

the VOICE



Volume 8, Issue 1

The fall is always an exciting time of year in our industry. As school and work start to ramp up, clients get serious about taking steps to recapture their health and we as practitioners reinvest in our skills and abilities.

This renewed energy is fed by large scale industry events such as the CHFA East Tradeshow. We were so pleased to see a record number of our members reach out for complimentary admission tickets, eager to see all of the latest food, products and services being offered. We are there every year wearing our CANNP shirts, to make contacts that can help our members be successful. It makes it really fun for us to see so many of you there. For you west coast folks, your turn will come along early in 2017.

Another powerful event this fall is the Integrative Healthcare Symposium. As we continue to look to the future of our industry, it is becoming clearer than ever that we need to strategically place ourselves in a healthcare system that is struggling and in need of change. This symposium is a fabulous opportunity for us to make connections that can help us position holistic nutritionists in a valuable niche for future business. It is key that we continue to be aware of the changing healthcare system and more than that, be part of any changes that will affect us down the road.

We are taking this challenge seriously enough to participate in the symposium so we can ask and answer questions from the CANNP booth.

As we move this initiative forward, we will keep you posted, as we always do, on our progress and how you can be involved.

Now that our industry is not so “fringy” any more and more people are attracted to holistic nutrition, it is helping us with our insurance industry challenge. We continue to pursue insurers to educate them about covering our services and progress is happening. Keep having your clients submit claims (even if it's not with one of our recognized insurers). We are being contacted regularly by companies checking to see if a claim was from an NNCP (and sometimes these inquiries are from companies other than those formally committed to us). If your clients' employers don't currently cover nutritional counselling, ask them to talk to the HR department and request that they consider getting nutritional coverage.

Together we can make great things happen!

Wendy Gibson, BA, RHN, NNCP
Executive Director, CANNP

Latest and Greatest

Stay on top of all that is new

We have added this feature to our home page that will make your search so much easier.

CANNP has a letter confirming that iA Financial Group is now covering the services of NNCPs (if Nutritional Counselling is included in the employers benefit package).

Refer to Association News page for details and what you can do to help keep the momentum going!



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Show Time

Every fall, CANNP taps on doors to get Members access to some of the better health-oriented shows across Canada.

The Toronto CHFA Tradeshow is definitely one of the shows that should not be missed for an introduction to a wide array of great health products. We attend every year to secure new items for your Welcome and Renewal packages and often run into some of our favourite supporters and Members. Members received free admission.

CANNP is participating at the Integrative Healthcare Symposium on October 14-15 in Toronto. Educating the mainstream professionals about what we can offer will be helpful for us all. Members received a 15% discount to attend.

Notification of upcoming offers are part of the eblasts that we send out 3-4 times a month. Watch for them.

Power Hours

Client Coaching Expert, Sandra Power, has arranged to offer CANNP Members an exclusive hour of client management assistance on the first Wednesday of every month.

Sandra has hosted several of these events already and they are fun and informative. Everyone seems to feel very comfortable to share ideas and discuss the issues that come across all of our desks at one time or another.

We appreciate Sandra's professional approach and hope that more Members will log on. Take note of your most challenging concerns and share them with the group when we meet next. You will be surprised what fabulous ideas come forward.

For details follow the link in the "Latest and Greatest" section of our website — and set your alarm for the next Power Hour.

Upgrading Supplement

CANNP is now accepting submissions for the next issue due out in November. To be considered for inclusion, the courses must be available between November 1 and May 1, 2017.

If you have a course that you would like to have considered for inclusion please provide the following information:

Title
Date, Time, Location
Instructor
Fee
Short Description
Contact Information

If you have written a book, please provide the following:

Title and Author
Copyright and Publisher
Cost
Short Description
Contact Information

Regretfully, we can no longer consider information in any other format. The deadline for this issue is October 20.

Congrats to IHN

We were honoured to be included on the guest list of the IHN 20th Anniversary Boat Cruise.

The IHN is one of our approved schools and a big supporter of what we are achieving at CANNP.

We wish them every success in the future and hope to continue to share in these milestones.

Galen's Watch

New editions of Galen's Watch are added to the website 4 times a year. A new one just went up on our site.

As a summary of current research from over 80 peer-reviewed journals, this publication is a great time-saver for any practitioner interested in staying in the know.

Member Checker

We have a new feature associated with our interactive website. Now insurers in particular can validate the Membership of NNCPs with a simple click of the mouse.

Since **access provides the insurer with your expiry date**, it is very important that Members renew on a timely basis. Otherwise, should your client submit a claim, it may be overlooked if you do not remain current in the CANNP system.

We are streamlining the entire process, making it as simple as possible for potential insurance companies.

Mentors Please

If you would like to provide a little time to help out someone new to the industry, please let us know. Remember, these new grads are where you were once and your expertise can be invaluable.

Please Note

CANNP is pleased to bring you many discounts and opportunities but encourage you to use your best judgement and discrimination when choosing to participate. We do not endorse programs; we simply make them available to you as a benefit of membership. We appreciate the generosity of all our supporters.

Content of this newsletter is for the purpose of sharing information only. Readers are encouraged to investigate all ideas, products and/or services before committing to them. CANNP will not be held responsible for any adverse consequences resulting from the use of any information in this newsletter.

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Insurance Challenge Update

Seems as though our efforts to make some noise are finally trickling through the insurance industry. iA Financial Group is now formally covering the services of our Members. Employers still need to indicate “nutritional counselling” as a desired benefit but this is another major step for our entire industry.

We have also had a number of dedicated Members step up with information about companies that wish to get coverage for the services of nutritionists. Some are reaching out to COOs and CEOs of corporations who can then put direct pressure on the insurance carriers. Some have been able to provide us with the contact information that we require to make our case.

We are waiting for the wheels to turn in several more companies that we have approached. In the meantime, we are hearing that some insurers, from time to time, who have rejected our overall case of coverage, are still covering individual claims.

The path to success is clearly not a straightforward one, so we continue to hit on all cylinders, from various angles, and we can clearly see that there is light at the end of the tunnel!

We Need Everyone On Board

Here is what you can do:

1. If you are due to renew, doing so on a timely basis will help us keep the insurance companies lists of qualifying Members current.
2. Instruct your clients to submit claims every single time — even if they are confident that they do not have coverage.
3. Suggest that your client speak with their employers directly about adding “nutritional counselling” to the company policy. We offer a letter on the website that clients can use for this purpose.
4. When you or your client do have contact with an insurer, please be sure to indicate CANNP and/or our logo so that it is clear that you are a part of the Association. Many of these companies are massive and connecting all the dots can be challenging.
5. Approach the decision makers of any corporation you are in contact with and determine what insurance company offers their coverage, and secure a contact name and email for us.

We welcome your input and creative suggestions regarding this ongoing process. Let us know about your successes also so that we can continue to build upon those.

Give Away

We have developed a checklist to share with clients. It is a simple form entitled “10 Healthy Tips Checklist.” It covers the basics of any protocol and will help your client stay on track. Remember, if your client is compliant he/she is more likely to be successful. And as important — if your client is successful, you will be too!

Available just for the asking. Send us a note at info@cannp.ca

Before September 30

Congratulations to all who joined or renewed during our special promotion which ended September 30.

Those who were timely, received a booklet entitled “Organizing Your Business — 30 Proven Tips.” Our friend Gretchen Rubin will tell you that “outer order contributes to inner calm.”

Many of the tips were from the *Paper Trail* which was focused on handling all the office paper — anyone going paperless??

Graphic Art Critique

We offered both a free critique for flyer/brochure and business card design again this summer. Both were very well received.

Watch weekly eblasts for the next offering and if there is something else that you would like to see the CANNP tackle, just let us know.

Health Benefits

We have connected with a very forward-thinking organization that understands the needs of those of us in the holistic world. Our contact, Benji Naiman, is very well versed in the desires of our professionals. He is more than happy to speak with you about the details of what you might want your policy to look like. We encourage you to call Benji with any questions or concerns, 416-545-5349 or email benjin@cpfg.com.

Other Stuff to Consider

Tag the Expert series is a great way for you to connect with people in the know.

Newsworthy provides 12 separate newsletter emails, each year, which you send from your address with your signature.

Never heard of *TrueView*? You will want to check this tool out — it is the answer we have been looking for.

Listen to Be Heard

If we were supposed to talk more than we listen, we would have two tongues and one ear. **Mark Twain**

As defined by Merriam-Webster, to listen is to pay attention to someone or something in order to hear what is being said, sung, played, etc. It is to hear what someone has said and to understand that it is serious, important or true. In other words, it is the ability to accurately receive and interpret messages as part of the communication process. Listening, unlike hearing, is a skill that requires focus and can be developed.



There are several types of listening.

Content Listening is the type required for studying. It is related to retention. It comes into play when you are seeking to determine and grasp the main ideas, and clarifications around that idea.

Empathic Listening is focused predominantly on the needs of the speaker, allowing the other person to release emotion. You let the speaker know that you care without passing judgement or offering advice.

Critical Listening is more judgemental, with a focus on determining the motives of the speaker. Once you understand what is being presented, you can determine whether you agree. You may question the content and validity of what is being presented.

Finally, there is **Active Listening**. As a practitioner, mastering this skill may become your key to success. Active listening is a combination of the above skills, coupled with the art of keeping silent. You attempt to understand the speaker's point of view, acknowledge emotions and provide feedback by posing questions and paraphrasing. Active listening works best when you engage all of your senses; when you lean in, nod your head and make encouraging noises.

Active listening takes practice but, like most other habits, can be achieved in less than 3 weeks.

Here are some key tips:

1. Ideally, listening to clients is a two-way conversation, but is most effective if you speak less than the client.
2. Focus on what you don't know — you already know the other things, particularly if you have an intake form or a *TrueView*

analysis. This will also allow you to use client time and dollars most effectively.

3. Listen with your eyes, but don't stare, which could make the client uncomfortable.
4. Non-verbal cues are so helpful. Much of what you need to know falls into this category. Look at posture, expression, body language. Listen for what is being left out. Inconsistencies can tell you a great deal. For example, someone may answer yes but be shaking their head no. Watch for that one — it happens a lot!
5. Verbal clues are present also — volume and tone can be revealing.
6. If you sense a feeling of discomfort after you have said something, backtrack and explore that statement. More explanation may be required or some reframing to better fit into the client's mindset or lifestyle.
7. Be present and in the moment — that means more than simply not paying attention to your phone or writing a to do list or doodling. It means setting a relaxing tone; trying not to jump ahead; keeping an open mind; and being responsive. If something pops into your head during the conversation, jot a brief note to refer to once it is your turn to speak.
8. It is so very important to keep your promises. If you say you are going to send the client a follow-up article or book title then do it! Actions speak louder than words and you will be communicating an important message about your commitment to the healing process of your client.

The most basic of all human needs is the need to understand and be understood. The best way to understand people is to listen to them.

Ralph G Nichols

Credit Cards

In addition to accepting your personal cheque by mail, an e-transfer, or a credit card payment through PayPal, CANNP can now accept your credit card by phone.

Our Members have been asking for this service — we have been listening.

To pay through the PayPal option, simply select the option saying you “do not have a PayPal account” and you are given the opportunity to use your credit card information securely.

Changes in the Industry

One of the things that we at CANNP have learned is that things are changing all the time. They are fluid and mostly exciting and progressive.

At CANNP we do our best to stay on top of all the balls we have in the air. Sometimes we need to seek counsel or clarification before we comment. Be assured, we will not knowingly publish statements that we have not researched or can back up. For example, we do not publish all the insurers that may cover the services of our Members, we only refer to those from whom we have written confirmation.

We appreciate Members who contact us with the industry information that crosses their desk. We will always take these matters seriously.

Heal the Healer

by Jane Durst Pulkys, NNCP, Author, and Life Coach

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Before you take on another client, let's pause for a moment and consider what we as nutritionists are doing. Working with clients and changing peoples lives — one individual at a time — by transforming physical and emotional wellbeing. What a gift it is to be doing this work.

Many of us have become practitioners because we ourselves have overcome health challenges. That is part of what makes us so empathic to the struggles of those who cross our threshold.

Maybe you are on the verge of beginning your career or perhaps you have been sharing your nutritional knowledge for a very long time. In every case, success is possible for you, but you have to take care. Every individual — even you — needs to have a healthy body and mind to achieve their goals.

Being a nutritionist is not for the weak-of-heart. You get thrown into the lives of people who see you as the ray of hope for a healthful life. Clients share much more than you ever expect. You listen to problems and issues day in and day out, year after year. After a time, despite the love and passion you feel for your work, the intensity can take a toll.

What about your health?

How's your stress level? Are you the forgotten one? How do we make sure we don't become the shoemaker whose children do not have any shoes?

With time, anyone who works hard at their career can begin to let important things slip. When this happens, one of the first things to go is often exercise, followed closely by dietary habits — out the window. Bottom line — we cannot help others if we don't nurture ourselves, both physically and mentally.

We must be the ones to set the example and display the vitality that our clients are so desperately seeking; to encourage the compliance that leads to success.

What are you doing to feed your heart and recharge your batteries? If we want to become the very best version of ourselves, we need to make the time to take care so that we can become that beacon of light.

We need to feel totally energized every day so that we can make a difference in the lives of others, as well as our own. That is what will ensure our endurance and lead to success.

Here are some tips

I have found to have made a profound affect of my own health:

1. Exercise every day....every day.
2. Eat VERY well.
3. Mediate daily.
4. Journal every day.
5. Take Fridays off!
6. Take 4 holidays a year even if it is just 2 days and even if you don't leave the backyard.
7. Organize your surroundings.
8. Love yourself.

Make a plan to take care of you, in order to take care of others. That's just part of your job.

Jane Durst-Pulkys specializes in Metabolic Balance weight management, holistic nutrition and education, live blood cell analysis, psychosomatic energetics — working with people from the inside out to literally transform their lives.

Start Without Stopping

Gretchen Rubin, author of the Happiness Project and Better than Before, thinks in the most remarkable way, producing options that are absolutely achievable in everyday life. Gretchen has given CANNP permission to share some of her extra cool approaches with our Members.

Gretchen has a lot to say about starting and potentially stopping a habit. It is the complex notion of while starting is hard, starting over is way more difficult and that once you stop, beginning again can be extremely challenging. Think about that for a moment and try to apply it to what you are asking your client to undertake.

Rubin claims that once you start down a path, it is in your best interest to not stop — don't take a break. Doing something daily is simpler than doing that same thing once a week or even four times a week. The more you do it, the more it becomes ingrained in your ordinary routine and everyday life.

One of the keys when applying this to work with a client, is to determine if the client is the kind of person who benefits from taking small steps or if the client responds better to diving right in. While small steps add up, sometimes people lose focus and motivation.

Any change in routine can trigger a stop and once the thought of stopping creeps in, you need to provide some strategies to offset that dangerous position. According to Rubin, "Stopping halts momentum, breeds guilt, makes us feel bad about losing ground, and worst of all, breaks the habit so that the need for decision-making returns — which demands energy, and often results in making a bad decision."

In order to not break the chain, for example, when someone is going to be on vacation and in a position to not eat as healthfully, she suggests changing the thought process. Consider not stopping but placing an x on those days when eating will be challenging but noting the continuation of the progress after the challenging time. The continuation day psychologically is not actually considered stopping. It lacks that finality. Alternatively, encourage clients to do at least some part of their eating routine, with some compromise — have a salad every day and a vegetable with dinner. Strengthening the chain from this point will be easier than from a dead stop.

Gretchen rightly points out that pursuing a habit that has no flashy or quick results is much harder than persisting with one offering immediate payback.

Nutritionist? Not in Alberta!

Contributed by Glenn Rumbell, B.A., LL.B./partner Ross Rumbell Professional Corporation/Director CANNP

You may have seen the press release from the College of Dietitians of Alberta. The title says it all: “Government of Alberta Reserves Title ‘Nutritionist’ For Regulated Health Professionals.”

As a CANNP member practicing in Alberta, what does this mean?

First it means just what it says. The province of Alberta has amended its regulations to reserve the use of the title ‘Nutritionist’ for registered Dietitians. After all your hard work to build value in ‘Nutritionist’ as a brand, so that the public associates it with a certain type of care, the College of Dietitians of Alberta effectively appropriates it for exclusive use by its members. This is frustrating and unfair stuff. But, frustration and fairness aside, on a practical level, if you have been following the recommendations of the CANNP concerning the use of titles in Alberta, this new development does not materially change the playing field.

Prior to this change the conjunctive title ‘Registered Nutritionist’ was already reserved for exclusive use by Dietitians. While this meant that anyone was technically free to use ‘Nutritionist’ as a separate title, the CANNP always recommended against doing so and suggested it should only be used, if at all, as part of a very different longer title. We took this position because it is also an offence in Alberta to wrongly imply membership in a regulated group, and we were concerned about the vagueness of this standard. It is for this reason that we made the title ‘Nutritional Therapist’ available in Alberta, rather than ‘Registered Nutritional Therapist’ which is used in other provinces. ‘Nutritional Therapist’ does not incorporate any of the restricted elements, yet still accurately represents the skills of our members to the public. It does not contravene the letter of the law and offers members a well-reasoned basis from which to defend an accusation of implying to be a Dietitian, should it ever be levied against them.

But, I am a lawyer, and as such I must also recognize that there is some vagueness in the law. After all, what does it mean to imply you are a Dietitian? What set of facts, other than a direct claim to be such, would give rise to such a charge? The problem with ‘implication’ is that it often stems more from what you don’t say than from what you do. For this reason, I must also recommend that Albertans consult with a local lawyer to make sure the professional title and marketing materials they use, even if offered by an association such as the CANNP, comply with all local legal requirements.

As for what’s next, I do believe this change reflects a continuing problem Nutritionists are going to face in Alberta and elsewhere. The regulatory structure is skewed in favour of the regulated health professions. As Nutritionists work to improve the health of their clients and inform the public about their skills, the public has come to associate nutritional health with the titles they use. Dietitians see this, then lobby the government to have the title added to their reserve list. Why? Because Dietitians believe they

are the only professionals who should be associated with providing dietary and nutritional advice. If you don’t believe me, here is another quote from the press release:

“Only members of the College of Dietitians of Alberta are permitted to use the word “Nutritionist” as part of a professional title. This will prohibit unqualified people and organizations from misleading the public, whether intentionally or inadvertently, into believing they’re receiving professional, evidence-based advice and care”.

What can be done? In the short term, not much. In the long term the solution lies in Nutritionists doing a better job of defining who they are and what makes them unique as a profession. They must promote the elements of their practice that differentiates them from Dietitians with the public and government. They must wear these distinctions as a badge of honour and reinforce their role in providing a different quality of nutritional service to the public. They must fight for their profession and the right to be recognized as legitimate health professionals. If they don’t, they may someday find that the fight over titles has become a fight over the right to practice at all.

The Differences in a Nutshell

Education - the first issue that the dietitian will point out. Dietitians indisputably spend more time in the classroom. University courses are much more science-based, gearing much of their study to conducting and interpreting food studies and research, global food-related problems, organizational aspects of institutional functioning, the intricacies of macro- and micro-nutrients, and dietary programs based on Canada’s Food Guide. CANNP-approved institutions instruct on conducting consultations with the use of symptomology and the incorporation of alternative modalities, building individualized programs and therapeutic dietary approaches, all within the fundamental understanding that everyone is unique in both circumstance and biochemistry.

Recognition - Dietitians are recognized and regulated. NNCPs must meet professional requirements in education, continued education and conduct themselves according to a Code of Ethics and other practice parameters, making the affiliation with CANNP a very important distinction. Regulation allows dietitians to work in government sectors while nutritionists concentrate more on the private sector. However, there is a price to pay for regulation, both financially and practically — check with your chiropractor!

Approach - Typical of the mainstream approach, focus is about chasing disease and reducing its symptoms. In the holistic world, the concentration is on preventing poor health or reestablishing good health, catching imbalances early, educating about what can be done to bring the body into balance. Holistic practitioners are guides encouraging clients to learn, so that they can be in control of their own wellbeing. Dietitians are “food-based” specialists, often found in hospital settings, providing dietary guidelines to patients once they have been diagnosed with an illness.

Science Catching Up

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Global news reported in May that Canadians might want to check the labels of skin and hair products for irritating ingredients. In particular, methylisothiazolinone and methylchloroisothiazolinone are highlighted, saying that since they stay on the skin or scalp, they can cause rashes and allergic reaction and may have a cumulative effect. Health Canada says products containing both ingredients are expected to be off the shelves by the new year.

<http://globalnews.ca/news/2695283/check-skin-hair-products-for-potentially-risky-preservatives-health-canada-says/>

To the client who says fruits and vegetables are mostly water — there is news. Cucumbers, 96% water and lacking in vitamins and minerals, have been found to be a powerful cancer- and disease-fighting machine. Cucumbers seem to be anti-everything bad — anti-inflammatory, antioxidant, antibacterial, anti-fungal and on it goes.

The cucurbitacins in cucumbers inhibit the growth of pancreatic cancer cells by about 80% according to a study published in the *Journal of Cancer Research*. As well, the lignans in cucumbers are associated with reduced risk of cardiovascular disease as well as other cancers according to a 2010 study published in the *Nutrition, Metabolism and Cardiovascular Diseases*. And even that 96% water issue has made the news making cucumbers an ideal vehicle for hydration.

Cucumbers contain bioactive compounds that help fight cancer, heart disease, and more by Amy Goodrich, August 2016, Naturalnews.com

After 50 years of being duped into believing that saturated fat was the cause of cardiovascular issues and other nasty health ramifications, the research is finally showing that indeed, that is just not the case, Alexandra Sifferlin reports in Time Magazine in June 2016, “*The Case for Eating Butter Just Got Stronger*.” A new study analyzed 9 papers and included more than 600,000 individuals. The conclusion was that consuming butter is not linked to higher risk of heart disease and may actually be somewhat protective against type 2 diabetes. The author of the study, Dr. Dariush Mozaffarian of Tufts University, goes as far as to say that “cutting back on fat, even saturated fat may be doing more harm than good.” Dr. David Ludwig, a Harvard Professor is quoted as saying, “Saturated fat was considered dietary public enemy number one ...there’s been research and commentary suggesting that this focus is misguided.” Take that margarine!

The Case for Eating Butter Just Got Stronger, Time Magazine, June 2016, by Alexandra Sifferlin

Iridology Intro & Practice Session Webinars Especially for Nutritionists & Herbalists - FREE

On Oct 18 and Nov 1 from 6:00 – 7:00 PM MTN with Judith Cobb
How would your practice change if you could do away with lengthy intake forms and still do the deepest, most accurate wellness assessment ever?
How would you like to create programs that get results AND keep your clients coming back for more, year after year? Integrated Comprehensive Iridology can help you achieve that. See how, as we assess a different set of irides every 2 weeks in these live webinars.

Info and Registration at: <http://iridology.education/welcome>

Phone: 403-850-5503

Email: judith@cobblestonehealth.com

www. Wild, Wacky, Wonderful

<https://www.caloriecount.com>

Even if you don’t believe in calorie counting or want clients to count calories, this site is of tremendous value. For every food available, including name brands, you can pull up the nutrient values. Every item is given a “grade” and each is given a chart of health pros and cons. As well, the good and bad points are highlighted in layman’s terms. This is a tool that can be very valuable for the reluctant client who may not understand the value, or lack of value, of the food he/she ingests.

<http://www.today.com/health>

Sounds funny right? But, the *Today Show* highlights the health topics that everyone is talking about. They have a lot of show summaries on the site. If you are meeting with a client, expect them to come to you to verify what they are hearing in the media. Even if you don’t agree with what is being reported, you need to be aware and if necessary, put your own spin on the information, especially if it is in keeping with the direction the client is headed.

<http://everydayroots.com>

The goal of this site and its author Claire, is to spread knowledge about natural and home remedies to the general public, without making the claim that all of them work for everybody. The time is right for this kind of site as the public and your clients are seeking answers different than what they hear from the mainstream sources. It is a well organized and efficient site with loads of information for like-minded people. Claire’s approach is toward seeking the natural approach to everyday issues and concerns. Her writing is light-hearted and easy to follow, making it an ideal place to send your clients for collaborative thinking.

Power Hour Recap

Contributed by Sandra Power, CANNP Client Coaching Expert | www.healthcoachsuccesshub.com

The last “Power Hour” via Zoom was held in early July and if you were able to attend live or watch the replay, you’ll know that we had a great discussion about client compliance, including some wonderful ideas about how we could help our clients better stick with their plans.

Did you miss it? Here’s a quick recap of what we discussed...

Our Job: To lead, guide and educate

It is true that your clients are embarking on a journey with you — and very often it can become one of mutual growth. It’s important, however, to always remember that your clients are looking to you to take the lead and to guide them on their path. This can mean holding firm with them when they are making excuses and knowing how often you need to see them to help them stick with their plan. Don’t be afraid to schedule follow-ups and to remind them that their long-term success may not happen overnight.

Client Plans: How much info is too much info?

As with most things in life, the real answer is: It depends. Where is your client starting from? What do they need help with? Are they mostly healthy or really toxic? What’s motivating them to come see you and start on this journey?

All of these factors will come into play when it comes time to put together your client’s plan. A good rule of thumb is this: Keep it simple.

Start by explaining your long-term approach with your client so that they can better understand what lies ahead of them and anticipate the next steps. However, when it comes to giving them specifics to work on, don’t give them too much to do all at once. Start slowly and build on each step. By presenting them with smaller tasks, a bit at a time, it will be easier for them to stay motivated in the long term.

Tips & Tools for Working with Clients

Client Journals: The best tip of the night

came from Jill Hillhouse! At the first appointment she has her clients bring a journal with them and she has them use this at each appointment to take notes as well as record their food intake (which she then colour codes for them to show protein, carb and fruit/veg intake, etc). What a great way to get clients involved and track their progress over time! You may even think about getting some branded notebooks made for new clients.

Coaching agreements: It can be hard to navigate follow-up appointments, last-minute cancellations, refund policies, etc. Many life coaches use coaching agreements with their clients which outline the terms and conditions of how they will work together, including a time frame for appointments (e.g., 6 appointments in a 3-month period).

Agreements like this make everything crystal clear for both you and your client so there are no misunderstandings along the way. Perhaps it’s time to incorporate something like this in your own practice if you’re not doing it already?

Permission & check-ins: A great way to get your clients on board with your recommendations is to request their permission and buy-in to the plan. Nobody likes to be told what to do and we all feel more empowered if we are invested in both the process AND the outcome. Be sure to check in with clients regularly to keep them motivated, answer any questions and remind them of their next appointment.

What motivates your client? (Because it’s not always about the money): I was in a business mastermind group and despite paying a healthy chunk of cash to be in it, I wasn’t always motivated to get everything done that needed to be done. What worked to keep the motivation up? Turns out that for me, I work best if I’m facing a consequence of inaction. For example, I chose to make my consequence for not completing all my action items be a donation to Donald Trump’s campaign. I can assure you that I

never made a donation throughout the 3-month program! Find out whether your clients respond best to consequences or rewards and build them in at regular intervals to mark key milestones.

Group support: It’s human nature to want to feel supported. If your clients feel alone, everything will also feel more difficult. Find a way to provide your clients with group support, when possible. This can be as simple as starting up a private Facebook group for your clients where they can connect with — and support — each other.

Join us next time!

CANNP “Power Hours” are held monthly (online, via Zoom) for active CANNP members. Email info@cannp.ca to find out when the next one is scheduled for and to register.

Sandra Power is a holistic health consultant based in Montreal, QC. She helps her clients to reduce both physical and emotional stress in the mind-body for better health and coaches other practitioners so that they can develop thriving and sustainable businesses doing what they love. For more info and free resources visit healthcoachsuccesshub.com

Important Legal Notice — Alberta

Section 128 of the Health Professions Act makes it an offence to wrongly use a title that is reserved for members of a Regulated Health Profession, to falsely imply you are a member of a Regulated Health Profession, or to use “registered” or “regulated” when you are not a member of a Regulated Health Profession. Schedule 23 of the Health Professions Act reserves the title “Nutritionist” (among others) for use by members of The College of Dietitians and may not be used by anyone who is not a member of this college in Alberta. The unlawful use of a professional title can result in a fine of up to \$2,000 for a first offence.