IT'S NOT ABOUT THE M&M'S

CRAVE

Inspiring Health Coaches to Inspire

SUGAR CRAVING SAMPLE COACHING DEMO

The "magic" of health coaching!

Dear Coach,

As a long-time Health Coach, and Coach Mentor, I've had the honor and pleasure of coaching thousands of coaches. One of the most common frustrations I hear from coaches is that they are going around in circles with their clients about sugar! This is usually because they are having a theoretical conversation. The key to unlocking the code to behavior change is getting out of theory and digging deeper into the specifics of their clients' reality.

This sample coaching dialog demonstrates how to dig deep into the sugar- craving Habit Loop.

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Digging deep into the sugar craving Habit Loop

COACH: Jill – what do you mean when you say "sugar is your biggest downfall"? Tell me more about that.

JILL: Well… whenever I get stressed out or upset I reach for sugar.

COACH: When you say, sugar, like what exactly?

JILL: Well… donuts… donuts are my go-to when I get upset.

COACH: Can you share a recent example (from your food journal) of a day where you were feeling stressed or upset and you reached for a donut?

JILL: Ya, the other day, when I was helping my sister move, she was stressing me out… and so I ran into DD and got a donut.

COACH: Take me back to that moment. Tell me more about that stressful situation…

JILL: Well, my sister… (client shares frustrating experience)…

COACH: Wow, that sounds really frustrating and stressful. She is so lucky to have you as her big sister, there to help her out... sounds like you were really helpful and patient with her.

JILL: *talks about stressful situation…*

COACH: So, in that moment, sounds like you were triggered by the stress and frustration… and you reached out for the donut?

JILL: Yup! You got it!

COACH: What did you want that donut to do for you Jill?

JILL: Haha… I wanted something yummy… I wanted it to calm me down… and make me happy…

COACH: Did it?

JILL: Well… in the moment… I guess it did. It's so delicious! I love the chocolate glazed. That's my favorite.

COACH: Sounds like you enjoyed it! And then how did you feel? Did it "calm you down and make you feel happy?"

JILL: No… actually, it sat in my stomach like lead, made me a little nauseous actually… and I then I felt constipated... Oh, ya, and now looking at that day in my food diary, I remember… then I started craving something salty… so we ate some Doritos… later in the day I crashed and got a coffee to wake me up... I hadn't really thought about how that all might be related. But now that I look at in on my

food journal… I see what we've talked about, how sugar can make me crave salt (from that Yin Yang worksheet we worked on)… and the roller coaster sugar crash we talked about… and then I felt crappy, guilty and fat and angry with myself!

COACH: Those are some great connections you are making. It sounds like you enjoyed the donut in the moment, but then you felt a little nauseous, constipated, craved Doritos, and crashed in the afternoon from the sugar roller coaster, felt crappy and upset. Why did you feel angry with yourself?

JILL: Because I have no willpower!

COACH: The funny thing about willpower Jill is that it's really just a delay tactic. It's a game you can't win. Remember you were telling me about that day you took your 2-year-old niece shopping for the day and she wanted… and you told her she couldn't have it?

JILL: Ha! Yup! She flipped out.

COACH: So how do you feel when you tell yourself you "can't or shouldn't" have something?

JILL: Oh, I just want it more! Can't stop thinking about it.

COACH: Right, so you're not alone! That's what happens with "can't and shouldn't."
JILL: Then what can I do?

COACH: Once you understand the connection between what you eat and how you feel, and how you feel about what you eat, you can start to reframe your relationship with the food as something you actually might not want, because it causes you to feel crappy and not because you "can't" have it. Once you don't have it because you don't want it, you're free! (see Habit Loop worksheet)

JILL: Wow! That sounds great! How do I get there?

COACH: Let's break down that Habit Loop together (with this Habit Loop worksheet). In that moment, what was the Trigger?

JILL: It was the frustration and stress from my sister, etc...

COACH: So, the trigger, in this case was feeling frustrated and stressed. Does this happen only when you're with your sister or other times as well.

JILL: It happens at work too. Sometimes I get really stressed and anxious at work and I eat M&M's.

COACH: Where do you get the M&M's?

JILL: They're there.

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COACH: Where's there?

JILL: In my pantry (when I work at home or in on my desk drawer in the office)

COACH: How did they get there?

JILL: Haha, I bought them.

COACH: Why did you buy them?

JILL: Because I know when I get stressed at work, I like to eat them. Haha. I see where you're going with this.

COACH: What if they weren't there?

JILL: …Thinking… What if they weren't there? Hmmmm... I guess I'd eat something else… or do something else… to deal with the stress…

COACH: Like what?

JILL: Well…. Um… I could try making those date, nut, cacao truffles you gave me the recipe for. I made those when you gave me that recipe, but then I ran out of dates… and I stopped making them. Those were pretty good, actually.

COACH: How do you feel about that idea?

JILL: Ya, that might work. Might "crowd out" the M&M's like we've talked about.

COACH: Awesome! That's a great idea! You also said something about "doing something else." Like what?

JILL: Well, we've talked about breathing… or… doing some of those restorative poses, like child's pose…

COACH: Oh that's a great idea. How would you feel about that?

JILL: Ya, I love child's pose, rag doll, legs up the wall, like you showed me. And those breathing exercises do change the way I feel in an instant.

COACH: You are on a roll, girl! Let's make a list of all the M&M alternative ideas you have… let's brainstorm here…

JILL: I could also go outside and get some fresh air, have some cinnamon tea, journaling about why I'm stressed, etc...

COACH: Wow, you have quite a list of both food alternatives and behavior alternatives. How does that feel?

JILL: It feels empowering to know that when I feel stressed instead of reaching for those M&M's… haha… I know what you're thinking… if they're not there, I can't eat them anyway… so if I don't buy them in the first place… haha… and then I

make those date nut things… or I do some breathing… or journaling about…

COACH: Sounds like **you've got this!** And WHY are you trying to crowd out the M&M's (and/the donuts etc…) again?

JILL: Because, they actually don't make me feel better, they make me feel "happy" in the moment, but then I feel crappy and it's a downward spiral… and I'll never reach my goals… _____, if I keep eating donuts and M&M's etc.. Hey! OMG! Now I'm getting the idea that it's not that I can't have them… it's that I actually don't want them!!! AND I won't "need" them!!! OMG!! YES!

COACH: YES! You win! You're FREE!

JILL: OMG I am SO EXCITED! I'm going to go and throw the M&M's down the drain, not in the garbage… (where I could get them out later… haha) but actually down the drain!

COACH: Yes! And when you're in the store and you see them… what are you going to do?

JILL: I am going to…. Say, haha, no, no M&M's, I'm breaking up with you! You make me feel crummy! Ya know… I'm just not even going to walk down that candy aisle! (see "Ode to Chip" in the Crave Coaching Essentials package) and "It's Not About The M&M's"

COACH: You go, girl! You've got this! How are you feeling?

JILL: I am feeling FANTASTIC! I WIN! I've been battling this sugar thing for as long as I can remember! I've never looked at it this way! Bikini here I come!

COACH: I'm so excited for you, Jill! You have really created so much awareness around your relationship with sugar today! OK so it looks like we are running out of time. Will you recap the action steps that you are going to take this week?

JILL: YES! I'm going to throw away the M&M's down the drain! I'm NOT going to buy then at the store! I'm going to take this habit loop worksheet home and put it on my fridge so I remember, that I'm triggered when I get stressed. Then I was reaching for my "sugar" and then I felt crappy and regretted it! But, alternatively, I'm not going to have the "sugar" in my house and I'm going to make healthier, "good, better, best" alternative treats and I'm going to use my menu of healthy, feel good options like breathing/child's pose/journaling my feelings. TA-DA!!! I'm SO EXCITED!

COACH: GREAT JOB today, Jill! I'm so excited for you and looking forward to seeing you next time! I can't wait to hear about all of your wins this week!!

You've got this!

LINK: 12 Common Mistakes New Health Coaches Make and How to Avoid Them

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I hope after reading this sample dialog you are beginning to feel more comfortable, more confident and even more inspired to get out there and share your passion for helping people get healthy and live their best life! The more confident you become, the more you will experience and enjoy the MAGIC of Health Coaching!

Wishing you all the best growing your practice and living your life with purpose, passion, prosperity and joy!

Sandy

Need more structure for your coaching sessions, to help you support a client through the process of undoing unhealthy habits, retraining their brain, and changing their relationship with food? Use **promo code CCEINSPIRE99** to download the **Crave Coaching Essentials Guide and Toolkit** with step-by-step direction, helpful tips, real-life examples, and more than **30 worksheets** and tools, to help you conduct your client sessions with confidence. The toolkit includes **completed worksheets** from actual clients, so you have **real examples**, and **clear explanations** about how to use each tool most effectively.

THIS is the help you've been looking for! It's the missing piece of the puzzle! Get Sandy's 10+ years of client coaching experience in a box and take your coaching practice to the next level!

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