necessary action

Action

The bounce back approach usually means creating a slight deficit for 7-10 days to shift all excess water weight/bloat with a little fat loss so you feel great again! Dependant on your body's reaction and results from the approaches used, you will need to make direct changes to your nutrition/training to suit your goal and deadline in place.

Why we would use this Approach?

A perfect example for when this usual bounce back approach of diving straight into a slight deficit to 'clean up' the past would be the week following the festive period. This will be a very easy transition back into a consistent program and more importantly get you feeling amazing again without feeling like you are being punished for enjoying a weeks break for example.





Do you have any other questions you would like to ask us?

This can be about anything...