

NUTRITION COACHING FOR TRAINING CLIENTS

Josh Stryde

canfitpro | EDMONTON
NOVEMBER 2-3, 2019

1

canfitpro | EDMONTON



- B.kin (Hons), Certified Holistic Nutrition Consultant, PN Level 1, PTS
- 12 years of personal training experience at World Health.
- 7 years working as a nutrition coach, presenting to fitness professionals and the general public.
- Online coach.
- Competitive Obstacle Course Racing and Trail Running Athlete.

2

canfitpro | EDMONTON

Why did I get into nutrition coaching?



3



First off I never imagined this is the path I would take.

I did know I would do something fitness related.

4



What initially drew me to change my nutrition was first building muscle then second dealing with IBS.



5



In the beginning of my training career I still wasn't great at making the connection between nutrition and my clients.

Most clients and collages clients received the basic information of don't eat garbage.

Some went and saw dietitians.

But back in 2007 to about 2012 there wasn't much resources out there to help in terms of effectively coaching clients outside of a training session.

6



In 2012 I started a side project where we made an app, a blog and vlog.

In the process we recruited a couple dietitians. Most of the recommendations was food guide related. Although it had some beneficial concepts, it was basic and not always presented in practical ways.

7



From there I got my Precision Nutrition and did my Certified Holistic Nutrition diploma. I felt trainers needed better resources on how to coach their clients more effectively in the kitchen without needing a large base of knowledge.

Now 7 years later, about half my business is nutrition related.

It's a CHALLENGE, but I like it.

8



Fast forward to 2019. We now have the opposite problem. There is too much information on nutrition and it's confusing.

The nutrition coaching market has become over saturated. (No pun intended)

Obesity continues to climb. Nearly half of the US is expected to be obese by 2025. 34% of Canada and 20% Worldwide.

We have more internet experts out there voicing opinions and selling plans and supplements.

<https://jghalton.com/news/2794111/omni-omni-by-diane-cook/>
<https://www.thetorontonian.com/your-voice/your-voice/1010140-473616180594/vf/1010140-473616180594/vf/1010140-473616180594/vf/1010140-473616180594/vf/>

9

canfitpro | EDMONTON 

The scope of practice for Personal Trainers has become blurred.

Personal trainers see a client often more than any other health professional and due to the relationship that has been built has the ability to influence that individual's decisions.

2-3 sessions of personal training alone won't make a big difference if the individual is not practicing healthy habits outside of the gym.



10

canfitpro | EDMONTON 

To give advice it is important to have completed a course in nutrition so you can prove you have a base level of knowledge outside of the standard personal trainers scope of practice.

Canfitpro has a course that will provide you with a good base.

Precision nutrition is a great option to advance your understanding and ability to coach effectively.

Always know when to refer out.

Unless you are a dietician you can't work with chronic disease or prescribe supplement dosages.

11

canfitpro | EDMONTON 

Order of Importance for New Nutrition Coaches

1. Basic nutrition knowledge.
2. Ability to coach effectively. (Bringing yourself down to a client's level of knowledge, personalizing programs, helping to clarify confusion, creating a quality product.)
3. How to market yourself. (What is your niche or the main community you are trying to attract? Facebook, Instagram, email list?)
4. Understanding the basics of creating a sustainable business.
5. Advanced nutrition knowledge.



12



What is the biggest difference in a nutrition consultation and a personal training session?

13



Most personal training sessions end on a happy note. There is always a hormonal release due to the movements performed.

In a nutrition session someone can leave feeling discouraged frequently.

Knowing that, how can you set up your session to avoid too much negativity?

14



Over 1 year 70% of people will regain all their weight back and potentially more.

Over 2 years 85%.

Over 3 years 95%.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC477732/>
<https://www.gpsandfitness.com/blog/point-to-your-fat-loss-plan-keeps-fat-free-reaching-to-make-it-work>

15



Unfortunately most products and services are aimed towards the 95%.



16



As a career trainer you have the opportunity to work with the 5% who actually succeed.

Some of these people are equipped to do it on their own.

Others have a capability to get there through the help of a professional.

17



What is the number one thing anybody needs to be successful who is not incredibly self motivated?

18



Accountability

Booking sessions in which a client will get charged for if they don't get adequate notice is the first step.

However its pretty common that individuals won't make significant long term habit changes outside the session unless you make it a focus of your time together with them.

The best tool you have in your tool box for nutrition is Myfitnesspal and a weekly check in, in person or through email.



19



Get your client to add you as friend. Then make sure they open up their diary for sharing.

You need to pick a day each week where you check in and analyze what they have been eating.

Unless you are certified you don't want to give them a detailed plan. But suggestions can be helpful.

You look first for food quality. *(How much whole food is this individual eating?)*

The second for Macros. *(Are macros consistent and conducive to the clients goals? Are they eating enough food in general? Too much?)*



20



Calories

Never dip below the BMR.

When losing weight people typical dip below their BMR which produces quick results but makes it harder for them to lose weight in the long term.

Easy method to find a calories for weight loss number to start experimenting with is to take there body weight and times it by 10 if they do 2 or less workouts a week, 12 if they 2-4, 13 if they do at least 4 and 14 if they are active most days.

Or - if you have their BMR + TDEE you can give them a range of 0.8 to 0.9.

Be aware that its not always about monitoring calories but it's an important tool in the tool box during the beginning stages of coaching. There's no perfect calorie recommendation number for the individual, it's a moving target and will take some trial and error.



21

canfitpro | EDMONTON 

Protein

1.25g/lb of body weight for individuals who are new to weight training or have issues gaining muscle. i.e Ectomorphs.

1g/lb of body weight for anyone looking to build muscle or who is looking to lose weight.

0.75g/lb for endurance athletes, weight loss, general pop, and someone with basic fitness goals.

0.50g/lb is the bare minimum. Below this muscle loss may occur if consistent for more than a couple days or in combination with a hypertrophy focused weight routine.



22

canfitpro | EDMONTON 

Carbohydrates

Amount prescribed depends on body type, current metabolic health, and amount of activity.

For endurance athletes who train regularly it can look like 300-500g of carbs per day.

For someone trying to gain muscle it may look like 200-300g per day.

For someone trying to lose weight it could look like 100-200g per day.

For some who has a very poor tolerance to carbs less than 100g.

50-100g can be a danger zone and can affect hormonal health and suppress the immune system.

50g or less depending on the individual will cause nutritional ketosis.

Carb cycling?



23

canfitpro | EDMONTON 

Fat

Fat is usually calculated based on the remaining calories left over.

This will change if ketosis is the goal.

When an athlete is on a recovery week fats can be higher while carbohydrates can be lower to speed up recovery.



24



Despite what people say, they don't have a good idea if they are eating healthy unless they track in the beginning. There is so much processed food in our environment, and people are so busy that they can often perceive that they eat healthy when they actually don't eat the best foods and the right range for their goals.

25



Weekly Report

How did you feel your week was overall?

What were you most successful at?

What challenges did you experience?

What do you think you need to work on?

Here are some things I noticed after checking your diary:

Do you have any questions?

26



Thank You!
Jstryde@worldhealth.ca
strydeperformance.com
@strydeperformance on instagram

27

WE WANT YOUR FEEDBACK!

Look out for our post event survey to be sent out via e-mail.


