

Breakthrough Coaching Skills



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INSTITUTE FOR THE
PSYCHOLOGY
of **EATING**



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Marc David here, Founder of the Institute for the Psychology of Eating. Thank you for your interest in learning more about the work we do here at the Institute, and how you can be a part of the movement that's changing the way the world understands food, body and health.

Let's quickly review what we've covered so far...

In the first book, we looked at the epidemic of food, body, health and weight concerns that's gripping the world today. No one person and no single country on earth remains untouched.

I also talked about how traditional approaches have failed us, and how *Eating Psychology and Mind Body Nutrition* can be used to help address weight concerns, overeating challenges and digestive issues through **an elegant blend of nutrition and psychology**.

In the second installment, I shared two personal, real-life stories. I talked about our emotional metabolism, and two powerful formulas for metabolic transformation that we use here at the Institute.

I hope you're beginning to see the possibilities for this work.

Our breakthrough approach has been adopted by **forward-thinking health professionals worldwide**, and it's making a big difference when it comes to unwanted eating concerns including weight, body image, overeating, binge eating, emotional eating, endless dieting, digestive concerns, low energy, mood challenges and more.



Next, I'd love to turn to some important questions:

What are the possibilities for YOU in this fast-growing field of eating psychology?

What's it like to be an Mind Body Eating Coach, joining the ranks of successful health professionals who are truly making a difference?

And most importantly, do you “have what it takes” to make it in this unique and promising area of transformation, health and nutrition?

I'd like to outline a **roadmap for success** as an Mind Body Eating Coach by defining **5 Essential Qualities** and **5 Crucial Skills** that you'll need to be effective.

In other words, *10 powerful points* that will help you get where you want to go in your career as a helping professional.

So let's begin by discussing the 5 Essential Qualities of great coaches:



Quality #1: A Caring Listener

When I was young, I had a pretty extreme personal challenge.

I stuttered.

I couldn't say a single word less than 10 times. The other kids endlessly teased me, so I decided the best solution was to say nothing - which is precisely what I did for about 10 years. I stopped talking.

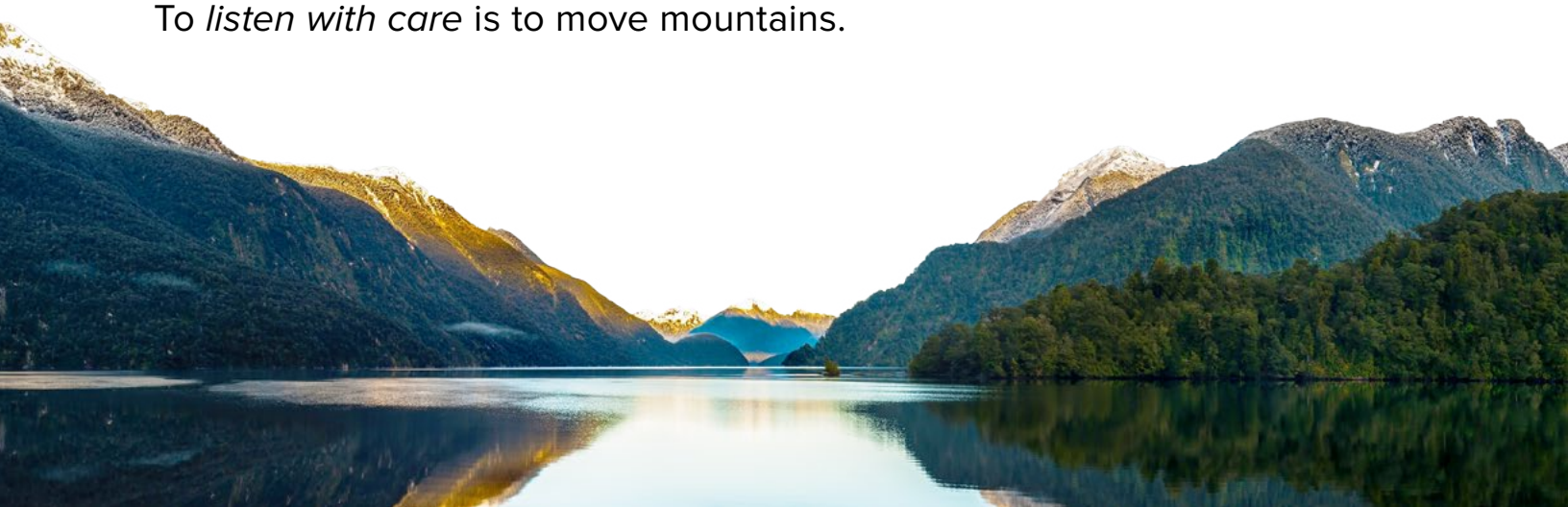
But in that process, I started listening. And **I listened intently and with great observation.** I developed the skill of listening as a byproduct of not speaking, and the beauty of it is, I've found over the years that the art of listening is very much at the top of my most valuable skills as a coach, and a human being.

Listening—and specifically, *being a caring listener*—is everything. A caring listener is not someone who “knows it all,” but someone who listens **in the spirit of openness** and humility, always seeking to learn something from the person they're listening to. When we listen with care, we're saying, *Who are you? I'm curious about you. I want to know more about you. I want to connect. What can you teach me? I want to take time to understand you because you are important.*

Without true, caring listening, it's extremely difficult to help another human being. Without connecting with them - accessing and understanding their inner world - successful results with their challenges will remain elusive.

To simply *listen* is a rare gift.

To *listen with care* is to move mountains.



Quality #2: A Willing Learner

One of the secrets of life is that if we're truly paying attention, the learning never stops. And the more we learn, the more we have to share with others. And perhaps even more important is our willingness to *teach what we need to learn*.

What this means is that *we often choose the work we do because it's something we need for ourselves*.

And that's a wonderful way to be in the world.

This principle certainly describes me. I immersed myself in eating psychology, nutrition and health *completely out of necessity*. I needed to find a solution *for myself*.

I was born intensely asthmatic, and I nearly died several times in infancy. I guess you could say that my first experience of life was dying. As I grew older, things only got worse. I had an undiagnosed autoimmune condition that crippled me with agonizing joint pain. My digestion was a complete mess. All the doctors, drugs and antibiotics in the world couldn't help - and frankly, in retrospect, their "remedies" were quite likely contributing to the problem.



At the tender age of 5, I heard a rumor that fruits and vegetables were good for you. This was back in the early 1960s when Froot Loops and Kool Aid, Velveeta cheese and Wonder Bread were all the rage and were widely considered to be “good nutrition.”

But I followed my intuition, stuck to the fruits and vegetables, and consciously changed my diet. By 14, I was virtually symptom-free. Moved by my own transformation, I began **a long, exciting journey of learning:** in school, with experts, and through my clinical nutrition practice. I was hungry to learn, and I was even more eager to impart that learning to others. I literally *couldn't wait* to share everything I'd discovered.

A lot of people who are interested in becoming a health practitioner are discouraged by the false notion they need to be “perfect” before they begin. They mistakenly believe that in order to coach or counsel others about food, health, weight and nutrition - they need to have a “perfect” body or perfect health, themselves.

This, by the way, is simply nonsense.

You don't have to have perfectly solved every health challenge in your own life in order to be a great coach.

You just need to have a love of learning and a genuine desire to fully understand your own relationship with food so that you can teach others from a position of understanding and compassion.

A willingness to learn means we know that there's no such thing as perfection, that we're all a work in progress, and that we only need be one step ahead of our client to truly serve and support them. That's how life works.

And it works best when we're all helping each other along the way.



Quality #3: A Hunger for Transformation

To succeed as a health practitioner, you need to be prepared not only to learn, but *to act* on that learning. To consciously *evolve and transform*.

To be eager to become the best version of you.

Transformation isn't easy.

If it was, we'd all be doing it at a fast pace, and our eating concerns would be few and far between. A hunger for transformation means that you place a high value on the journey of personal growth. It means you're willing to do work on self and to look at a few uncomfortable places, all with the intention of coming out the other side as a better human, and as someone more skilled in imparting that transformation to others.

The commitment to personal growth, to becoming the best possible version of who we are, is **the hidden key to happiness**.

As a helping professional, when you embrace your life problems, your hurt, your anger, each emotion and roadblock you encounter makes you a richer and more evolved individual. And the more you learn along the way, the more you have to give to your clients.

By being **hungry for transformation**, you'll be much better equipped to teach your clients how to handle their challenges and achieve real and lasting change.

Simply put, *your transformation fuels their transformation*.



Quality #4: A Creative Thinker

So what exactly does that mean?

Creative thinkers see the world differently. They're happy to approach challenges from more than one perspective or point of view, while seeing the beauty in them all. They're not satisfied with the status quo, or simply being told what's true. They are willing investigators, explorers, and they enjoy asking questions. Creative thinkers don't give up. If something doesn't work, they're willing to try a fresh approach.

They're don't mind being a beginner at things.

Indeed, they're excited about the possibility of weaving together viewpoints that may seem unrelated, but that ultimately create a new and deeper understanding. **So, creative thinkers are happy to find solutions wherever they may be - even in unexpected places.**

If you've grown up thinking "*I'm a little different*" or if you've felt like you dance to the beat of a slightly different drum, then you're right. You're a creative thinker.

And why is this an important quality for a health practitioner?

We believe that to truly help others, it's a great asset to be willing to do whatever it takes. We need to meet people where *they* are at, not necessarily where we are at. Each one of us grows and transforms in our own fascinating way. Creative thinkers appreciate the uniqueness that each one of us brings to the table, and they're open and welcoming of a fresh perspective.

Creative thinkers make fabulous coaches.



Quality # 5: You Value Head and Heart

The most successful coaches have a great blend of both head & heart in their work.

So in terms of the head part, this means you enjoy learning facts and assimilating information about health and nutrition. You're motivated to understand what works and what doesn't when it comes to creating a healthy, happy body. You value tools, you welcome some logic, and you naturally appreciate how things work.

But you don't live in your head *all* the time.

And you don't think that the head is all you've got.

You also appreciate the heart and cherish the idea of helping others. You realize that all the information in the world isn't of much value without a loving human touch to deliver it.

You appreciate that sometimes people just need to know that you see and hear them. That you genuinely care about and accept them. This unconditional acceptance is a powerful medicine for your clients.

When people feel that you welcome them for who they are, and that you're not living in judgment of their faults and shortcomings, miracles happen.





Now let's take a look at the
5 Crucial SKILLS that a successful
coach possesses.

And by the way, please don't worry.
If you don't possess any or all of these,
we promise you that every single one
of these skills can be *learned!*

Skill # 1: An Understanding of the Spectrum of Nutrition

*Notice I didn't just say "nutrition." I said, "the **Spectrum** of Nutrition."*

Why? Because when it comes to nutrition, a million different approaches and diets exist. Raw food. Vegetarian. Vegan. Paleo. Organic. Fasting. Mediterranean. Gluten Free. High Protein. Low Fat. A multitude of different experts, MDs and PhDs swear by "their" version of the truth and can explain persuasively why their system is the best.

And yet so many of them say something different, and they often contradict one another.

So this is why we promote and highlight the 'spectrum' of nutrition. Different nutritional approaches are suitable for different people at different stages or times in their lives.

In other words, there is NO ONE nutritional approach that fits every human on the planet all the time.

There is no single perfect diet that without a scientific doubt trumps all others.



Quite the contrary, there's a full range of viable nutritional systems that are appropriate for different individuals at varying stages of their evolution as an eater.

For me, this is an important and forgotten skill as far too many experts and practitioners are pushing their own personal nutrition agenda that will simply never fit the unique nutritional needs of each client.

This one concept shifts everything. It changes the conversations you'll have with your client. It means you can work with them from wherever they are right now. You don't judge, you simply embrace them for who they are and the approach to eating they've chosen to follow.

You don't have to impose your views. It has less to do with *you or your nutritional agenda*.

You simply understand where they are at in their journey, honor that, and work with your client according to where THEY are at.

By doing so, you'll be able to touch and transform the largest number of people.



Skill #2: An Understanding of an Eating Psychology for Everyone

Let's be very clear about this: Historically, there's been no eating psychology for *everyone*. There's only been eating *disorder* psychology - meaning an approach designed for people with anorexia, bulimia, and extreme obesity.

Well, that's a small percentage of the population.

But what about those who don't have an eating disorder?

I'm talking about the vast number of people who overeat, binge eat, emotionally eat, who constantly diet, who want to lose 5 pounds or 10 pounds or 50 pounds or more. I'm referring to those who have body image concerns, who have low energy or digestive challenges, or who feel like they live in a food prison and don't know how to get out.

To help such people, we need to understand the mind, the heart and the soul of the eater.



In other words, we need to learn about their **“food story.”** To dive into the details of our client’s journey with food and body and help them see what truly serves them about their food story, and what gets in the way and is no longer useful.

To truly help someone who has an overeating or binge eating concern, just talking to them about nutrition facts will be massively ineffective. Nor can you simply say, *“Stop doing that.”*

It’s all about grasping the human dimension of what it means to be an eater.

And working with someone’s food story is an infinitely “learnable” skill.

You can absolutely be trained to help somebody heal and transform their emotional eating, or lose weight in a sustainable way, or stop ineffective and destructive dieting.

You can absolutely gain the skills to guide someone, baby step by baby step, from body hate to body love.

And that’s a skill you’ll need to help people finally break free.



Skill #3: An Education in the Art of Questioning

We've talked earlier about being a good and caring listener and how that's the cornerstone for any successful coach. To help you listen, though, you need to learn the skill and art of **asking the right questions**.

Knowing how to ask questions that elicit truly honest and helpful responses is one of the most empowering tools you can have in your toolkit. Good questions can actually **educate your clients** and help them get unstuck.

Good questions facilitate deep reflection and natural transformation.

When you've developed the art of questioning - and again, don't worry, like all the other skills I'm mentioning, this one too can indeed be learned - your client relaxes.

They're more honest with you. They won't lie. They'll tell you what they really eat and what they haven't been eating. They don't try to "please" you with made-up answers. They don't try to fool you. Instead, they'll share their vulnerabilities, their mistakes, and their doubts.

Ask the right questions and **you open the window to real and lasting change**.

We've seen firsthand here at the Institute that the more skilled we are in the art of questioning, the more our success with clients skyrockets.

Learned well, the art of asking questions will unlock the most stubborn of doors, and create the most rewarding coach/client relationships.



Skill #4: The Ability to Understand Both Masculine and Feminine Psychology

Just as with nutrition, there isn't a "one-size-fits-all" psychology for *all* humans, *all* the time. In fact, did you know that there's a different way to approach the psyches of men versus women?

Men and women often have very distinct ways of viewing the world, the body, food, health and self.

And did you also know that within each and every one of us resides a **blend of feminine and masculine?**

If you're a man, you have masculine and feminine psychologies; if you're a woman, it's the same.

For years, psychology was biased towards the masculine psyche. In fact, we consider Sigmund Freud to be the father of psychology, but psychology has no mother. Which, of course, means we haven't been fully addressing the feminine side in all of us - men and women alike.

When you understand these distinctions, you can start to see how your client "ticks" inside, and you'll better grasp their *operating system*. It means you'll be well equipped to address your clients in the most effective way, while the tools and strategies you recommend will fit most naturally to their particular balance of feminine and masculine psychology.

Not only will your clients love you for it, but this particular skill set will allow you to create some real magic in terms of honest and lasting results.



Skill #5: Adaptability

In the Mind Body Eating Coach Certification Training, we provide you with an extensive training that includes techniques, protocols and strategies that you can use in your coaching profession.

Consider it your definitive Eating Psychology toolkit.

But you need to customize that tool kit - adapt it - to each individual client. So depending on the scenario, you select the appropriate tools from your “bag of tricks.”

For example, if someone wants to lose 5 pounds, they won't respond to the same tools and strategies as someone who wants to lose 75 pounds. Nor would you use the same protocol for a client who occasionally overeats compared to someone who binge eats on a daily basis.

So while as a health practitioner, you need to fully understand the whole toolkit - all the protocols and strategies available to you - it's even more important to know **how to adapt those tools to each client.**

Different human beings, different psychologies, different metabolism.

That means different protocols. This is one of the more exciting skills you can learn, and one that yields major dividends in terms of effectiveness and success.



A scenic view of a waterfall cascading into a turquoise pool, with a stone staircase and wooden railings in the foreground. The text "Next Steps..." is overlaid in a white box with a thin yellow border.

Next Steps...

I hope you found this blueprint of the 10 necessary skills and qualities helpful. And I'd also love for you to consider the possibilities of what life can look like for you as an Mind Body Eating Coach.

If you're new to the helping professions, the Mind Body Eating Coach Certification Training is **a great way to begin a whole new career.**

Imagine having the flexibility to see clients on YOUR schedule. Imagine choosing to work with your clients either by phone, in person or using Skype or other online platforms - or a blend of all of these. With this Training, you can work from anywhere in the world and have the benefits of a unique certification and a cutting edge set of skills.

You can make a good living in the most rewarding way possible - by truly helping others in a real and meaningful way. There's no better feeling than helping someone finally have a breakthrough with their food or health concerns.

This combination of having a solid career AND doing great work in the world uplifting others is a rare opportunity.



And **if you're already in the helping professions**, the Mind Body Eating Coach Certification Training is a fantastic way to **invigorate your practice** with a breakthrough approach that can help you see client results like never before.

With our one-of-a-kind Training, you can greatly expand the scope of your practice, boost your income, and feel the confidence to work with your clients in a whole new way.

You'll have **clinically effective and results-driven protocols** to work with challenging issues such as weight, body image, emotional eating, overeating, endless dieting and more. It's a great feeling to take your skills, your practice, your earning power, and your professional satisfaction to a place that you might not have imagined.

And in a crowded health care marketplace, you'll have a sought-after set of skills to help others that easily sets you apart.

In the final installment of this series, I'll explain how the Training works, what you get, what career opportunities are available, and the next steps for you to join one of the most fascinating helping professions out there today.

I sincerely thank you once again for your time and interest, and your enthusiasm for a whole new movement in food, body and health.

