

Please note that the call order may vary slightly between different intakes.

MODULE 1: THE SCIENCE OF NUTRITION COACHING

To be an effective coach you need to grasp the basics. In module 1 we ensure everyone is on the same page, is ready to learn, and is equipped to tackle the rest of the Academy.

LESSON 1: COURSE INTRODUCTION/WHAT IS EVIDENCE BASED PRACTICE?

In week 1 we welcome you to the course and outline the journey ahead. We then delve in to the murky waters of defining “Evidence Based Practice”. This is a theme that will appear multiple times throughout the course, and so we seek to define our terms and lay the foundations for the rest of your learning by framing the topic properly. Why do we need Evidence Based Practice? And then, is evidence based practice just about reading the research?

LESSON 2: WHAT IS HEALTH?

The World Health Organisation describe health as a complete state of mental, social and physical wellbeing, but is that definition complete – and what does it mean, anyway? Once that definition is in place, we then need to consider a more pressing question – what is the role of a nutritionist in improving health for our clients and the public at large?

LESSON 3: CRITICAL THINKING

There is more information available to us than ever before, in blogs, magazines, podcasts, YouTube channels and courses like this one. That means that you don’t just need to be ready and willing to learn, it means that you need to be able to think critically about the information with which you are presented. The human brain is not as rational as we would like to think it is, and getting around that is one really important step towards becoming a confident, well-rounded and well-educated practitioner.

LESSON 5: READING RESEARCH – WHAT DO WE NEED?

You don’t need to be a scientist to be a nutritionist, but you do need to have a healthy grasp on the current body of literature. This means that you need to be able to, on occasion, look at primary research data – which can be difficult if you aren’t formally trained. Various statistical terms like standard deviation, p value and ANOVA can throw you off if you’re not prepared, and beyond that it’s great to understand the difference between a high and low impact value, or a meta-analysis and a cohort study. Lesson 5 is here to arm you with the tools required to do your own digging and come up with conclusions effectively.

LESSON 6: THE DIGESTIVE SYSTEM

Once you eat a food, where does it go? What are the intricate steps involved in taking a chicken wrap and turning it into free amino acids, triglycerides and monosaccharides, and how exactly do these constituent parts then make it into your blood? Knowing the answers to these questions is vital if you are to understand nutrition, so lesson 6 offers all you need to know.

LESSON 7: THE FASTED AND FED STATES

After food is broken down and it reaches your blood, your physiology changes. There are endocrine and biochemical responses to this sudden surplus of nutrients that are important to understand in order to better appreciate how nutrition ‘works’. Furthermore, between meals there is a reduction in blood glucose, lipoproteins and amino acids so your body needs to adapt again to overcome this new challenge. Homeostasis is the condition that you have evolved to maintain, and lesson 7 explains exactly how you manage to do it.

LESSON 8: ENERGY PRODUCTION AND PROTEIN SYNTHESIS

In the final stage of our 3-part journey through food metabolism, we discuss what exactly it is that your cells DO with the nutrients that they are presented by the former two stages. ATP is the energy currency of the body, and your cells perform an incredible set of feats in order to produce it from fatty acids and glucose; by understanding these feats you are able to appreciate far better the impacts that food has on our physiology. After this is explained, we then turn to the incredible process of protein synthesis – how exactly does a cell convert amino acids into usable proteins, or more broadly, how does a piece of chicken help you get bigger pecs?

LESSON 9: COACHING WEIGHT LOSS – THE STAGES OF CHANGE

Alterations to nutritional intake have are far broader than they may appear at first. What we eat is more than meal choice, it involves how and where we buy food, how we store it, how we cook, what we do when we eat out, what we do when we are tired, what we do when we have cravings, who we hang around with and where, what we do when we socialise and what we do when we are at the top of bottom end of the happiness spectrum. In short, alterations to nutrition involve a colossal amount of change in lifestyle, and therefore a coach doesn’t just need to know how to help someone eat better, they need to know how to facilitate change in the first place. That’s great, but what if your client isn’t ready?

LESSON 10: COACHING WEIGHT LOSS – BARRIERS AND ADDICTION

Let's face it, most people know what a healthy diet is. Most people know what would help them lose weight. They probably don't know the details, but they have a good guess that eating fewer processed foods, more vegetables and fewer calories in general would be a good start. A lot of the time it isn't a lack of knowledge, it's a different barrier, and therefore it's your job as a coach not only to educate a client, but to help them identify and overcome the specific barriers that they may have. These may stretch from time, to finances, and they may even include eating addiction – so lesson 10 outlines a protocol for identifying these, and then tackling them as quickly and stress free as possible.

MODULE 2: THE ART OF NUTRITION COACHING

Though it's incredibly important, coaching isn't about theory. Rather, it's about practice. Lesson 2 is designed to help you turn theoretical knowledge into practically useful approaches that will work with clients in the real world.

LESSON 11: COACHING WEIGHT LOSS – NUTRITIONAL PROGRAMMING

To lose weight, you need to eat fewer calories than you burn for an extended period of time. The crucial thing here, though, is that is on average. There is nothing to say that a weight loss phase can't have periods of higher calorie intake, or that the same number of calories must be consumed throughout a week. In fact, there is evidence to suggest that non-linear dieting is more effective – lesson 11 explains the facts, why things are as they are physiologically and psychologically, and then how to set up a diet that is going to maximise effectiveness while minimising risk of non-adherence.

LESSON 12: CASE STUDY – WEIGHT LOSS CLIENT

LESSON 13: NUTRITIONAL STRATEGIES TO MAXIMISE HYPERTROPHY

Gaining muscle as fast as possible while minimising fat gain is a goal that many share, and it is nutrition that provides the key to success. In lesson 13 we look in to the means by which you can facilitate this, from day to day nutritional practices, to nutritional programming, and to peri-workout nutrition. If you and your clients want gains, this is where you need to be.

LESSON 14: EFFECTIVE CONSULTATIONS

The consultation is the first contact point that you have with a client, which allows you to start to cultivate a proper coach/client dynamic. Many coaches treat this as an interview, but by

using certain communication tactics you are able to lay the foundations for a far more effective relationship that your client will trust and benefit from, while still gathering all the information you need. First impressions count, so getting this right is paramount.

LESSON 15: TRACKING AND MONITORING BODY COMPOSITION

Unless you work specifically in sports, the vast majority of clients that you will encounter are looking to achieve some form of body composition alteration. Being able to track this with clients properly gives you a valuable tool for ensuring progress is made, while also providing motivation to the client – or an understanding of why certain metrics might not go exactly as they had hoped despite adherence.,

LESSON 16: TRACKING AND MONITORING NUTRIENT INTAKES

To coach someone nutritionally you need to know what they are doing, and to know what a client is eating there are two options – either watch them eat or have them report to you. The former is impractical, but the latter is not without its issues, either. Misreporting, lying, time investment and social stigma all go against various different forms of nutritional tracking, and so a coach who is well versed in the different methods available, including the pros and the cons of each, is better able to get accurate and usable data from any client.

LESSON 17: EFFECTIVE ONLINE COACHING

Online nutrition coaching is a growing part of the coaching market, and for good reason. It's accessible and convenient for clients, and comparatively time efficient for coaches. With that said, the main thing that needs to be considered is that online coaching is very different and in many ways harder than coaching face to face where you can see someone and read situations more effectively. Lesson 17 is all about cultivating a working relationship and keeping a client accountable when your only means of communication are through a computer screen and WhatsApp.

LESSON 18: FOOD ENVIRONMENT AND HABITS

Thanks to a number of neurological factors, some evolutionary psychology and some simple behavioural science, the choices we make around food aren't always necessarily our own. Though it would be nice to think that 'free will' and 'willpower' explains the reason that your client does or does not eat a cookie, there are far more factors involved. Lesson 18 outlines the way in which unconscious factors and even the environment in which your client's live impacts upon their ability to adhere to a nutritional protocol – and what you can do about it.

LESSON 19: GROUP ONLINE WEIGHT LOSS COACHING

Probably the best way to improve your reach, your client base and the buzz around what you do, as well as the most efficient way to help people, is online nutrition coaching. Cost effective for the client, time efficient for you – it's a win/win!

The problem lies in the application. How exactly do you run something like that? How do you make sure that everyone in the group feels valued, and how do you give everyone present the best possible chance of achieving success?

LESSON 20: STRESS AND YOUR CLIENTS' PROGRESS

Stress is an omnipresent phenomenon in the modern Western world and we all know it. Whether it's bills, a broken car, tight deadlines or that something that you just can't put your finger on, we are more stressed day to day than ever before. This isn't just something that's a bit of a drag, though, there are physiological and endocrine responses to stress that can impact on your clients' motivation, exercise performance, exercise recovery and progress, and nutritional adherence. Understanding what a stress response is, what causes it and what it does is therefore really critical for effective coaching – and more than that, you need to know how to help without overstepping your boundaries.

LESSON 21: MOTIVATIONAL INTERVIEWING

As a coach there is always the temptation to dictate to our clients what they should do. Even if we don't expressly give orders, it's very difficult not to make out and out suggestions most of the time when a client comes across a problem. This is the simplest way to get to the answer, of course – that's why they are paying you, right? But what if there was a better way? You can lead a horse to water but you can't make it drink, so what if instead of leading a horse to water, you just pointed it in the right direction and let it find its own way?

LESSON 22: ALCOHOL

Alcohol is cross-culturally pervasive, and it's not hard to see why. Alcohol tastes great and it makes you feel great, too (to a point) but it's no secret that it's far from the panacea of health. Overconsumption of alcohol can lead to weight gain and a host of physiological ailments, but there is a large grey area in between the white of teetotalism and the black of alcoholism. Lesson 22 explores that grey area by outlining the metabolism of alcohol, the effects that moderate consumption has on health, performance, recovery and nutrient intake, and the steps you can take to help a client work alcohol into their approach without compromising on results.

LESSON 23: CASE STUDY – SHIFT WORKER

LESSON 24: EVIDENCE BASED NUTRITION FOR ENDURANCE SPORTS

Triathlons, marathons and other long distance events require specific nutritional protocols to maximise performance and recovery from training – this lesson explains it all. We take you through energy systems training and what this means for macronutrient needs as well as how to calculate calorie needs for those performing for extended periods, and nutritional strategies to maximise performance on race day.

LESSON 25: ASSISTED ATHLETES

Performance Enhancing Drug use is on the rise, so much so that it's almost guaranteed that a coach will come across it at some point in their career. This may be a client, a peer or even themselves using, or considering some form of assistance. Renowned expert in the field Dave Crosland takes us through the various drugs used in sportsmen/women and recreational exercisers, the effects they have (both desired and not) and the key things that people need to be aware of in order to minimise harm. This call does not advocate nor demonise PED use, but rather gives the unbiased facts so that students are better prepared for engaging in an educated discussion.

MODULE 3: COACHING PERFORMANCE

Nutrition is about far more than fat loss. Athletes, sportsmen and women, and recreational exercisers all benefit hugely from properly applied nutritional protocols, and so module 3 is designed to help you facilitate success in those you work with.

LESSON 26: TEAM SPORTS NUTRITION

Team sports like rugby, football, lacrosse, volleyball and hockey provide a colossal amount of the potential market for a nutritionist, but the needs for each individual vary so much from their teammates (depending on position etc.) as well as within their own training year that it can be a minefield. As such, lesson 26 aims to enable you to assess and deal with the complex needs that a team sports athlete would need, from day to day nutrition, body composition approaches, game-time nutrition and mindset coaching.

LESSON 27: COACHING BODYBUILDING COMPETITION PREPARATION

Preparing a bodybuilder for stage shares a lot of common principles with helping anyone else lose fat – a calorie deficit needs to be created and resistance training should be performed.

‘Prep’ is a different kettle of fish in a lot of ways, though. First of all the macronutrient intake that a client may adopt will ideally be a little different because muscle mass is more of a risk, but in the last two weeks or so it all gets a lot more complex. Peaking for a show means looking as good as possible, and that involves manipulation of a lot of different variables which may need to be experimented with prior to the big day. After that, of course, is the post-show period where a return to a normal calorie intake needs to be performed properly. And that’s not to mention the psychological impacts...

Preparing bodybuilders is extremely difficult, but lesson 27 will prepare you to get involved and bring home a trophy!

LESSON 28: NUTRITIONAL CONSIDERATIONS FOR MAKING WEIGHT

Strength and Fight Athletes have the unique challenge of performing as well as possible in competitions whilst also staying within a specific weight category. This call takes you through the various common methods of ‘making weight’ including dehydration and ketosis as well as rapid fat loss and list the impact that each may have on performance, as well as giving practical recommendations for when you might consider using them – because while it’s great saying ‘give yourself enough time’, sometimes that’s just not an option.

LESSON 29: FEMALE CLIENTS

Female clients have unique challenges that male clients just don’t. Their physiology is both different and dynamic, meaning that across a month a female client might find that different barriers affect her performance, mood, dietary adherence and exercise recovery. Lesson 25 aims to give you an understanding of all of this, so that you have the best possible chance of helping female clients in the most effective manner.

LESSON 30: PRE AND POST NATAL CLIENTS

Pregnancy is one of the most exciting times of any woman’s life, but it’s also one of the most nerve-wracking times for a coach. How do you train a pregnant client, what nutritional factors MUST you get right, and how can you ensure safety at all times while preparing someone for, or rehabbing them from going into labour? Lesson 30 answers these questions and more.

MODULE 4: COACHING SPECIFIC POPULATIONS

Every client is an individual and every individual is different, has different needs and has different barriers. With that said, there are specific demographics about which we can make some generalisations – female and male clients need different things, adults and children do too. Module 4 is about understanding these differences, and your role in supporting them.

LESSON 31: CASE STUDY – CROSSFIT ATHLETE

LESSON 32: INTERMITTENT FASTING

Intermittent fasting is a nutritional protocol which is often misrepresented and/or misunderstood. Lesson 32 seeks to un-muddy the waters by outlining exactly what Intermittent fasting IS and what it does in terms of physiology, psychology, nutrient intakes and results from training. We then outline a few different protocols that could be considered, along with the pros and cons of each.

LESSON 33: CHILD NUTRITION

When coaching clients with children they may ask you as a coach how you can help them feed their young ones everything they need, and we need to make sure that we are giving proper advice. This call will give you guidelines for how much a child needs and what they need at different stages in terms of macro and micronutrients as well as giving you the various tactics to employ in order to help a 'picky eater' expand their food repertoire whilst reducing mealtime stress. We then cover the difficult topic of childhood obesity and explain how we, as coaches, can help.

LESSON 34: HELPING CLIENTS WITH DIABETES

While diabetes type 1 incidence has remained fairly stable, Diabetes type 2 incidence has increased dramatically in the last few decades – disproportionately so in the demographics who are most likely to seek out a coach/nutritionist; namely the overweight and obese. Lesson 34 outlines what diabetes type 1 and type 2 are, how they differ and how they are similar and how they can impact lives if not properly managed, before providing actionable guidelines for helping a client minimise symptoms and maximise health and performance.

LESSON 35: HELPING CLIENTS WITH PCOS

Polycystic Ovary Syndrome is an endocrine disorder experienced by up to 15% of the female population. It's also associated with obesity. That means that a coach or nutritionist is almost guaranteed to come across it at some point or other, and therefore we need a robust understanding of what exactly PCOS means for that client. What is PCOS, how does it alter physiology, and what do we need to alter in accordance to this?

LESSON 36: INJURY RECOVERY NUTRITION

Injuries happen, and this lesson covers what to do when they crop up. When a client is

injured their nutritional needs will change, how much will depend on the severity of the injury, the duration of the injury and their goals. We explain how much injuries can affect calorie needs, what to do to speed up recovery, maintain muscle and fitness gains and how to minimise bodyfat increases when the worst happens.

LESSON 37: KETOGENIC DIETING

A ketogenic diet is one that leads to an increase in the production of ketone bodies. Lesson 37 explains what a ketogenic metabolism is and how this varies from a regular one, then goes in to what this means for muscle gain, fat loss, performance and muscle retention during a dieting phase.

LESSON 38: ALLERGY, INTOLERANCES AND THE IMMUNE SYSTEM

Food allergies and intolerances are something which are often misunderstood. They can have a huge impact on those who experience them, but what do they actually mean? This week we look at the difference between the two by defining the mechanisms with which they strike, and then we look at the alterations you might need to make to a diet in order to account for them.

LESSON 39: IBS

Irritable bowel syndrome is probably the most common GI complaint there is, but despite this most people know very little about it. Lesson 39 seeks to explore the aetiology of IBS and the effects that it can have on a clients' life. We then discuss strategies that could be adopted with clients who experience flare ups to minimise these.

LESSON 40: PLANT BASED NUTRITION

Plant based diets are being adopted with a greater frequency than ever before, and while they can be extremely healthy approaches they do need to be managed somewhat differently to an omnivorous diet. Lesson 40 outlines the key differences between plant based and meat-inclusive diets (other than the obvious) and shows you how to plan it out to maximise health and – where needed – muscle mass.

LESSON 41: ELDERLY CLIENTS

During and after the time when someone hits middle age, their body changes dramatically. This change is almost entirely negative and associated with a decline in function, health and wellbeing – but this need not be the case. While aging is unavoidable, the negative effects of it are not so set in stone, so lesson 41 explains what you or your clients can do to fight off

the physical and neural symptoms of getting older.

LESSON 42: EATING DISORDERS IN THE FITNESS INDUSTRY

Eating disorders disproportionately affect fitness enthusiasts and the obese. These stretch from anorexia to eating addiction, and while the impact that these have can be devastating it's not always immediately obvious from the outside. By understanding what eating disorders are and how the most common forms manifest, you will be better placed to ensure do the right thing to help them (or yourself) and stay within your remit of practice.

LESSON 43: CASE STUDY - PCOS

LESSON 44: CASE STUDY – FEMALE CLIENT WITH MULTIPLE BARRIERS

LESSON 45: EXAM PREPARATION/FINAL Q&A