

*Module 9, Lesson 2 Handout:*

## **How to Best Approach Male Weight Loss**

Weight loss is often an extra sensitive topic for men, so it's important to be supportive of these clients and help them along their weight loss journey. Many men are turned off by most weight loss options, partly because weight loss is so often targeted towards women, and partly because men seem to have more walls up about the topic. Health practitioners must tailor their recommendations to every individual, taking into consideration a client's hesitations and sensitivities. Here's a basic guide for how to approach the topic of weight loss with male clients.

- Do a complete and thorough intake utilizing the intake form from Level 1. Ask the tough questions, and ask follow-up questions that may need clarification so you can really understand your client. If you “get” him, you can make a plan that really shows he is understood and set him up for success. A lifestyle plan that respects food preferences, time management, social coming and goings, and cooking skills is paramount to his success.
- Offer as much support and accountability as he'll take, and be prepared to answer questions and justify why you made the suggestions that you made.
- Start with what's easiest and build from there.
  - Is it easiest to just decrease portion sizes?
  - Would it be effective to cut out alcohol or sugar for a quick motivator?
  - Is there a place where you can plug in foods that he loves that will keep him enthusiastic?
- Pay attention to the questions your male clients ask you. Be in the know about role models and figureheads your client may follow so you can relate and be ready to answer questions he might have.

In general, consider the following strategies for helping men lose weight, tailoring each of these recommendations to the specific needs of the individual client.

- Start by reducing portion sizes, and utilizing HQ to help this guy get in tune with his true hunger and fullness. This is something he may never have considered.
- Decrease the less healthful foods and add a lot more of the healthy foods you want him to eat. Sounds obvious, but it isn't always for the client. Point out places he can make simple swaps (quinoa instead of white rice, steel cut oats instead of Cheerios or wild salmon instead of *another* steak) and find places where you can “flip the plate” - decreasing portions of more

caloric foods (pasta, meat) while bumping up the portion of vegetables. This will increase nutrient density in his diet and also aid in weight loss.

- Push physical activity. Any extra metabolic activity and muscle use will contribute to weight loss. Remember consistency is key here as well.
- Use all of the pillars, speaking to your client's motivation specifically. If the client is only aesthetically motivated, you don't need to go into much detail about health. You want your client to make the changes on his terms.
- Set reasonable goals. You can always keep adding and setting new benchmarks once these goals are met.

Weight loss isn't easy for anyone. Sure, men might be at a physical advantage compared to women and see the weight come off more quickly, but that doesn't mean it's not hard work. Approach weight loss from a whole person perspective and help the client make his new habits part of his identity to see change that lasts.