



THE C.H.E.K INSTITUTE'S

HOLISTIC

Lifestyle Coach

P R O G R A M

2012

*Achieve
Optimal Health
and Fitness for
You and
Your Client*



www.chekinstitute.com

Program Overview



The CHEK Optimal Health and Fitness through Practical Nutrition and Holistic Lifestyle Coaching Program (HLC) is a **three-level** program based upon the techniques that have helped thousands of people increase vitality, decrease stress and sculpt the body of their dreams. Each level looks in increasing detail at the underlying causes of disease and stress, considering the body as a "system of systems." Using a coaching model, you will learn how disease and stress are preventable through healthy eating habits, lifestyle management and appropriate types of exercise.

You will understand why every meal, every bout of exercise and every late night has a hormonal consequence. You will be given tools, such as in-depth questionnaires, to assess your clients and allow you to determine their readiness for change.

This program exceeds anything you will learn in any other "wellness course" ... this is Optimal Health and Fitness Coaching the CHEK way! As Paul Chek says, "An individual's health lies in his own hands; you are simply there to show him the path."



"Upon completing the seminar, it made me realize how empowered I was from my experience. Not only did the HLC class open my eyes to things in my own life that I need to work on, but already the influences that I have received, from this past weekend [March 2007], are portraying themselves in my interactions with clients, co-workers, staff and friends. My experience at the C.H.E.K Institute was more than just the education I received, but the permanent positive energy that was branded in my soul. Thank you very much to everyone involved!"
Michael Richards - Illinois, USA

This program is designed to teach participants how to coach clients in optimal holistic lifestyle techniques that facilitate the body's natural healing mechanisms, from within their existing scope of practice. It is not intended to be used to diagnose or treat disease. Participants will not become certified as dieticians or clinical nutritionists.

BENEFITS

No matter what your profession, you'll likely agree that just because someone is not sick, does not mean he is well! Most chronic diseases take years to develop, but a healthy lifestyle can go a long way toward prevention. The information presented in the CHEK Optimal Health and Fitness through Practical Nutrition & Holistic Lifestyle Coaching Program (HLC) does not include 'quick fixes' - which never work long term - but instead uses proven principles which build a strong foundation for health.

Fitness Professionals:

Provide your clients with the missing link to achieve the body they want and to improve their vitality and energy levels.

Chiropractors, Physical Therapists, Rehabilitation Specialists:

The specific assessments and principles taught in this series of courses will help you achieve lasting results and improve the structural integrity of your patients!

Alternative Healthcare Providers and Massage Therapists:

Quickly increase your value by offering your clients practical ways to live a lifestyle more in tune with the therapy you are providing.

I'm not a health or fitness professional. Will I enjoy the course?

Absolutely! HLC 1 is designed for the layperson and professional alike, teaching the foundational principles of the CHEK approach to health and wellness. You can easily apply these techniques and methods to yourself and your family.

Website listing

All CHEK Holistic Lifestyle Coaches in good standing with the C.H.E.K Institute are listed online in the searchable database at the C.H.E.K Institute's online community website, www.chekconnect.com. This is a free marketing resource! Potential clients in your area can find your contact details and read your bio. We refer everyone who calls the Institute seeking a C.H.E.K Institute-trained Professional to the database.

Membership to the C.H.E.K Institute-trained Professional Forum

This extensive electronic forum is exclusively for people who have attended one or more of the C.H.E.K Institute Training Programs. An invaluable way to stay in touch with top professionals from around the world, share ideas and ask questions in a confidential setting.

Plus More! Including Q&A calls and webinars with CHEK Faculty.

WHAT YOU WILL LEARN

HLC 1: Three Days



This is the foundation of the Holistic Lifestyle Coach Program, focusing on effective techniques for attaining optimal health from the inside out that can be implemented by anyone. Laypersons and health and fitness professionals have thoroughly enjoyed and benefited from this course.

During Holistic Lifestyle Coach Level 1, you will use yourself as a case history, to become a living role model for your clients and patients! By completing questionnaires before the class, you can use this information over the three days to illustrate concepts and techniques. You will be shown how to identify common problems that, if not quickly recognized, can become roadblocks to success - such as ineffective exercise programming, poor nutritional habits, stress, hormonal imbalance and gastrointestinal disorders.

Each day also includes practice of Zone Exercises that positively influence digestion, circadian health, stress and much more.

In HLC 1 you will:

- Learn how to apply the 1-2-3-4 approach to developing long-term body-mind changes.
- Learn how to use the CHEK Nutrition and Lifestyle questionnaire system for assessing physiological load and making essential diet and lifestyle changes.
- Understand the relationship between the 6 Foundation Health Principles and body-mind stress and learn how to apply these principles to balance your body systems so you can exemplify well-being!
- Learn and practice Paul Chek's Zone Exercises as a means of "Working-In" which will show you how to use movement to "create energy" and cultivate the life-force needed to effectively express your creativity and Work-Out!
- Identify common roadblocks to success with diet and lifestyle modifications and gain simple solutions.
- Know how to implement key concepts of individualized eating using Paul Chek's Primal Pattern® eating
- Discover how and when to use the "less is more" principle of exercise prescription and how to apply the 5 essentials of program design.

Required pre-course reading:

How to Eat, Move and Be Healthy! by Paul Chek

Recommended pre-course listening:

You Are What You Eat audio program by Paul Chek

WHAT YOU WILL LEARN

HLC 2: Five Days



The CHEK Holistic Lifestyle Coaching Level 2 course builds upon the foundational principles covered in HLC 1, teaching you how to apply these with clients and patients. You will also learn Paul Chek's *HLC principles of coaching*; essential for a successful Health and Lifestyle coaching practice. You will be guided to fully understand and apply the rationale behind physical and metaphysical assessment, wellness program design strategies, as well as the finer points of coaching for long-term lifestyle changes.

In HLC 2 you will:

- Understand the principles of CHEK HLC coaching
- Know how to implement Paul Chek's 1-2-3-4 System for wellness program design and client management
- Gain insight into metaphysical correlations with physical symptoms including an introduction to the chakra system and the Love Principle
- Understand the science of mind for effective problem solving
- Appreciate socio-cultural correlations to lifestyle program design including:
 - Goal Setting Essentials
 - S.M.A.R.T Communication and Sacred Listening skills
- Learn how to use Paul Chek's 4 Doctors Living Philosophy as an effective client management strategy
 - Dr. Happiness: Understanding Values memes or ideas
 - Dr. Quiet: Rest as essential medicine
 - Dr. Movement: Paul Chek's work-out and Work-In™ principles
 - Dr. Diet: Paul Chek's dynamic Primal Pattern® Eating Plan
- Understand how to use the HLC 2 Health Appraisal Questionnaire to design an etiology- (cause-) based wellness program for your clients
- Understand disclaimers as they relate to the medical paradigm versus functional or preventive medicine and scope of coaching practice
- Know where and how to access multidisciplinary support systems to help you guide your clients.

Required pre-requisites and pre-course reading:

Attendance at HLC 1

*Completion of *Program Design* correspondence course or seminar

The Book of Chakra Healing by Liz Simpson (ISBN-13: 978-1856752138)

**The Metabolic Typing Diet* by William Wolcott

**Under the Veil of Deception* by Paul Chek

***The Last 4 Doctors You'll Ever Need* by Paul Chek (e-book)

***A C.H.E.K Practitioner's Guide to How to Understand and Implement the How to Eat, Move and Be Healthy! Questionnaires* by Paul Chek

Recommended pre-course study:

***The 1-2-3-4 of Overcoming Addiction, Obesity & Disease* by Paul Chek

* available from the C.H.E.K Institute | ** available at www.ppsuccess.com

WHAT YOU WILL LEARN

HLC 3: Six Days



CHEK HLC Level 3 is an advanced training program designed to improve and refine your skills at assessment and management of challenging clients. In this course you will learn how human energy systems are resourced, recognize stages of infant development with mind~body correlations as well as become familiar with bioenergy and psychospiritual influences to help clients restore optimal health. Advanced program design strategies, medical dowsing and cutting-edge, alternative approaches are also covered. You must

have an excellent understanding of the principles taught in HLC 2 in order to attend this course.

In HLC 3 you will:

- Review the Chakra system and the interrelation with meridians, glands, organs and the musculoskeletal system
- Understand the stages of Ego~Mind development using mind mapping techniques
- Recognize the stages of infant development and their correlations with physical structure, mental~emotional capacity, personality, disposition and perception
- Practice infant development exercises and related stretches
- Learn how to apply the 4 Doctor approach to organ mapping systems
- Understand how medical dowsing can be used fine tune a client's HAQ scores
- Complete an assessment, design a program and evaluate the best coaching approach for a real, challenging case study
- Perform daily chi cultivation (work-in) exercises and learn how best to use them

Required pre-requisites and pre-course material to complete:

Completion of HLC 2 and proficient mastery of all HLC 2 concepts and methods
Prepare a complete case history from a challenging client – to be brought to the course

Wisdom of the Body Moving by Linda Hartley (ISBN: 978-1556431746)

The Subtle Body – An Encyclopedia of Your Energetic Anatomy by Cindi Dale (ISBN: 978-1591796718)

** *The Last 4 Doctors You'll Ever Need – How to Get Healthy Now: Audio Expansion Lectures* by Paul Chek

Recommended pre-course reading:

The Pendulum Dowsing Kit by Sig Longren (ISBN: 978-0671691400)

* available from the C.H.E.K Institute | ** available at www.psssuccess.com

HLC 1

US-based courses

Regular Price: US \$697 Early Bird: US \$647

Canadian courses*

canfitpro members: US \$647 non-members: US \$697

Payment plans available. Please see www.chekinstitute.com

HLC 2

US-based courses

Regular Price: US \$2197 Early Bird: US \$2047

Canadian courses*

canfitpro members: US \$2047 non-members: US \$2197

HLC 3

US-based courses

Regular Price: US \$2647 Early Bird: US \$2497

Canadian courses*

canfitpro members: US \$2497 non-members: US \$2647

(Payments for payment plans are scheduled once a month on the date you register for the course. E.g. if you register on the 19th of the month, all subsequent payments will automatically be scheduled for the 19th. Course registrations must be paid in full at least two weeks prior to the start date of the course. Some payment plans may not be available to you, depending on when you register for the date and location of your choice of course. Please contact the C.H.E.K Institute with questions on payment plans.)

*Courses in Canada have applicable HST, GST, QST added. Non-member prices include 1 year membership to canfitpro, with all member benefits.

Please note that pre-requisites are purchased separately and not included in the prices above. The C.H.E.K Institute reserves the right to modify prices at any time.

For dates and locations of courses worldwide, please download the schedules available online at www.chekinstitute.com

Our Money Back Guarantee!

If within 60 days of completing the CHEK Holistic Lifestyle Coach Program (provided you apply the knowledge that you learn) you don't find vast improvement in the way that you provide lifestyle coaching to your clients, or if you do not achieve results in the clients with whom you work, we will give you your money back. That's how confident we are in this course!

Refund and Transfer Policy

Refunds are issued on a sliding scale with no refunds granted within 60 days of the C.H.E.K Institute course start date. Tuition (minus 15%) may be credited to a student account when transferred out of a program. Credits may be used for future C.H.E.K Institute events or product within a 24-month period. For complete details on the C.H.E.K Institute Refund and Transfer Policy please visit our website or contact us by phone.

MEET THE CHEK FACULTY

Paul Chek, HHP



Paul Chek is a world-renowned expert in the fields of corrective and high-performance exercise kinesiology. For over 28 years, Paul's unique, holistic approach to treatment and education has changed the lives of many of his clients, his students and their clients. By treating the body as a whole system and finding the root cause of a problem, Paul has been successful where traditional approaches have consistently failed. He has produced over 60 DVDs, 17 correspondence courses, four advanced-level training programs and six books, including *How to Eat, Move and Be Healthy!* as well as numerous seminars, articles, lectures and workshops. Paul is the founder of the Corrective Holistic Exercise Kinesiology Institute, based in California, USA.

Emma Lane, CP4, HLC 3, CHEK Certified Golf Biomechanic, BACR IV, PEA, MTA Advanced, NLP Timeline and Hypnotherapy Master



Emma Lane has been involved in the health and fitness industry since 1988 and is a well-known presenter in Europe. She also runs a training and consulting business specializing in rehabilitation, nutritional and lifestyle consultation, energy healing, and fungus and parasite elimination. Emma is an Advanced-level Metabolic Typing Advisor and NLP Master.

JP Sears, CP4, HLC 3



JP Sears runs his client consulting practice from the C.H.E.K Institute in California. He has a reputation for his keen insight into the effects of stress on wellbeing and his ability to help clients manage those stresses. JP writes for several print and web publications including P.T. on the Net and has presented a number of workshops and lectures on the topics of nutrition and well-being to both health professionals and lay-people.

Daniel Kalish, DC



Treating patients since 1993, Dr. Kalish has been motivated by observing the dramatic improvements occurring in the health of patients who implement simple diet and lifestyle changes along with lab-based nutritional supplement programs. He received his BA in Psychology and Philosophy, and is a graduate of Life Chiropractic College West. Among other training, he completed four years of postgraduate internships in Clinical Nutrition and Functional Medicine.

Robert Yang BSc, CN, CP4, HLC 3



Robert, the co-founder of The Pure Performance Clinic in Encinitas, CA, maintains an active practice working with clients. He is a nutrition consultant to the Titleist Performance Institute in Oceanside, CA and has been a consultant for the San Diego State University golf team. He is licensed by American Health Science University as a nutritionist, and is a Metabolic Typing Advisor.

Donal Carr C.H.E.K Practitioner Level 4, CHEK Holistic Lifestyle Coach Level 3



Donal has been working as a personal trainer for over 20 years, is CHEK Faculty and the Director of Place of CHI, the International Affiliate for the C.H.E.K Institute in Sydney, Australia. He also holds qualifications from NSCA, NCEF 2, ITEC and Cert 4 AUS. Donal works as a C.H.E.K level 4 Practitioner out of Place of CHI Studio, helping clients to achieve their goals with a holistic approach to post rehab and sports conditioning. Donal has been presenting internationally

for over ten years and has a consultancy business where he regularly speaks to corporate networks on a wide variety of topics in the Health and Fitness industry.

WHAT PEOPLE ARE SAYING

"With the Level 1 of the [HLC program] under your belt you will be two steps ahead of your competitors. This powerful course will help you improve your clients' health and fitness on many levels. The [HLC] seminars open your mind and heart to a whole new world of personal and professional success. If this is the industry for you and you want to be the best, I highly recommend investing in the [HLC program]. The results speak for themselves."

James Williams - London, HLC 2

"The C.H.E.K Institute is simply one of a kind. Paul Chek is the industry leader in educating trainers with information that is years ahead of anyone else. CHEK training has changed my personal training focus in nutrition, longevity, program design and so much more. Thank you!"

Danielle Steiner - Vancouver, HLC 2

"I returned from the [HLC] course and signed double the cost of the course in new contracts within four days. I would not invest my energy (money) if the quality was not present. Not to mention [the HLC program] probably saved my life."

Shawn Frost - Solid Body Investments, Florida, HLC 2

THE C.H.E.K INSTITUTE

The Corrective Holistic Exercise Kinesiology Institute is an elite educational facility based in California. The C.H.E.K Institute specializes in advanced-level education for fitness and healthcare professionals.

The company's approach to exercise and wellness stems from the training and clinical experience of the Institute's founder, Paul Chek. His multidisciplinary background is reflected in the philosophy of the C.H.E.K Institute - a person should function at optimal health and performance and be able to meet the demands of his environment, whether sitting in an office or engaged in professional sports. The C.H.E.K approach emphasizes assessments followed by personalized programs to ensure success at all levels.

PROFESSIONAL DEVELOPMENT REQUIREMENTS

You will be C.H.E.K Institute Recognized once you complete your Holistic Lifestyle Coach course. These benefits include a listing on the C.H.E.K Institute online database, access to the CHEK Forum and more.

How to Maintain Your Status as a Holistic Lifestyle Coach

To remain C.H.E.K Institute Recognized, and to continue receiving the benefits of a C.H.E.K Institute-trained Professional, students are required to maintain a standard of professional development measured every two years. This consists of 4 easy steps:

- Step 1:** Earn 50 Professional Development Credits every two years
Professional Development Credits can be acquired many different ways, such as attending seminars or conventions, writing book reports, completing case histories and so on.
- Step 2:** Hold a current CPR certification
- Step 3:** Be covered by current liability insurance (waived in areas where not available)
- Step 4:** Complete and submit the C.H.E.K Institute-trained Professional renewal form

This includes the C.H.E.K Institute Code Of Ethics and Professional Practices and Disciplinary Procedures. By signing the renewal application form you agree to adhere to these Practices and Procedures. Return the renewal form with proof of Professional Development Credits, CPR certification and liability insurance, plus the renewal fee by the due date.

Complete information on the C.H.E.K Institute-trained Professional Renewal Program is sent to you once you have completed HLC 1 of the CHEK HLC Program.

HOW TO REGISTER

Space is limited! - Please call to check availability.

1. Select the course date and location you wish to attend. A complete worldwide schedule is available on the C.H.E.K Institute's website.
2. Register online at www.chekinstitute.com or download the registration form from the C.H.E.K Institute website, or request one to be sent to you by sending an e-mail to info@chekinstitute.com.
3. Complete the registration form in full and sign all pages where indicated. A digital signature is accepted, or you can print the form out and sign it in ink.
4. Select a payment option. See page 7 or the registration form for details.
5. Return the completed form to the C.H.E.K Institute by fax, mail or e-mail, together with your payment. Places in any course are not secured until the completed registration form and payment is received by the C.H.E.K Institute. Payment made be made by Visa, MasterCard, Discover, American Express, check or money order in US\$.
6. If you wish to telephone with your credit card details, rather than enter them on the registration form, please call the C.H.E.K Institute between 8am and 5pm PST Monday to Friday. One of our team members will be happy to help you! You will still be required to complete and return the registration form to finalize your course registration.



YES! I am interested in the CHEK Holistic Lifestyle Coach. Please let me know when you are holding a course in the following area(s):

Course Location: _____

Name: _____

Address: _____

City: _____ State: _____

Zip / Post Code: _____ Country: _____

Phone: _____

E-mail: _____

Mail or fax to C.H.E.K Institute (address on back cover)
Or complete the form online at www.chekinstitute.com



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