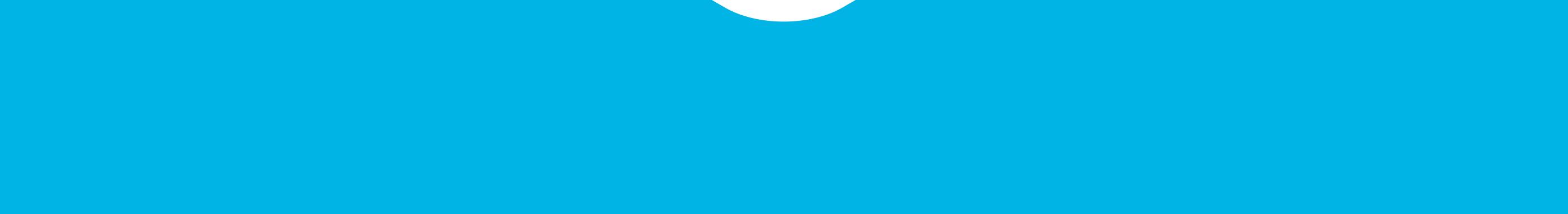


Men's

Coaching

Curriculum





Precision Nutrition's ProCoach™ Men's Coaching Curriculum | Why a Curriculum?

WHY A CURRICULUM?

Many people ask us:

# You do coaching online? That's, like, an app, right?

Or:

Why would I sign up with you guys when I can get all that information online already?

Or:

How is this different from some of the other habit-based programs?

Here's what we tell them, and what you can tell your own clients.

# IT'S MORE THAN JUST AN APP.

We *have* put a lot of time and effort into making clients' online experience as smooth and easy as it can be.

But this is more than just an app. This is technology + skill-building + real coaching.

# IT'S MORE THAN JUST INFORMATION.

Sure, there's a ton of information out there. That's the problem.

There's so much information.

It all seems to conflict. It's not organized. And people don't know where to start or what to do with it.

Trying to change your habits and lifestyle with just "information" is like learning to do your own surgery or fly a plane simply by surfing blogs. Not a great idea.



**Precision Nutrition's ProCoach™** Men's Coaching Curriculum **Why a Curriculum?** 

WHY A CURRICULUM?

Plus, in our experience:

# People almost never change just because they get "information".

After all... we all know smoking is bad, getting lots of sleep is good, and we should all wear our seatbelts, right?

So how come everyone isn't a well-rested, seatbelt-wearing nonsmoker?

# IT'S MORE THAN JUST HABIT-BASED.

If you've ever tried a habit-based program or app, you've probably quickly gotten stuck with questions:

- Which habits?
- In what order?
- How should you do the habits?
- What if this habit is too hard or easy?
- Why can't you do four habits at once?

And so on.

# Habit-based coaching in general is a great start, and it's a great approach.

### But it's not a plan.

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**Precision Nutrition's ProCoach™** Men's Coaching Curriculum **How the curriculum works** 

# HOW THE CURRICULUM WORKS.

# To get the basic idea of how it works, ask yourself:

# "If I had a year to change someone's life and health habits... and I could 'see' them every day online... how would I do it?"

The curriculum is approximately a year-long program, divided into 2-week habit blocks.



**Clients log in to a personal home page (**called a "Today" page, because it tells them what to do today).

Clients get a lesson to read.

**Clients get a habit** — a small task to do.

**EVERY WEEK** 

**Clients measure and record their progress.** This can be body measurements or other indicators that they want to track (such as energy levels or adherence to an exercise routine).



# Clients get a new habit to try and practice.

# **EVERY MONTH:**

# Clients upload a photo as part of their progress tracking.



# THE ENTIRE CURRICULUM OUTLINED.

# Want to see the entire curriculum at a glance? here it is:

#### WEEK HABIT LESSON

#### PROGRESS

#### SURVEYS

WORKSHOP

Tell us about yourself (Client intake) How to use the coaching platform How we coach and why

How to measure progress

\_ Workshop #1

Make time for PN Coaching

Make time

Coaching

for PN

Eat

slowly

Prepare for liftoff Your "Owner's Manual" Ready, willing, and able The 5 Whys Your destination postcard

Share your progress (Weight, Girth, Photos, first measurement)

Share your progress Your week in review

#### Now, for something different Find your level PN Coaching's most wanted Running from the bear The 5 chapters of PN Coaching No Lesson Your week in review

Quick question: What's your outlook?

Eat Slowly Slow down for satisfaction

0

3

How to gain weight fast In praise of slowness Consciousness raisin Share your progress Your week in review

Share your progress (Weight, Girth)

Mon 📕 Tues 📕 Wed 📕 Thur 📕 Fri 📕 Sat 📕 Sun

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WEEK	ΗΑΒΙΤ	LESSON	PROGRESS	SURVEYS	WORKSHOP
4	Eat Slowly	Outcomes vs behaviors Notice and name PNers do it slowly Are we there yet? Fireside chat with Dr. Berardi No Lesson			Workshop #2

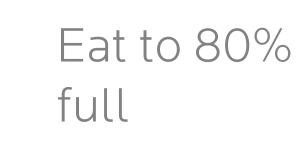
#### Your week in review

# How to eat to 80% full Play the hunger game How hungry are you... really? Hunger signals... or hunger noise? Break the food chain Share your progress Your week in review

Share your progress (Weight, Girth, Photos)

#### Quick question: How are YOU doing?

You may experience slight discomfort Difficult-difficult, difficult-easy



Eat to 80%

full

Nothing to fear but fear itself Hunger is not an emergency Waiting for marshmallows No Lesson Your week in review

Ate lean protein with every meal Differentiation Making Can yo Truth of Protein

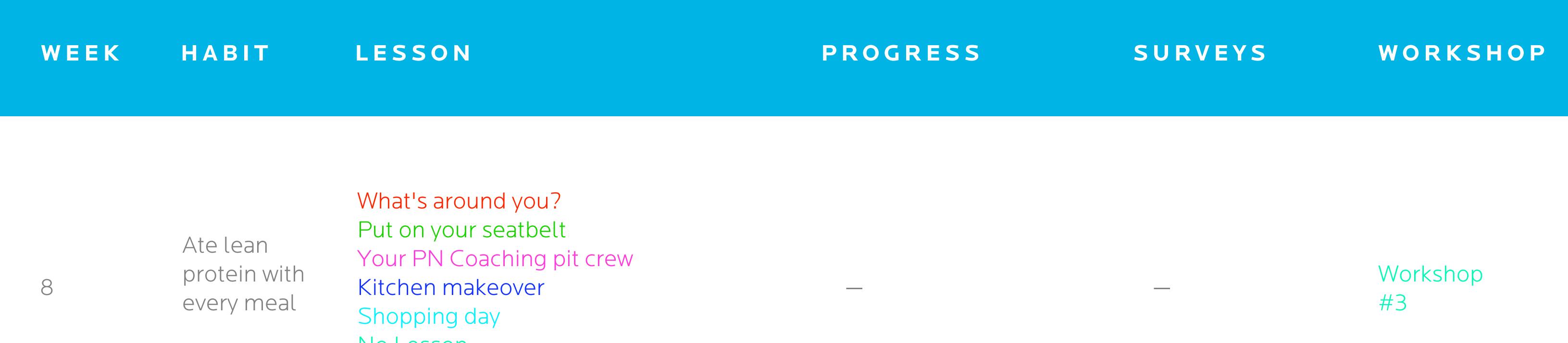
How to get your daily protein Making protein work for you Can you get protein from plants? Truth or dairy Protein powder and tasty super shakes Share your progress Your week in review

Share your progress (Weight, Girth)

Quick question: How are WE doing?







No Lesson Your week in review

# How to Get Your ColorsJust Add VegetablesAte at leastHow To Prep and Cook Your Veggiesfive serviingsof colorfulGreens Supplements and Powderedvegetables /VeggiesfruitShare your progressYour week in review

Share your progress (Weight, Girth, Photos) —

five serviingsWho's Your Farmer?of colorfulPN Coaching Movie Nightvegetables /Are You Over-Processing Your Fitness?fruitNo LessonYour week in review

Fuel up with smart carbsMake smartcarb choicesFuel up with smart carbsThe carb continuumA fab five of smart carbsCarb cooking skillsDial-a-carbShare your progress

Your week in review

Share your progress (Weight, Girth) —

10







No Lesson Your week in review

How to get healthy fats How To Prep & Use Healthy Fats What Makes Fats Healthy? The Benefits of Omega-3s Cooking with Healthy Fats Share your progress Your week in review

Share your progress (Weight, Girth, Photos)

Quick question: How are YOU doing?

Be Your Own Experiment Feedback, Not Failure How to "Listen To Your Body" Experiment Day: Snapshot What Is Your Body Saying? No Lesson Weekly Review & Ritual

14

Ate healthy fats

Planned

meals

PN-friendly

Ate healthy

fats

How to get your daily protein
The Evolution of Eating
Kitchen Essentials Keep Meals
PN-Friendly
How To Eat Healthy Meals At
Restaurants
Exercise for the Travelin' Man
Share your progress
Weekly Review & Ritual

Share your progress (Weight, Girth) —





WE	ΕΚ	ΗΑΒΙΤ	LESSON	PROGRESS	SURVEYS	WORKSHOP
16		Planned PN-friendly meals	The Grind: Motivation Reboot The 3 Ss Who's On Your Team? Nothing Succeeds Like Success Pull the Trigger No Lesson			Workshop #5

#### Your week in review

Recorded your intake Just Collect Data Why Keep A Food Journal? Go Ahead, Make My Mistake Don't Count On Calories What Else To Track In Your Food Journal Share your progress Your week in review

Share your progress (Weight, Girth, Photos) Quick question: How are YOU doing?

\_\_\_\_\_

Consistency Before Complaints What To Look For In Your Food Journal Try a Sample

Recorded your intake How Food Feels Put Your Coach Hat On No Lesson

Your week in review

From 100 to 0: Your sleep ritual<br/>Sleep more = Get Fitter, Be SmarterCreated &11 Tips For A Great Night's Sleepused a sleepWhen Sleep Rituals Aren't Enough<br/>Sleep Supplements to Try<br/>Share your progress<br/>Weekly Review & Ritual

Share your progress (Weight, Girth)

Quick question: How are WE doing?





WEE	K HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
20	Created & used a sleep ritual	Mindset Matters Off to Mental Ninja Camp Are You Meaner Than A Hurricane? Chill Out The 3Rs No Lesson			Workshop #6

#### Your week in review

Think Before You Drink Drinks Should Earn Their Rent Tea or Coffee? How Much Should You Drink? Another Kind of Drinking Challenge Share your progress Your week in review

Share your progress (Weight, Girth, Photos)

Quick question: How are YOU doing?

Can You See Me Now? Clear the Clutter Say Goodbye To The Old Guy Choose Your Own Adventure Keepin' It Real No Lesson

Drank only calorie-free beverages

Drank only

calorie-free

beverages

Your week in review

Midterm Exam Play Time The Photo Shoot Eat What You Want Day Took a break Gut Check

> Share your progress Your week in review

Share your progress (Weight, Girth) 





WEEK	ΗΑΒΙΤ	LESSON	PROGRESS	SURVEYS	WORKSHOP
24	Used targeted recovery strategy	How to chase recovery Good Stress, Bad Stress What Is Recovery? The Body's Building Blocks Fill Your Body's Bank Account No Lesson		Quick question: What's your outlook?	Workshop #7

#### Your week in review

Supplements Are Supplements Mowing the Lawn With Your House On Fire targeted Workout Boosters What's In That Bottle? recovery Supplements That Work Share your progress Your week in review

#### Share your progress (Weight, Girth, Photos) \_\_\_\_\_

How to play the whole foods game What counts as a whole food? Why are whole foods good?

Used

strategy

Ate only How healthy are healthy foods? whole foods Old school whole foods No Lesson

Your week in review

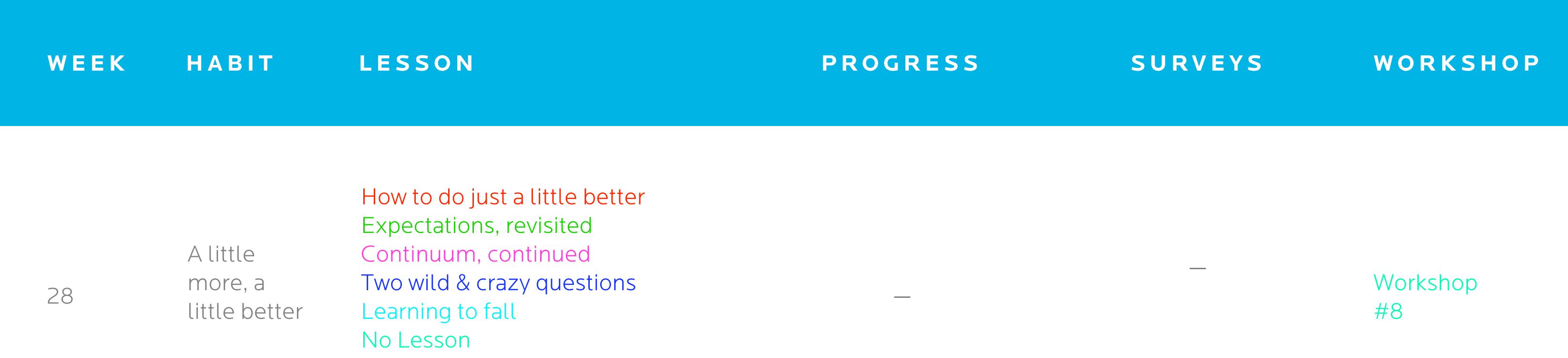
Ch-Ch-Ch-Changes Fearless leaders Highs and low Obstacle course Seeing is believing Share your progress Your week in review

Share your progress (Weight, Girth) \_\_\_\_

Ate only whole foods







#### Your week in review

#### DAIJA view Is there an elephant in the house? Talkin' about my motivation Spring clean for success Improves your moves Share your progress Your week in review

Share your progress (Weight, Girth, Photos)

#### Quick question: How are YOU doing?

Play the protein and plant game Brush up and branch out Are you a nutcase?

Alittle

more, a

little better

Protein &

colorful plants with each meal No Lesson

Your week in review

	Evaulate and individualize
	Go primal
Protein &	Your owner's manual
colorful	Ancestral diet day
plants with	What's your (exercise) type?
each meal	Share your progress
	Your week in review

Share your progress (Weight, Girth)

Quick question: How are WE doing?





WEEK	<b>ΗΑΒΙΤ</b>	LESSON	PROGRESS	SURVEYS	WORKSHOP
32	Practice 80% full	The next level of an essential habit The discomfort zone Superfoods Experiment Day: Low fat or low carb day Working up an appetite No Lesson			Workshop #9

Your week in review

The hunger Constant craving Good reads Fasting Day Help fight hunger Share your progress Your week in review

#### Share your progress (Weight, Girth, Photos) —

Tune in to tune up your body Who's driving? What's your function?

mind-body Kno scan

Practice

80% full

Do a

Doa

scan

mind-body

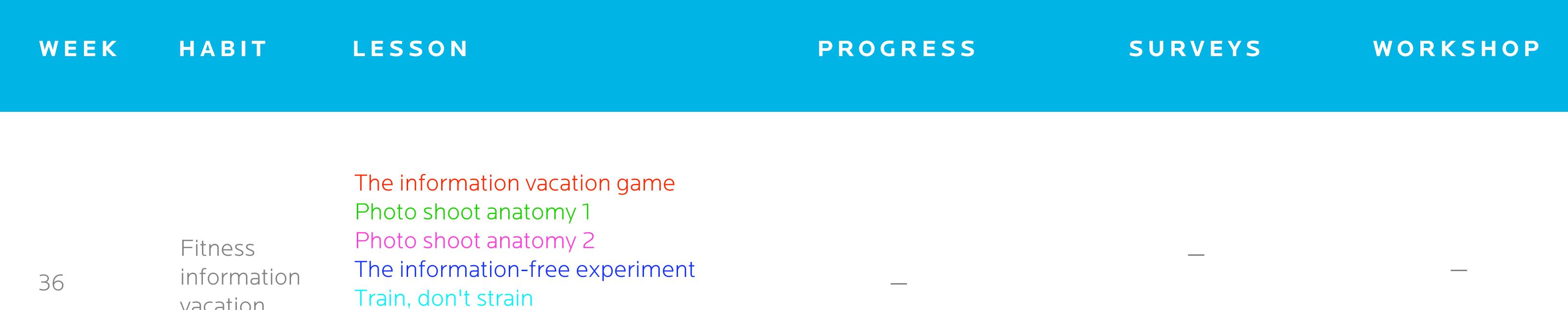
Know yourself Self-scanning while squatting No Lesson Your week in review

The 4 horsemen of eating issues
When working hard is hardly
working
Your schedule doesn't lie
Food and relationships
Kummerspeck
Share your progress
Your week in review

Share your progress (Weight, Girth)







vacation

Fitness

vacation

information

20 minutes

#### Your week in review

No Lesson

Nature calls Second verse, same as the first The urban jungle The no-contact challenge Go ape Share your progress Your week in review

Share your progress (Weight, Girth, Photos)

Quick question: How are YOU doing?

37

# Find your oasis

How to meditate (without the woo-woo) Time bandits, time warriors

Of de-stressing

The unistasker

Dump your distractors No Lesson Your week in review

Workshop #10

	The mirror Keep the hormones humming	
	Reep the normones nurning	
20 minutes	That's amore	Share you
of	Saying difficult things (SDT)	(Weight, C
de-stressing	Appreciation Day	
	Share your progress	
	Your week in review	

ur progress Girth)





WEEK	ΗΑΒΙΤ	LESSON	PROGRESS	SURVEYS	WORKSHOP
40	Create & practice your fitness	Start writing your fitness story Unfit person, fit person Find the fit person Do less Now and zen No Lesson			

	Come inside for dinner Hand over the feather
Create &	Stuck in the middle with you
practice	It just got real
your	Dream warrior
fitness	Share your progress
mission	Your week in review

#### Share your progress (Weight, Girth, Photos) —

How to choose your own adventure Keep the goal the goal Come out of the closet

Picked your own habit Bouncing back No Lesson

Your week in review

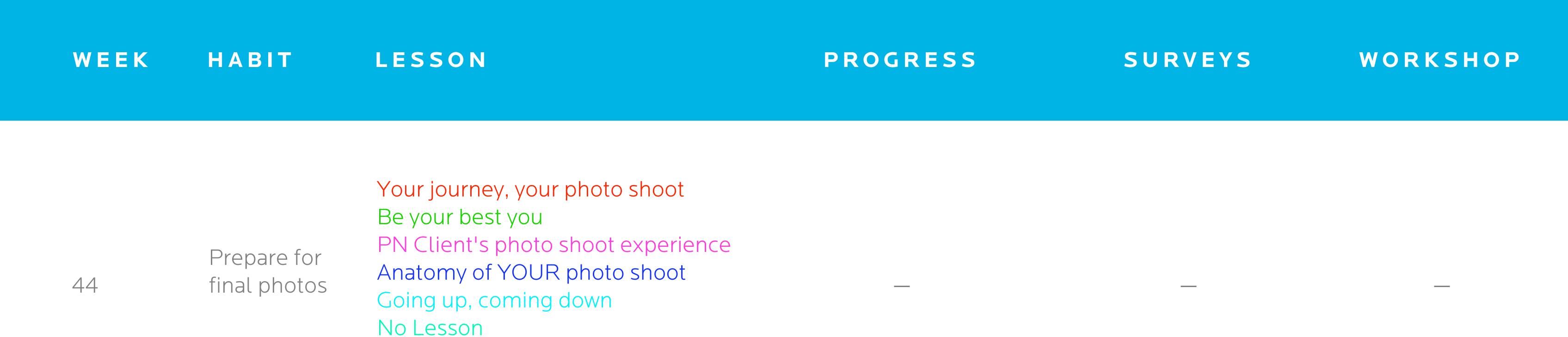
Workshop #11

# Help wanted<br/>BFFFs (Best fitness friends<br/>forever)Picked your<br/>own habitBFFFs (Best fitness friends<br/>forever)Who's your farmer? (Again)<br/>Get your head right<br/>Get it togetherSha<br/>(We<br/>Get it together

Share your progress Your week in review Share your progress (Weight, Girth) Quick question: How are WE doing?







#### Your week in review

State of the union What do you see? What do you say? Dream it, do it Photo shoot: 1 day out Share your progress Your week in review

Share your progress (Weight, Girth, Photos)

Quick question: How are YOU doing?

45

Let's get this party started Give thanks The denoument

Celebrate your

progress

your

progress

Prepare for

final photos

The shoulds No failure; only feedback No Lesson Your week in review

Workshop #12

After enlightenment, the laundry Maintenance road How low can you go? Celebrate The feast challenge The tightrope Share your progress Your week in review

Share your progress (Weight, Girth)

47





WEEK	Η Α ΒΙΤ	LESSON	PROGRESS	SURVEYS	WORKSHOP
48	Pay it forward	Help others, help yourself get healthy Dear Newbie Joy division Meal of Meaning challenge More fit friends No Lesson		Quick question: What's your outlook?	

#### Your week in review

1 week from retirement Don't dwell; do What would you do? The Perfect Day challenge Give back Share your progress Your week in review

Share your progress (Weight, Girth, Photos) \_\_\_\_

#### The station

Pay it

Pay it

forward

forward

50

The logistics of leaving PN Coaching Your exit strategy Getting your wings The secret to PN Coaching, revealed

Workshop \_\_\_\_\_ #13





**Precision Nutrition's ProCoach™** Men's Coaching Curriculum **Some Additional Notes** 

SOME ADDITIONAL NOTES.

At first glance, the order of the habits might seem a bit random.

However, each habit (or practice) is carefully placed in a particular sequence.

# HABITS AND LESSONS ARE CUMULATIVE AND COHERENT.

Each habit / lesson builds the skills for future habits / lessons. Later habits and lessons return to themes and ideas from earlier ones. Everything is connected to everything else in a logical progression.

# For instance:

Week 4: Notice and Name lesson (the importance and basic process of self-observation and self-awareness)

leads to:

Week 14: Experiment Day: Snapshot lesson — a very simple self-tracking exercise that looks at a few items throughout the day (energy levels, mental state, mood)

which leads to:

Week 17: Record What You Eat habit



## Week 29: Tune Up & Troubleshoot lesson (analyzing patterns in habits)

# Week 35: Your Schedule Doesn't Lie lesson (keeping a time diary)



**Precision Nutrition's ProCoach™** Men's Coaching Curriculum | **Some Additional Notes** 

Week 38: Time Bandits, Time Warriors lesson (reviewing time use and what it says about priorities)

And so on.

# "ANCHOR HABITS" COME FIRST.

"Anchor habits" are things you can do anytime, anywhere. They're foundational behaviors.

For example, for fat loss, weight loss, or body recomposition, the two anchor habits are "eat slowly" and "eat to 80% full". These trump all other habits.

When clients get stuck or overwhelmed with new habits, they can simply return to these "anchor habits".

# CONCRETE, PRACTICAL, PRESCRIPTIVE HABITS COME FIRST.

"Do X in Y way" habits come first.

We tell clients what to do and how to do it for the first several months. This gives them a clear structure and a system, and removes uncertainty.

While clients can still customize all habits to their needs and nutritional levels, early habits focus on clear, unambiguous basics.

Then, we start loosening the reins, allowing more open-ended habits and interpretations of them.

For example:

- Early, concrete habit: Eat 5 servings of colorful fruits and vegetables each day
- Somewhat more open-ended habit midway through: Use a targeted recovery strategy
- Completely open-ended habit near the end of the program: Pay it forward

## WE MIX UP "HARD" AND "EASY" HABITS.

Not all clients will struggle with the same habits. However, some habits tend to be harder than others.

We carefully dole out "hard" and "easy" habits so that clients aren't constantly asked to do difficult things.



**Precision Nutrition's ProCoach™** Men's Coaching Curriculum | **Some additional notes.** 

# WE MIX UP "NEW STUFF" AND "REVIEW / CONSOLIDATION" HABITS.

For example:

Habit: Eat whole foods only (a "stretch" habit, fairly difficult, requires learning new things)

followed by:

Habit: A little more, a little better (relaxing the control, scaling back expectations, allowing

client to choose the next actions and simply improve slightly on what is familiar)

# SOME HABITS ARE "STRETCH HABITS" OR "EXPERIMENT HABITS" RATHER THAN "FOREVER" HABITS.

Some habits are presented as "things to try" for 2 weeks, rather than "you should always do these as specified, forever".

For example:

- Eat only / mostly whole foods
- Drink only / mostly calorie-free beverages

# The idea here is for clients to:

- Try something that pushes their boundaries for 2 weeks.
- Expand their skills and repertoire while doing so.
- See what they learn and discover about themselves and what they like, need, and/or want through this process of experimenting.
- Add this information and insight to the Owner's Manual.

At the end of the 2 week "play period":

- Clients decide what was most interesting, valuable, and useful for them.
- They decide what pieces of that habit to keep.

Stretch habits in particular are great opportunities for coaching and collaboration:

- For Level 1 clients, stretch habits simply get them outside their comfort zone, trying new things.
- For Level 2 clients, stretch habits encourage them to "up their game", improve their

#### execution and/or variety, and refine their skills.



**Precision Nutrition's ProCoach™** Men's Coaching Curriculum **Curriculum Summary** 

CURRICULUM SUMMARY.

There you have it, the ProCoach curriculum.

It helps to think of it as an evidence-based framework that's standardized, allowing for significant customizing on the client side (and coach side) of the program.

As mentioned, the whole thing is geared toward helping clients do what we call "Build Your Owner's Manual".

Through the habits, lessons, and assignments, we ask the to track their progress, gather data, and reflect on thought exercises.

They do this to write their unique and personal "Owner's Manual" — a collection of information and analysis about their lives, bodies, needs, wants, and real-life-tested

# This process helps them:

- **Take responsibility for themselves** their thoughts, their beliefs, their stories, their environments, and most importantly, their behaviors. (No more coach-blaming or "This diet / workout plan didn't work for me!")
- Feel empowered by and invested in the idea that they now have a set of "handling instructions for their bodies". (No more "one-size-fits all" programs.)
- Test hypotheses, gather data, and draw conclusions, just like scientists. (No more blindly "just following the rules".)

The Owner's Manual empowers them to make informed decisions about their own needs, wants, and priorities (instead of you telling them what to think or feel or do).

## It's client-centered coaching at its best.

So don't think of the curriculum as a set of interchangeable habits and lessons. It's not that. It's a skill-building self-discovery tool that we built using state-of-the-art psychological principles.



