

Guidance Notes on Delivering the Programme

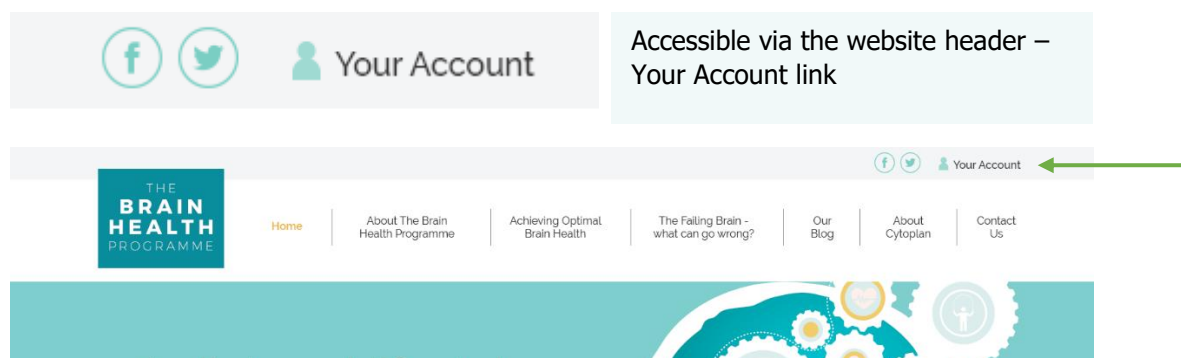
Introduction

Health-focussed groups provide the opportunity to share ideas, experiences, feelings, give and receive support, and feel part of a community. A group approach has been used very successfully for years by Weight Watchers and Slimming World. In the US, Dr Mark Hyman has worked with large groups, running into thousands, through church meetings etc. Speakers at the Functional Forum meetings frequently talk about using groups to maximise healthcare and coaching.

The other advantage of a group approach is that those attending may share the ideas they learn with their friends and family; thus, the impact of the group may go beyond its participants.

This guide gives some tips on getting the most out of the workshop materials and running The Brain Health Programme for small groups. If you have any suggestions for inclusion in this guide, then please email clare@cytoplan.co.uk.

NB: All the PPT presentations, speaker's notes and handouts are available on The Brain Health Programme website within the practitioner login area.



Preparation and delivery of the Introductory Talk

The purpose of the introductory talk is to convert people to sign-up to the workshop programme. The talk has been designed to last one hour – avoid going much beyond this, people may switch off during a longer session and be deterred from signing up to the full programme.

We recommend that you make a small charge for this initial talk – e.g. £10. You could offer to deduct this from the cost of the workshop programme, for those who book onto the full programme.

Become familiar with the slides and speakers notes: The key to giving a good presentation is preparation. We have done a lot of this for you by essentially preparing a script, although you can use your own style. You will still need to become really familiar with the material as it can feel a bit awkward using speakers notes that have been written by someone else. Therefore, we recommend that you record the speaker's notes for this presentation (and the workshops) onto your mobile phone. You can then listen to it a few times (e.g. using headphones). It is not intended that you deliver the material word for word, but this should help you give the talk in your own way. You can keep the recordings and re-listen each time you are going to deliver the introductory talk (or a workshop). If you effectively learn the material in this way – you won't need to rely on the speakers notes, the slides can be your prompts. In addition, the workshop recordings can be sent (along with PDF of slides) to anyone who is unable to attend a particular workshop.

As part of your preparation, practice the entire talk out loud. You may feel the first time you do this that it is awful - don't worry it will be much better when you come to do it for real because you will have plenty of adrenaline!

Presence: When giving a talk, your presence is important – the content of the presentation, is only worth a small percentage of your communication – of greater importance is how you say it and your rapport with the audience.

Developing rapport with your audience: Feeling / being connected with your audience will determine how likely they are to want to work with you. People buy from people.

Tips for developing rapport

- Talk to people on arrival – make sure you have greeted and taken an interest in everyone. Have everything ready so that you are not busy and can focus on your guests as they arrive and settle in
- Make eye contact during your presentation
- Smile
- Thank them for coming, acknowledge them for something
- Tell them your story – how you got into nutrition – touch, move, inspire. Why are you interested in brain health particularly?
- Appearance – be your brand as your audience will be deciding if they want you to be their mentor / therapist
- Humour is useful if used appropriately
- You may find it helpful to “set an intent” before you start your presentation e.g. an intent “to feel connected with your audience”. You could also set an intent for what conversion rate you want to achieve

Maximising conversions (i.e. the number who sign up afterwards)

People are more likely to want to sign up to the workshops if during the introductory talk they

- 1) feel connected / have a good rapport with you
- 2) have a perceived NEED for the programme. Thus, the final slides in the introductory talk aim to help attendees return to focussing on themselves before introducing the “What Next?”

In this activity you ask your audience:

- a) To reflect on how they feel their mental focus, concentration, mood and wellbeing are RIGHT NOW e.g. ask “Thinking back on the last week, ask yourself – do you have all the mental concentration, focus and memory that you want? Do you suffer brain fog? How is your concentration through the day? Are there slumps? How is your mood? Are there times you feel anxious? On a scale of 0 to 10 rate your ‘brain function’ level over the last week (with 0 being where you have no focus, no

concentration and constant brain fog and 10 is optimal brain function). Remember this number

- b) Then ask them to consider what number out of 10 they would like to have IN THE FUTURE? Talk your audience through the process: "Make a picture in your head of yourself in two months' time having achieved your number How much do you want this? What would this extra brain function do for you? ... What would it allow you to achieve? ... What could it prevent from happening?"

Explain that by joining The Brain Health Programme they can start the journey to move away from their current number towards the number they would like. The aim of this activity is to remind them of their 'NEED' and then give them a way to meet that need (i.e. the workshops).

Introductory talk feedback questionnaire – this gives participants an opportunity to indicate that they would like to join the programme you are offering. See the questionnaire on the website.

The questionnaire will also provide you with feedback on any reasons why they do not want to join the programme you are offering. It may be location, cost, time, start date etc. Some people may be interested in future workshop programmes or other services you offer.

Booking Information handout – this should be handed out at the end of the introductory talk. You can talk through this handout and the programme options which are:

- 1) Food only (i.e. attend workshops)
- 2) Food plus supplements
- 3) Food plus individual consultation

Those who choose option 2) can be offered a basic supplement protocol e.g. multi (CoQ10 Multi), fish oil (Omega 3 Vegan) and probiotic (Acidophilus Plus). Alternatively, you can send them a letter with a more tailored supplement protocol (based on the information they have provided in their health questionnaire, see below). If you choose to send each participant a brief letter, this also provides the opportunity to recommend they visit their GP (if appropriate) or have an individual consultation (if appropriate).

The Workshops

Paperwork

Those who sign up to the workshops should be sent (emailed) a health questionnaire and asked to return it prior to the first workshop (or bring it with them on the day)

Health Questionnaire – you can use your own questionnaire, or we have provided a health questionnaire on the website. For anyone attending the workshop programme you will want information on name, address, date of birth, telephone number, email, health concerns/goals, medications, signed Terms of Reference – as a minimum.

MYMOP – You should ask them to complete MYMOP form. They choose the symptoms they wish to monitor. This is a simple validated questionnaire used to measure symptoms before and after an intervention. The initial and follow-up questionnaires along with instructions on how to use them are available at

<http://www.bris.ac.uk/primaryhealthcare/resources/mymop/>

The advantage of using this questionnaire is that it has been validated and is recognised by the medical profession. For our purposes, it is not specific to brain health which is why we have developed a more comprehensive questionnaire.

Brain health questionnaire – this is a short questionnaire that specifically looks at symptoms relating to brain health. This should be completed at or prior to the first meeting and again after the last meeting.

Feedback questionnaires – participants should be asked to complete a feedback questionnaire at the end of workshop 1 and the final workshop. Feedback questionnaires are not necessary for the other workshops (although they are available on the website). At the end of the workshop programme please send us a summary of the participants' feedback on the form provided.

Free pot of CoQ10 Multi (30s) and 20% discount voucher – you may offer a free pot of CoQ10 Multi to your workshop attendees, as well as a 20% discount off their first order. Your clients will need to phone us to claim their free pot. There is no obligation to order any other products, but if your clients would like to place an order (either at the same time or a later date) they should quote the code **20AAA – the first two characters are your initials reversed. They will then be attached to you and you will receive commission on all their future orders (you can share your commission with your clients if you wish).

Preparation for the Workshops

As with the introductory talk, preparation is really important. Again, you can become familiar with the materials by recording them onto your phone. These recordings can be sent to anyone who is unable to attend a particular session (along with a PDF of the relevant PowerPoint presentation).

Small group facilitation

Small group facilitation is slightly different to delivering a talk to a larger audience. Obviously, it can be more informal and you will want to encourage everyone to contribute to the discussions.

At the beginning of the first workshop, ask everyone to introduce themselves, if they wish they can say why they have come (but they may not want to share this at this stage). Use an icebreaker e.g. you could ask everyone to say who their favourite chef is and why.

Timing

The workshops are designed to be up to two hours long. This includes settling in time etc. Longer than two hours and people may find it difficult to sustain through the weeks.

Outline of the Workshop Programme

The Brain Health Programme includes a series of six workshops which cover nutrition (two), gut health, stress, sleep and physical activity/brain training. The workshops are a combination of talks, activities, discussion and feedback. They include some homework! The Self Care Journey is a Home Study module that runs alongside the workshops.

The six Workshops

Whilst the programme has been written as a six workshop programme, you could run it over fewer workshops if you wish. A couple of people have also expressed an interest in running it over two full days.

Changes to diet are introduced in workshops one, two and three. Attendees will be asked to start making changes after Workshop one, further changes will be introduced and made after workshop two. Workshop three discusses gluten and participants will be asked to carry out a trial elimination of gluten after workshop three (for at least four weeks).

Content of Workshops:

1. Mind What You Eat	2. Mind What You Eat	3. Gut Health
<ul style="list-style-type: none"> • How diet and lifestyle is making us ill • The Nutrition Gap • Sugar & carbohydrates • Smoothies • Introduction to the Self Care Journey • Menu planning 	<ul style="list-style-type: none"> • Fats • Essential fatty acids • Vegetables • Dietary approaches • Increasing nutrient density • Menu planning 	<ul style="list-style-type: none"> • The digestive system • Gut microflora • Poor gut health • How to optimise gut health • Fasting • Gluten • Menu planning
4. Stress	5. Sleep	6. Physical Activity & Brain Training
<ul style="list-style-type: none"> • Stress & its effects • Fight or flight response • Stress triggers • Cortisol & stress • Ways to reduce your Stress • Menu planning 	<ul style="list-style-type: none"> • Physiology of sleep • Bio-chemical factors • Common sleep disruptors • Impact of insufficient sleep • Ways to get good quality sleep 	<ul style="list-style-type: none"> • Exercise & cognitive function • Types of exercise • Staying motivated • Brain plasticity • How we can stimulate the brain • BrainHQ

Self Care Journey Aims

This is designed to support participants with the 'change process'. It contains a number of activities that are completed at home. Each week, you will brief the activities during the workshop. At the following meeting you will lead a discussion on how they got on with the activities etc.

NB: When asking people to share how they got on with an activity, ask the question "Let's hear from someone who found this activity useful" – this is to encourage a positive discussion.

Each week there are one or more key activities (which are the priority areas to focus on) as well as some optional activities

Self Care Journey – weekly key and optional activities:

1. Build Your Understanding/Get Motivated	2. Prepare for Change	3. Prepare for Change
Key Activity: 1. Well formed outcome 2. Identifying barriers Optional Activity: Whole person approach to health	Key Activities: 1. 7 day food diary 2. Eating behaviour and helping yourself Optional Activities: 1. Self Care Questionnaire 2. 360 Self Care Assessment	Key Activity: Weekly self care planning Optional Activity: Mindfulness and mindful eating
4. Engage your Mind	5. Plan for Life	6. Follow the Plan
Key Activities: 1. Addressing limiting beliefs 2. Weekly self care planning	Key Activities: 1. Review your weekly progress report 2. Weekly self care planning	Key Activities: 1. Review your weekly progress report 2. Weekly self care planning Optional Activity: Building resilience

Alongside this, you will ask participants to create a menu plan each week (starting in week one).

If you have any questions on running this programme – please contact:

clare@cytoplan.co.uk – in relation to workshop content etc

kate@cytoplan.co.uk – in relation to marketing

