



WHY THE MOTIVATING HEALTH KETO WELLBEING & WEIGHT LOSS PROGRAM WILL ADD TO YOUR BOTTOM LINE



Welcome and thanks for enquiring!

As Keto Specialists and behavioral change practitioners in wellbeing and weight loss, Motivating Health achieve positive and sustainable change for your peoples' health and well-being via our Keto Wellbeing & Weight Loss Program. Our program is very effectively made available and delivered online.

Our Keto Program coupled with our NLP coaching techniques allows participants to change their mindset and motivation to make healthy changes – for good!

Some quick stats from our program:

- Our participants consistently lose weight from the first week of the program.
- Many of our participants reach their goal during the program and of those that don't 100% are equipped with a new set of tools to continue working towards their goal in the weeks and months after the completion of the program.
- Active participants in the program show reductions in LDL (widely considered to be the bad cholesterol) and total cholesterol.
- The program also provides the participants with the tools to keep the weight off once they have reached their goal. (Probably just as important as the weight loss).
- The majority of participants reported having experienced improvement in their mood, increased focus and everyday life functioning.
- Of those patients that were pre diabetic, most of those were able to reduce their risk of progressing to diabetes.
- And of those who were already diabetic many were able either improve their blood sugar levels and reduce and/or discard medications in consultation with their GP's

Top qualities that participants in our program noted apart from weight loss were:

- Improved self-esteem
- Feeling more confident in the way they looked
- Feeling more energetic and confident in life.
- Feeling confident in managing food cravings when they once felt powerless to emotional eating.
- Feeling in control of making healthier food and snack choices – including feeling confident that they know what to look for in food nutritional information.
- Very happy to be fitting back into clothes they had grown out of and looking forward to getting a completely new wardrobe!

- Improved lifestyle and quality of life because they were able to get back to the activities, they loved doing that weight gain/pain had stopped them from doing.
- Experiencing less pain in their body – less inflammation and therefore happier within themselves
- Reduced digestive issues including bloating and tummy pain.
- No more reflux and therefore the removal of medications such as Nexium or other antacids.
- Seeing their body shape change.
- Seeing their clothes dropping in size.
- Seeing the number on their scales getting smaller.
- Hearing compliments about their new improved appearance.
- Much more positive self-talk.

Proof that our programs are needed and necessary.

68.78% of Australia's population between 25-64 Years are overweight! 32.93% of these are ALREADY obese*

- We know from our survey responses that being overweight is a major for trigger for participants experiencing mental health conditions such as depression.
- Weight Loss via ketogenic eating has many other advantages:
 - Weight loss is proven to improve self-esteem reducing depression for some.
 - Ketogenic eating is anti-inflammatory reducing the hormonal triggers for many depression sufferers.

Proof that our programs will aid productivity.

"Weighing the Cost Of Obesity: a case for action 2015" by PWC (Price Waterhouse Coopers)

This is an excellent study and cites:

Implementing a set of selected obesity interventions would be a positive investment with a benefit cost ratio (BCR) of 1.7 in a conservative, ten-year model reaping many benefits for Australia.

Another key finding of the PWC report was:

Meeting the World Health Organisations (WHO) target would mean a benefit of \$10.3 billion for Australia over the next 10 years (From the report date of 2015) to 2025. It will require further investment in a range of established and innovative approaches for obesity prevention, more impactful obesity interventions and a lower rate of weight regain after successful weight loss.

I wonder how we have fared with change thus far since the original publication. Obesity rates don't seem to be falling and the population is increasing. One can assume that there are more overweight and obese people in Australia than ever before.

As an employer you can look at this report and take comfort in the fact that for every dollar you spend on helping your staff achieve wellness through managing their weight is an investment not an expense.

What is Presenteeism?

PWC also looks at the cost of presenteeism as an indirect cost of Overweight & Obese staff.

Presenteeism refers to the lost productivity that occurs when employees are not fully functioning in the **workplace** because of an illness, injury, or other condition. Even though the employee may be physically at **work**, they may not be able to fully perform their duties and are more likely to make mistakes on the job.

View Full Report (There's also a great video) here: <https://www.pwc.com.au/obesity>

Weight Loss in People with Serious Mental Illness

Another study by the NIH (National Institutes of Health in the United States) showed that a weight-loss intervention can help overweight and obese people with serious mental illnesses—such as schizophrenia, bipolar disorder and major depression—lose significant weight and keep it off.

More than 80% of people with serious mental illnesses are overweight or obese — a major factor that helps lead to a death rate 3 times that of the overall population.

More info & Source: <https://www.nih.gov/news-events/nih-research-matters/weight-loss-people-serious-mental-illness#:~:text=A%20new%20study%20showed%20that,weight%20and%20keep%20it%20off>.

Key reasons Keto works for better work performance:

- Reduced Absenteeism.
- Reduced Presenteeism.
- Provide fast and **effective weight loss**.
- Improve **self-esteem and confidence**.
- **Improved mental health** including reduced symptoms of anxiety and depression.
Research data backs up the feedback from participants that a Keto diet results in **better moods and behaviors**.
- **Increase energy levels** therefore increasing ability to perform and participate.
- **Reduce 'brain-fog'** and increase ability to make decisions.
- **Significantly reduce inflammation** which has a plethora of benefits including significantly reducing pain within the body and reducing symptoms of depression.
- **Reduce risk of chronic diseases** created from lifestyle choices including diabetes, cardiovascular disease and high cholesterol.
- Provide an overall sense of **better well-being and quality of life**.

In the workplace the Keto Well-being and Weight loss corporate program can:

- Reduce sick leave / downtime.
- Reduce workers compensation claims.
- Improve workplace moral.
- Improve employee retention.
- Improve productivity and quality of work.
- Employees working from home will have better tools to manage the temptations and risks of having the kitchen available 24/7.

Our Program

- Is broken down into 12 x 1 hour easy to digest video lessons at weekly intervals.
- Each session builds on the previous.
- Progressively introducing new tools in easy-to-understand language.
- New non-food related techniques for mindset change.
- Testing and measuring protocols are built into the program.
- Goal Setting.
- Motivation.
- Lifetime Access to our private Keto Weight Loss & Wellness FB Group for those who are interested. (Not Compulsory)
- Regular reporting requirements built into our system to add accountability and compliance.
- Relevant Downloads provided with each session.
- Many foods produce high levels of blood sugar, not just sugar. We teach participants about this phenomenon and how to identify these foods and how to incorporate tasty healthy alternatives into their daily live.
- We teach the benefits of planning for success. How planning makes everything easier.

Why Motivating Health succeed where other keto food plans or keto apps alone don't work:

REPRESENTATIONAL SYSTEMS - Modalities

A representational system is the way people best represent the aspects of their world. The representational systems are how we code events, experiences and information in one or more of the five sensory systems: sight (visual), sound (auditory), feel (kinaesthetic), smell (olfactory) and taste (gustatory). All communication starts with a thought, then we use our words, tone and physiology (body language) to communicate with others.

Although we use our five senses all the time, we have a Preferred or Primary Representational System that we use and favour more than others. This often influences how we go about our lives and what we draw into our lives.

The Primary Representational System refers to our external world via V-A-K combined by the words we use to describe our experience. We can identify the Primary Representational System by watching someone's physiology and listening to the predicates they use.

The Representational Systems

V: Visual -Sight

A: Auditory -Sound

K: Kinaesthetic -Feelings & Touch

Id: Self Talk – Internal dialogue

During the Motivating Health Keto Well-being and Weight loss program we communicate in a way that talks to a broad range of representational systems. This allows us to build rapport and be understood by a larger number of participants than other programs. The better we are understood the more effective the communication and therefore the better the outcomes for our participants.

Throughout our 12 Week program, we draw out distinctions and promote shifts in thinking and behaviour. We tackle some of their deepest challenges in weight loss and mindset that in-turn builds resiliency and effectiveness in change.

A key distinction in our Wellness & Weight Loss program is that we don't just provide the knowledge and plans, we create and develop each participant's own best practices, connections and resources to improve their health and quality of life.

If you would like a phone or Zoom meeting to discuss further how can help your team do not hesitate to call me.

Lance Roberts - Managing Director

[Online Keto Weight Loss Program](#)

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