

NEXT STEPS



NUTRITION

WELCOME

Welcome (again!)

This short manual is designed to help you smoothly transition from following the principles in our kickstart nutrition program, to starting to develop your own preferred path for keeping on top of your eating habits.

There's three main sections:

1) Education - energy IN

Understand what calories are, and what you need to be aware of.

2) Education - energy OUT

Understand what your metabolism IS, and what impacts it.

3) Tracking your food intake

You now have several choices - and we'll show you the pros and cons of each.

ENERGY

'IN'

Macros and Micros

You may know or have come across these terms - 'macros' is certainly one that gets thrown around a bit.

Micros - aka Micronutrients

These are the vitamins and minerals in food.

Different foods contain different ones, in different quantities. Whole foods tend to contain lots of them.

Crap processed food (technical term) tends to contain very few.

Micronutrients are important from a health perspective - if you become too deficient in some vitamins or minerals, you can experience quite unpleasant symptoms - ranging from lethargy, to rickets or scurvy!! (lack of vitamin C)

Whilst calories intake (MACROs) dictate weight loss or gain, meaning you can technically lose weight just eating doughnuts and ice-cream - doing so, you'd become very, very ill.

Macros and Micros

Macros - aka Macronutrients

These are where calories (energy) comes from in our food.

So in a nutshell, we need micronutrients for health, and macronutrients for energy (fuel).

Calories come from 4 main macronutrients.

Protein, Fats and Carbs - all foods on earth are made up one, two or all three of these (in differing amounts).

Protein contains 4 calories per gram.

Carbohydrates contain 4 calories per gram.

Fats contain 9 calories per gram.

Alcohol is classed as the fourth macronutrient (believe it or not) and contains 7 calories per gram.

A BIT MORE ON MACROS

Protein:

- Is highly filling / reduces desire to eat more food
- Is essential to building and maintaining muscles
- Consumes more calories than Fat and Carbs to digest
- Helps to regulate blood sugar and energy levels
- Should form a large part of any diet - whether you're looking to lose weight, burn fat, or build muscle.

Carbohydrates

- Give us 'quick energy'
- Is the body's preferred source of energy
- Are easy to overeat
- Can play havoc with our blood sugar and energy levels if we eat too many
- Should not be avoided - but should (in most people's diets) be reduced slightly, in favour of more protein.

Fat

- Are easy to consume lots of calories with small amounts
- Are essential to health
- Should be eaten in moderation
- Commonly found in high qtls in processed food

Macros and Micros

Nearly all foods contain at least some of each of the 3 macronutrients (protein, fats and carbs), but we typically categorise foods by which macronutrient they contain the most of.

eg

Meat tends to be classed as protein (because it usually only has a smallish amount of fat, and sometimes traces of carbs)

Bread tends to be classed as carbs (because it's high in carbs but will have small amounts of protein and fat)

Do you remember the food lists on the following pages from the 6 Week Kickstart nutrition plan?

We broke the 3 macros down into 'green, amber, red' based on the quality of them (eg greens tend to be whole foods, reds are processed etc)

Note: Fruit & Veg are commonly classed as carbs, but we separate them out as they are so low in calories, and high in micronutrients (vitamins and minerals) - and don't want people eating bread instead of broccoli !

The food lists are incredibly easy to use. Just check the lists to see whether any ingredient is a protein, carb, fat, or fruit/veg and use it to build your meals. Remember, GREEN means eat often, AMBER eat sometimes, RED for occasional treats.

GREEN foods - EAT MORE

These are the foods to concentrate on building your meals around. They have high nutritional value and are relatively low in calories, but will fill you up. The more of these foods you eat, the better!

Protein

- Fish
- Eggs and egg whites
- Shellfish and seafood
- Chicken
- Turkey
- Skinless duck
- Lean beef
- Lamb
- Unprocessed pork
- Game
- Plain greek yoghurt
- Cottage cheese
- Tempeh
- Lentils, edamame and beans (if your meal is meatless)
- Tofu
- Plain quorn
- Nutritional yeast
- Spirulina
- Chia seeds

Fats

- Olive oil
- Avocado/avocado oil
- Walnut oil
- Natural nut butter
- Nuts
- Cheese
- Pesto
- Olives
- Mayonnaise and olive/nut oil based dressings

Carbs

- Sweet potato
- White potato
- Buckwheat
- Quinoa
- Rice (brown, black, wild)
- Barley
- Yams
- Any pulses (beans, chickpeas, peas, lentils)
- Wholegrain pasta
- Porridge oats
- Bread, bagels, wraps (wholemeal/wholegrain)

Fruit & Veg

- ANY fresh or frozen veg (see 'eat the rainbow' below for ideas - however choice isn't limited to these vegetables!!)
- ANY fresh or frozen fruit

Drinks

- Water, still or fizzy
- Sugar free, caffeine free teas or coffee



AMBER foods - EAT SOMETIMES

These are foods to eat less often. They generally have good nutritional value but are also often higher in calories or are less beneficial to health, so eating them too often will slow your progress.

Protein

- Edamame
- Fattier/skin on cuts of meat, higher fat mince
- Meat jerky
- Chicken/turkey sausages, lean pork sausages
- Lean bacon
- Minimally processed deli meat
- Protein powder
- High mercury fish (tuna, swordfish)
- Flavoured vegetarian burgers, sausages etc

Fats

- Vegetable/sunflower oil
- Coconut oil/milk
- Dark chocolate
- Cream/creme fraiche/cream cheese
- Seeds and seed oils

Carbs

- Couscous
- White rice
- Granola
- Instant/flavoured porridge
- Milk
- Juices
- Flavoured yoghurt
- Plain pancakes/waffles
- Wholewheat crackers
- Protein or oat bars
- White breads, bagels, wraps
- White pasta

Fruit & Veg

- Unsweetened processed fruit (tinned, dried, pureed, stewed)

Drinks

- Vegetable juice
- Homemade fruit/veg smoothie
- Sugar free squash or fizzy drinks
- Caffeinated tea/coffee

RED foods - EAT LESS

These are foods to keep to a bare minimum. These foods will take you further from your goal, so the more you eat the slower your progress will be.

Protein

- Deep fried meat/chicken
- Chicken wings/nuggets
- Battered/crumbed meat/fish/vegetarian nuggets or burgers
- High fat minced meat products eg fast food burgers
- High fat sausages
- Processed deli meats
- Pepperoni sticks

Fats

- Butter
- Margerine
- Processed cheese
- Hydrogenated oils and trans fats
- Vegetable oil
- Sunflower oil

Carbs

- Cereal bars
- Honey, syrup, treacle
- Sugar
- Crackers/cheese thins
- Pretzels
- Foods with lots of added sugar
- Crisps
- Chips
- Milk/white chocolate, sweets
- Cakes, muffins
- Biscuits
- Donuts, pastries
- Puff/shortcrust pastry
- Dumplings/suet crust
- Ice cream

Fruit & Veg

- Tinned, dried, pureed, stewed fruit with added sugar
- Shop bought vegetable crisps

Drinks

- Fruit juice
- Sugary drinks, full sugar fizzy drinks
- Alcoholic drinks
- Flavoured coffees, coffee shop hot chocolate



PROTEIN

1 PORTION = 1 PALM
(SIZE AND THICKNESS)



FAT

1 PORTION = 1
THUMB



CARBS OR VEG

1 PORTION CARBS OR
FRUIT = 1 FIST
1 PORTION VEG
= 2 FISTS

HOW TO USE YOUR HAND SIZE PORTIONS TO MAKE A MEAL USING GREEN OR AMBER FOODS

EXAMPLE MEAL 1 (healthy lunch)

Chicken breast (protein)
Rice (carbs)
Salad or veg (veg)
Oil (fat)

EXAMPLE MEAL 2 cottage pie)

Minced beef (protein)
Potato (carbs)
Veg (veg)
no need to add fat!

NB: Hand portion sizes **DO NOT APPLY TO RED LIST FOODS**. These foods are generally highly calorific and shouldn't form part of your regular meal planning. It's better to focus on eating them infrequently, than trying to measure portions exactly.

WHY WE USE HANDS TO MEASURE PORTIONS

1. HANDS ARE PORTABLE. So you can take them anywhere - to the office, to a restaurant, on holiday, etc.
2. HANDS STAY THE SAME SIZE, giving you a consistent reference point.
3. HANDS SCALE TO THE INDIVIDUAL. Bigger people tend to need more food, and to have bigger hands, thereby getting bigger portions.
4. HAND SIZE PORTIONS ARE EASY TO MEASURE. This makes food prep quicker and easier.

ENERGY

'OUT'

Your Metabolism

Some important acronyms for you.

Most people aren't that fussed about learning the sciencey stuff around nutrition - and you don't need to either.

However, properly learning and internalising this next little bit of 'wisdom', will stand you in good stead for the rest of your life (seriously).

T.D.E.E

Total Daily Energy Expenditure

This is how many calories YOU burn, each day.

And your TDEE consistent of 4 components

1. **E.A.T**

2. **N.E.A.T**

3. **T.E.F**

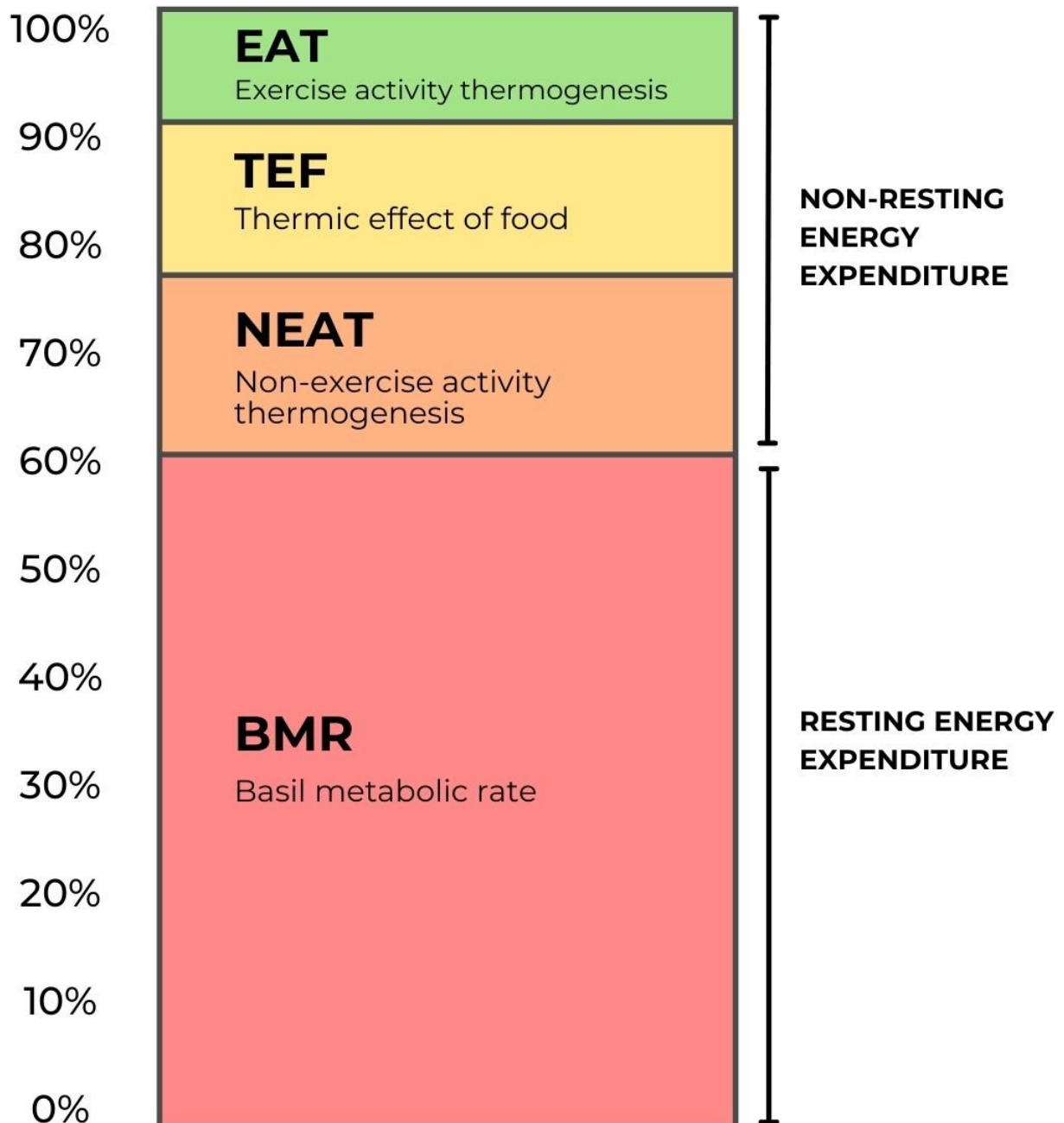
4. **BMR**

"Woh there!" I hear you cry.

"Calm down" you hear me reply.....

Your T.D.E.E Total Daily Energy Expenditure

The image below shows how all the calories you burn each day are broken down into 4 categories.



E.A.T

Exercise Activity Thermogenesis

This is the amount of energy you burn from things like 'working out'.

It doesn't include things like general walking, or moving around the house etc.

Think of it as 'intentional physically intensive exercise'.

We tend to think we burn loads of calories when we workout - largely because we're sweating and / or puffing and panting.

But the reality is that we just aren't.

And sorry to be the bringer of bad news - but that FitBit or Apple Watch are proven to not be very accurate at all when it comes to estimating calorie burn in a workout!

The point here is that 'working out' only accounts for around **TEN PERCENT** of the total calories you burn in a day.

Knowing this, will help you realise you need to focus on other areas too!

N.E.A.T

NONE Exercise Activity Thermogenesis

We've added the word 'NONE' to the previous acronym - so this should be fairly self explanatory.

It's all the movement you do that's 'generic' - or isn't intentionally intensive exercise.

Walking, pottering, that kind of thing.

The first thing you need to notice (go back to the image a few pages earlier) and you'll see that this accounts for MORE calorie burn, than working out!

About 15% of our total daily energy expenditure (our TDEE).

How come?

Quite simply because

a) We just don't burn as many calories as we think from puffing and panting in the gym or on a run

b) We spend WAY more time overall across a day, walking, pottering, moving around etc (several hours vs 45 mins in the gym soon adds up!)

T.E.F **THERMIC EFFECT OF FOOD**

The thermic effect of food (TEF) is the amount of energy it takes for your body to digest, absorb, and metabolise the food you eat - and accounts for roughly 10% of the total amount of calories we burn each day!

If for example you ate 2,000 calories in a day, you'd actually 'burn' around 200 of them, just digesting the 2,000. (so in effect, you're consuming a net total of 1,800).

We say 'roughly 10%' but that's in general. Consider this.....

Fat has a TEF of 0-3%

Carbohydrates have a TEF of 5-10%

Protein has a TEF of 20-30% !

This is why eating plenty of Protein is key to weight loss - you burn off so many more calories, just digesting it!

B.M.R **BASAL METABOLIC RATE**

This is your metabolism if you never did anything.

It's how many calories your body burns, simply to stay alive.

Lungs beating, heart pumping, liver functioning, brain power etc

Think about it - everything in life needs a form of fuel - and your basic bodily processes are no different.

They use calories for fuel.

And isn't it interesting that this accounts for well over 50% of ALL the calories you burn throughout the day (and night, as you are burning calories in your sleep, too)?

This part of your TDEE (eg your overall metabolism) is hard to influence - as the body will basically use what it needs to function, with little say from you.

However, you can temporarily increase this in the period post-exercise, as the body increases some of it's processes as part of recovery from your workouts.

YOUR METABOLISM: SUMMARY

Your metabolism is your TDEE

Your TDEE is your Total Daily Energy Expenditure.

It's the sum of many calories your body burns each day.

The calories in you burn each day come from 4 main areas.

- 1) Your exercise / workouts - 10-15% (ish)
- 2) Your walking / pottering / general moving - 15-20% (ish)
- 3) Digesting food - 10% (ish)
- 4) Staying alive (all your bodily functions) - 60% (ish)

All of this is influenced by your:

- Gender
- Age
- Height
- Weight
- Typical activity levels / lifestyle

CALCULATING YOUR TDEE

Knowledge is great - but it's got to serve a practical purpose.

Being able to calculate (roughly) our own TDEE, means we can estimate roughly how many calories we burn each day.

And if we know how many calories we're roughly burning each day (energy OUT), then that can help guide us with how many calories we should be consuming each day (energy IN).

As we go through this section, there will be multiple reminders that ALL methods of calculating how many calories you need, how many calories you are burning, and how many calories you are eating, are VERY rough estimates.

Too many people fall into the trap of:

"My FitBit says I burned 400 calories today, how am I not losing weight?"

"I'm in a calorie deficit according to MyFitnessPal, but still not losing weight"

"I'm definitely not eating too much yet still gaining weight"

Unless you are in the 0.1% of the population with medical conditions that affect your metabolism, if you're not losing weight but want to, or actually gaining weight, then here is the **ONE SIMPLE TRUTH:**

**You are eating too much food
compared to how much
you are burning off.**

Accepting this is liberating because it then means it's down to you, and only you, to (in simple terms) eat a bit less, and move a bit more - consistently.

Okay, back to figuring out your own TDEE.

You may wish to do this exercise out of curiosity, but the primary reason you would do this, is if you wanted to track your food intake using calories.

We'll discuss the pros and cons of this shortly.

CALCULATING YOUR TDEE

Go to [THIS LINK](#)

And enter your age, gender, height and weight - then click calculate.

On the right, it will show you, your BMR.

And will show you different values for what your overall TDEE (your daily calorie expenditure) is, based on different activity levels.

This should hopefully make sense.

Our TDEE will be higher if we are more active.

BMR Calculator

The *Basal Metabolic Rate (BMR) Calculator* estimates your basal metabolic rate—the amount of energy expended while at rest in a neutrally temperate environment, and in a post-absorptive state (meaning that the digestive system is inactive, which requires about 12 hours of fasting).

US Units
Metric Units
Other Units

Age ages 15 - 80

Gender male female

Height cm

Weight kg

+ Settings

Calculate
Clear

Result

BMR = 1,444 Calories/day

Daily calorie needs based on activity level

Activity Level	Calorie
Sedentary: little or no exercise	1,733
Exercise 1-3 times/week	1,986
Exercise 4-5 times/week	2,115
Daily exercise or intense exercise 3-4 times/week	2,238
Intense exercise 6-7 times/week	2,491
Very intense exercise daily, or physical job	2,744

Exercise: 15-30 minutes of elevated heart rate activity.
Intense exercise: 45-120 minutes of elevated heart rate activity.
Very intense exercise: 2+ hours of elevated heart rate activity.

CALCULATING YOUR TDEE

In the example above (in old money, the lady is 45 years old, around 5 foot 3 inches, and 13 stone).

You can see that there's a 1,000 difference between sedentary and very intensely active.

This is a common reason why people who track calories, still struggle to lose weight.

They think they're more active than they are, so work off the wrong target.

However, it's ALL a "self experiment" to figure out what our true calories needs are - and don't forget, we could calculate based on being fairly active, but then have a sedentary week, whilst eating calories for the more active calculation!

You have to be attached to the idea of constantly trying to learn about your body, and less attached to the idea that it's black and white maths.

Now, let's look at how we use this information in every day life.....

CALCULATING YOUR TDEE

Using this example lady again (let's give her a name: Mary) , we're going to assume Mary exercises 1-3 times a week, and her STARTING guesstimate of her TDEE is the 1,986 calculation.

Which we'll just round up to 2,000 calories because we understand that trying to be precise, is futile.

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CALCULATING YOUR TDEE

Pop Quiz: How many calories does Mary need to eat each day, to MAINTAIN her weight?

Answer: 2,000

If she's burning 2,000 in total, then if she eats 2,000 in total, she's in "energy balance".

Side note: Lots of people get frustrated when their weight plateaus, but that's dumb.

Plateauing means you are in energy balance - you are not OVEREATING.

And you just need to eat a small amount less - consistently.

And move a tiny bit more - consistently - to move OUT of energy balance, and into an energy deficit.

This is all fairly simple and logical, but far too many people disregard this in favour of sulking when things don't go their way.

Always revert back to basics when you get stuck :-)

CALCULATING YOUR TDEE

The next logical question should be (and we're working on the basis that Mary wants to lose weight / body fat)...

"How many calories should Mary aim to eat, to ensure she's in an energy / calorie deficit?"

The answer does depend on how strict Mary wants to go. It's all very well saying "I'm happy to go in a big deficit, to lose weight fast", but that isn't sustainable and isn't an enjoyable existence.

We recommend starting with 500 less than your calculated TDEE.

This should be enough to be in some sort of deficit over a full week, whilst not making you feel starved.

IMPORTANT: as noted earlier, this is all a best guess.

You could go a full week, thinking you're eating 500 calories less per day than you need, and still not see change.

This would just mean you need to keep tweaking.

These TDEE calculations are literally just a starting point!

TRACKING YOUR INTAKE

The next step is to start tracking.

Again, the benefit of tracking calorie intake, is as much to do with creating self-awareness (which results in eating less in general) as it is accurately knowing how many calories you're consuming.

MyFitnessPal has been the popular app of choice for many years.

If you do use MFP, then a couple of pointers:

1) Don't use the weight loss calculator in there - use the TDEE calculation, slice 300-500 off, and set your own daily target.

2) Do NOT input calories burned (super important).

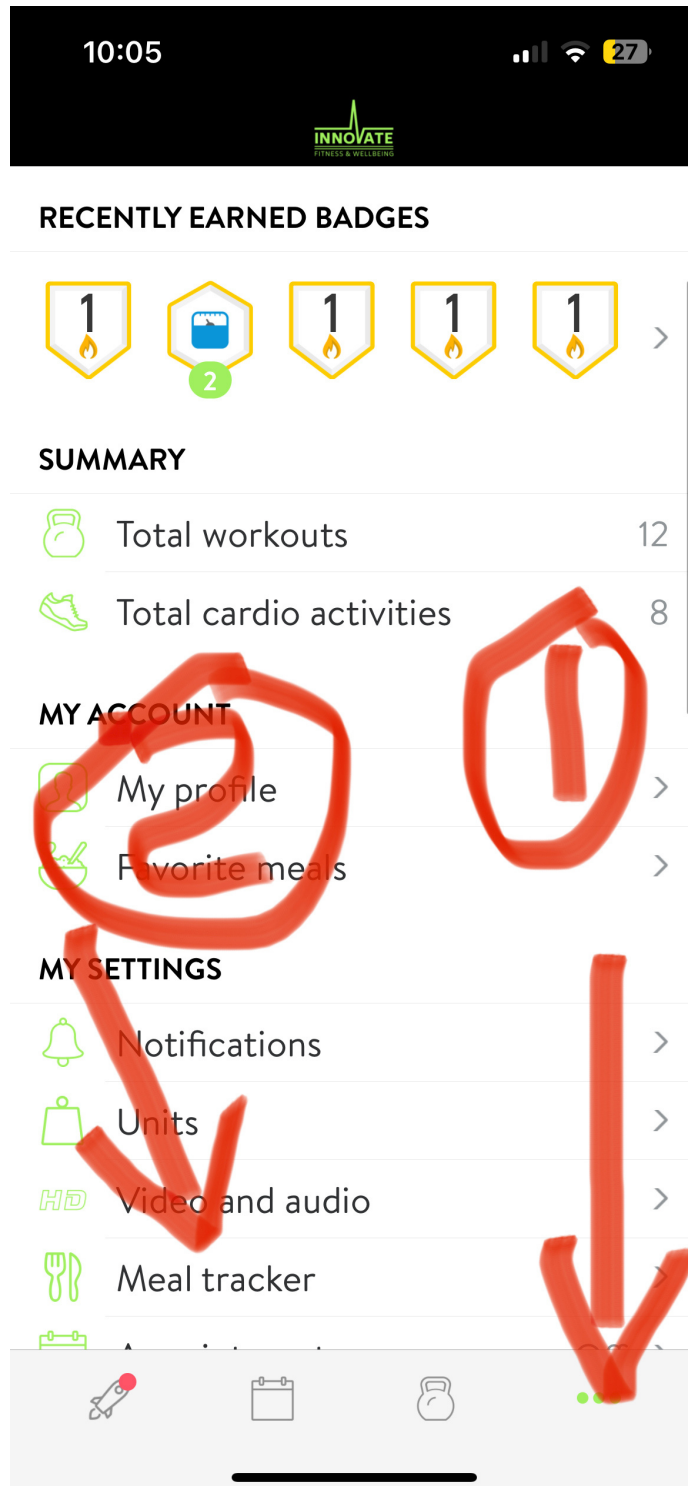
Why? Because you've already included these in your TDEE calculation when you chose the activity level!

Even if you do use MFP, **link it to your iCoach app**, as the data pulls through.

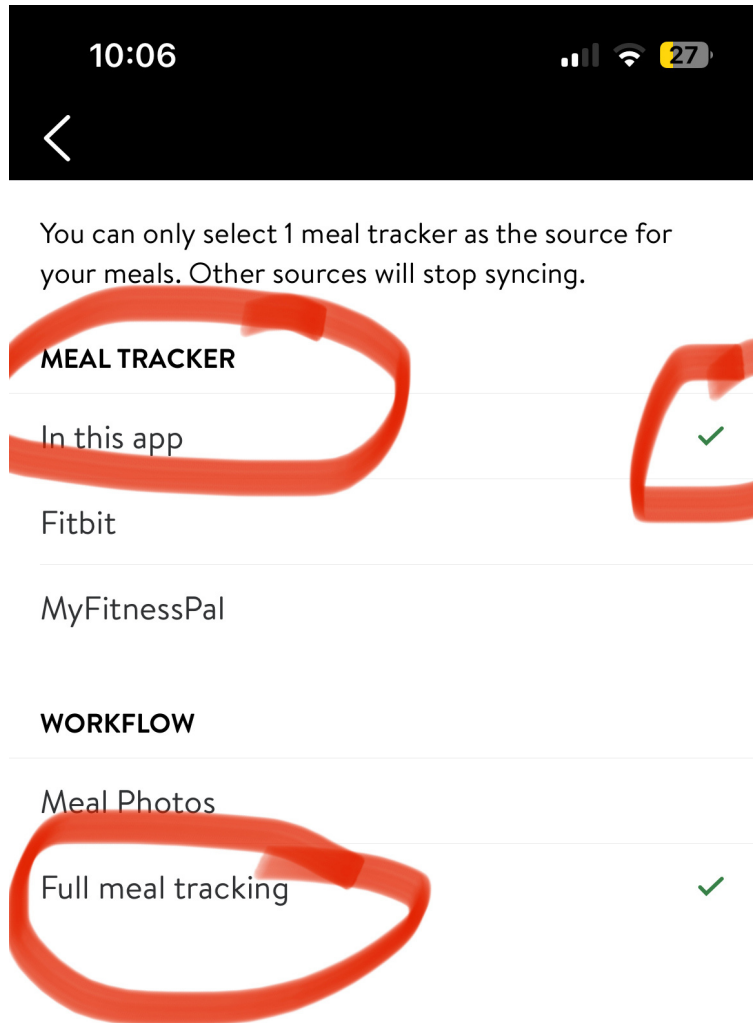
This can be done easily in your settings
(ask a team member if you're unsure)

TRACKING YOUR INTAKE

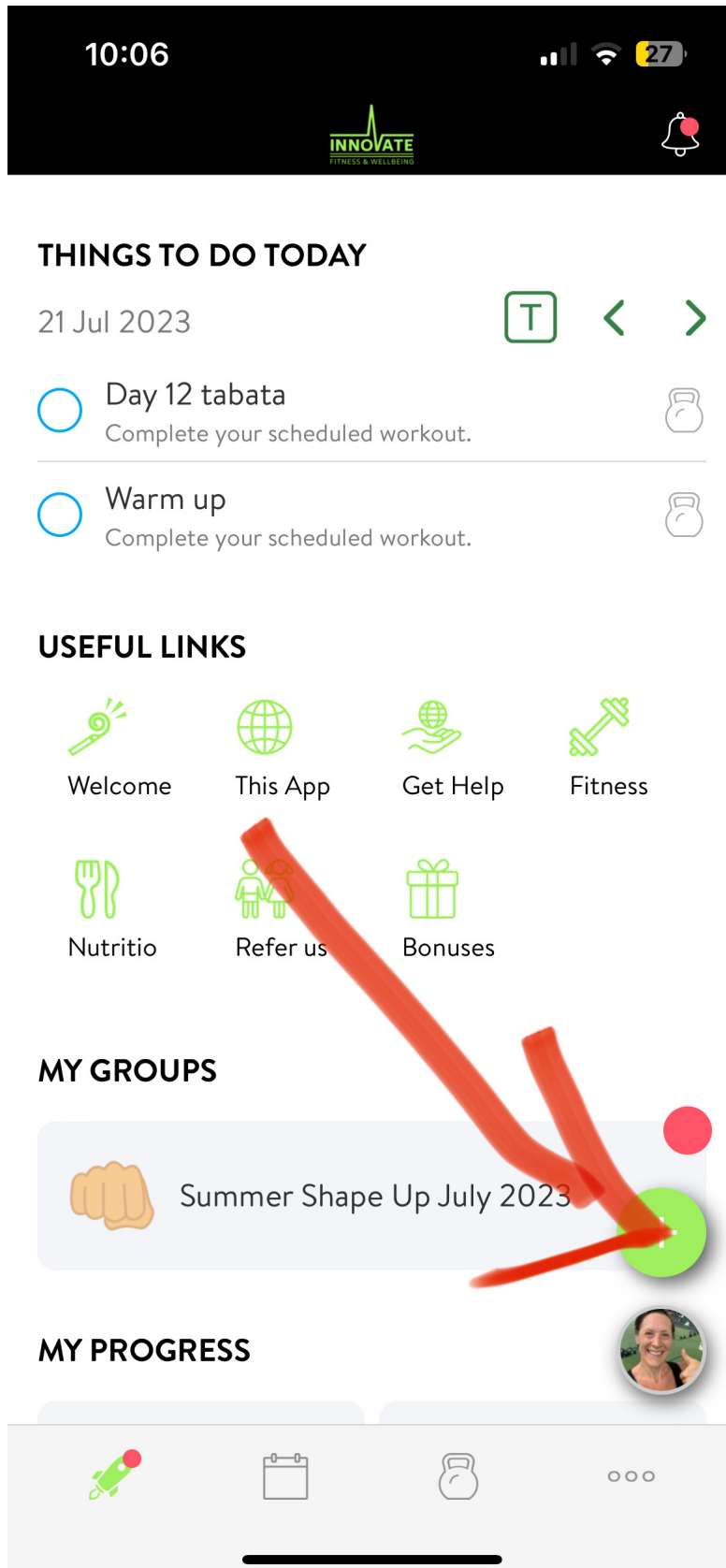
Or alternatively, track your intake in the iCoach app itself. Go to 'settings' (1 in the pic below) then 'meal tracker' (2 in the pic below)



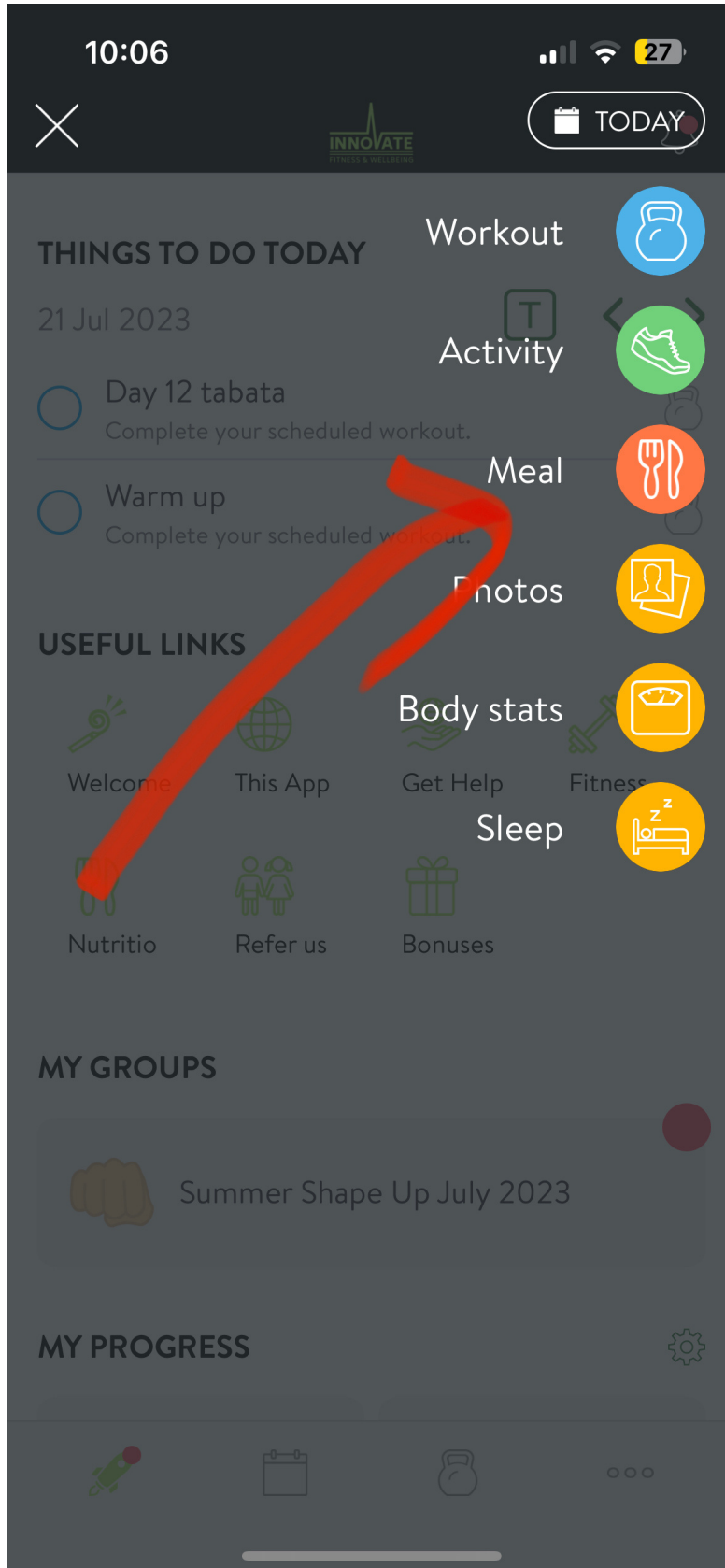
Choose "in this app" and "full meal tracking"



To start logging meals, click the plus symbol....



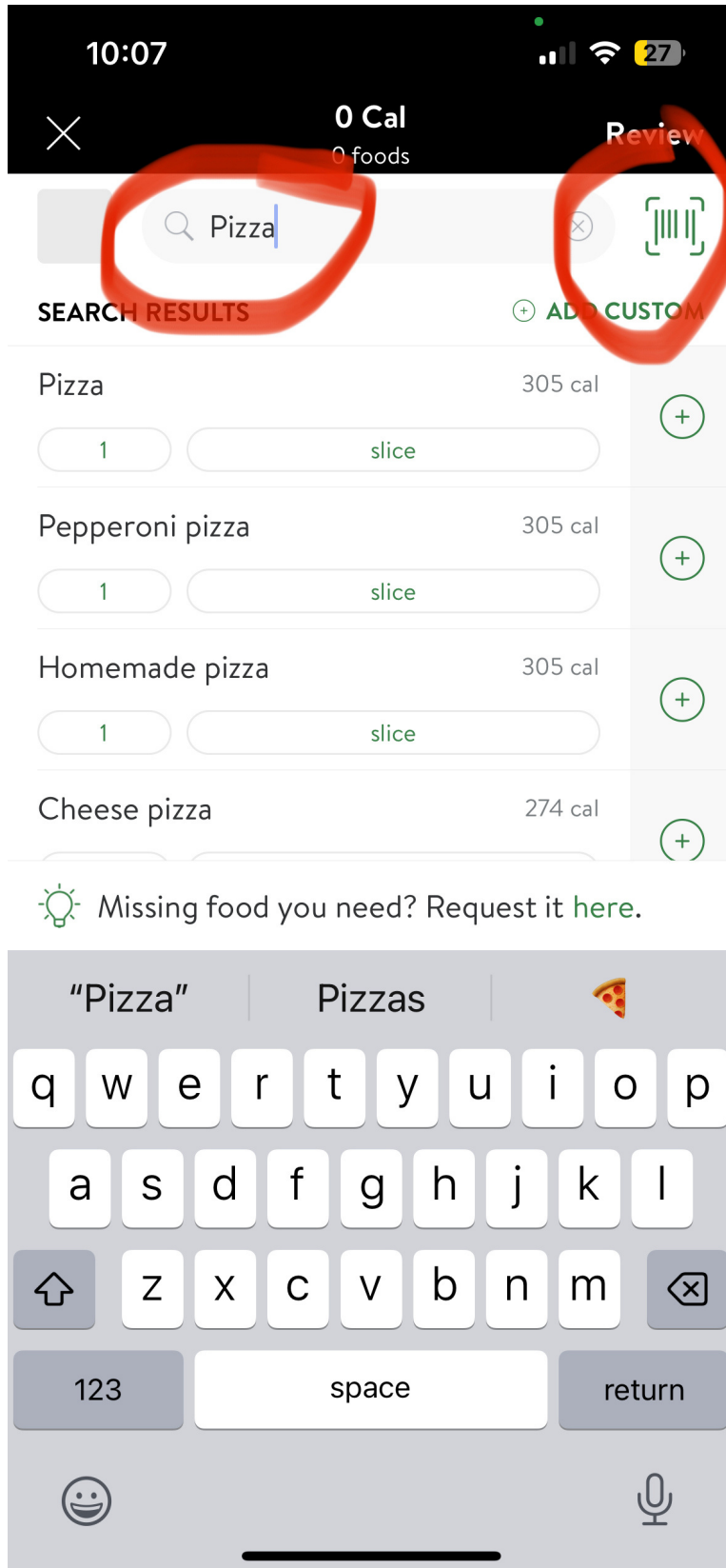
Click the meal / knife & fork symbol.....



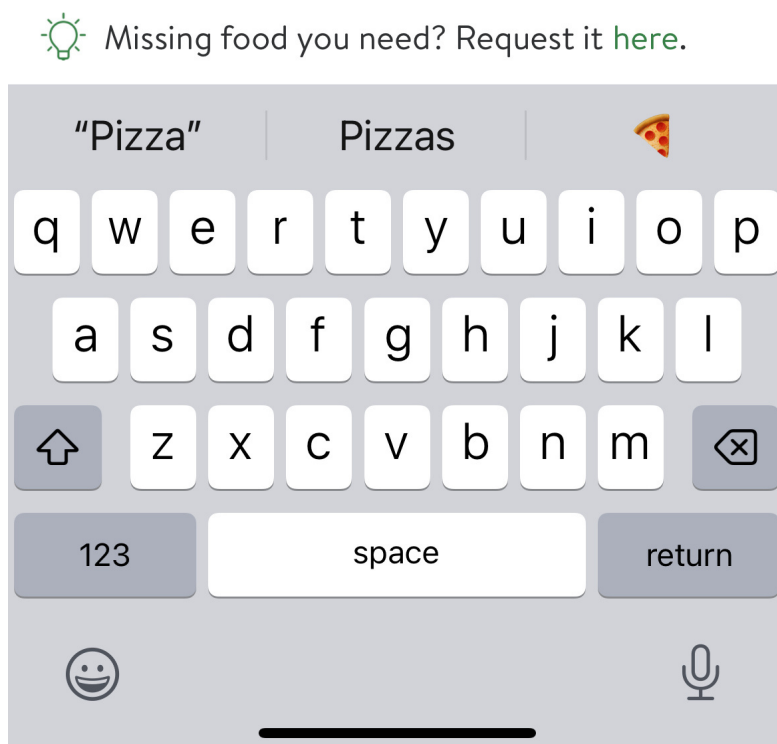
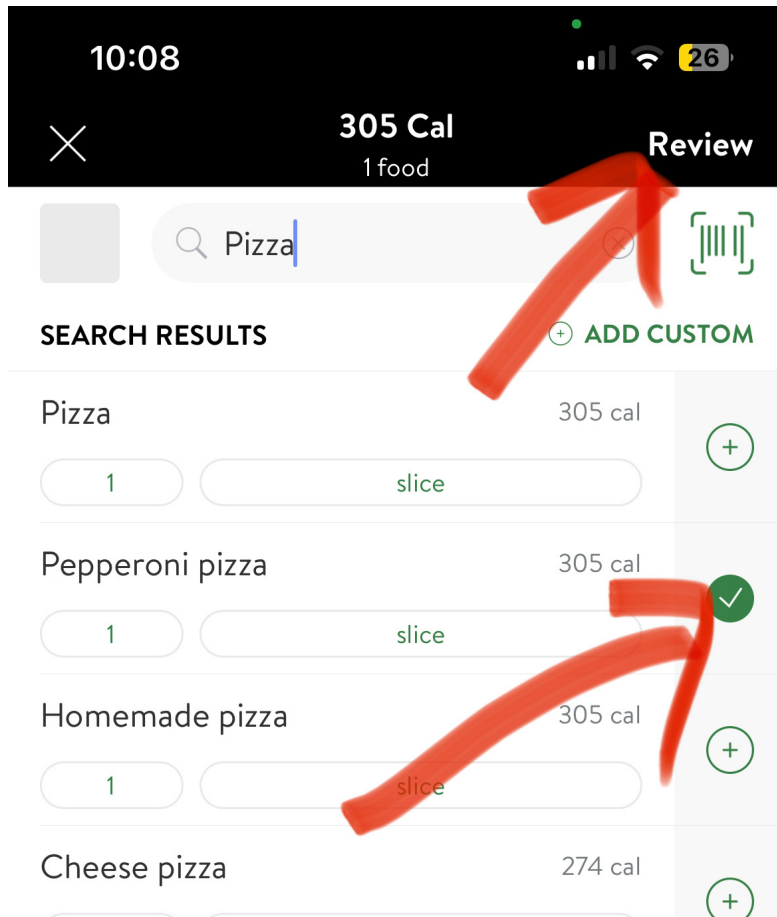
Click 'skip photo' (unless you want to take a pic too)



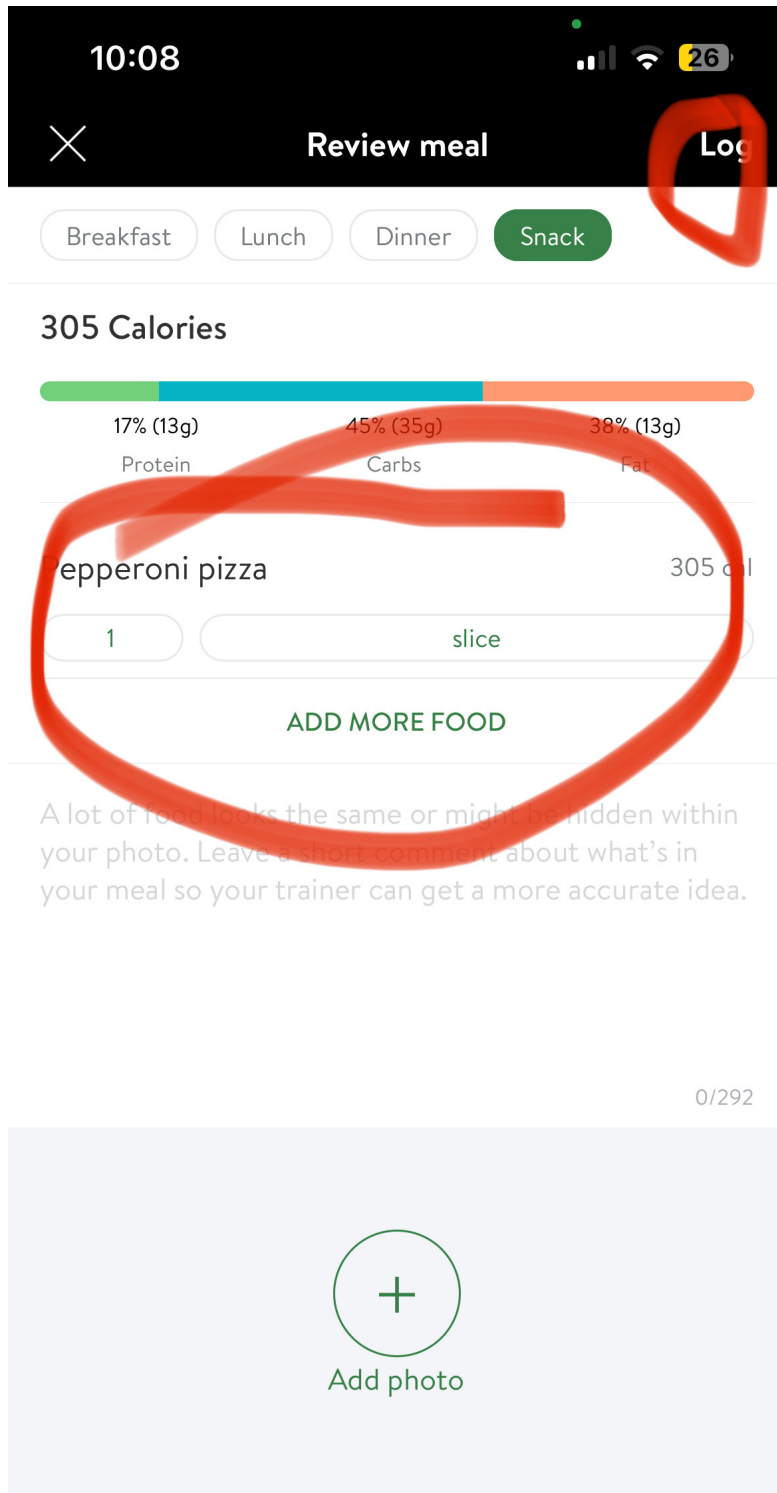
Search for the food type - OR use the barcode scanner button!!



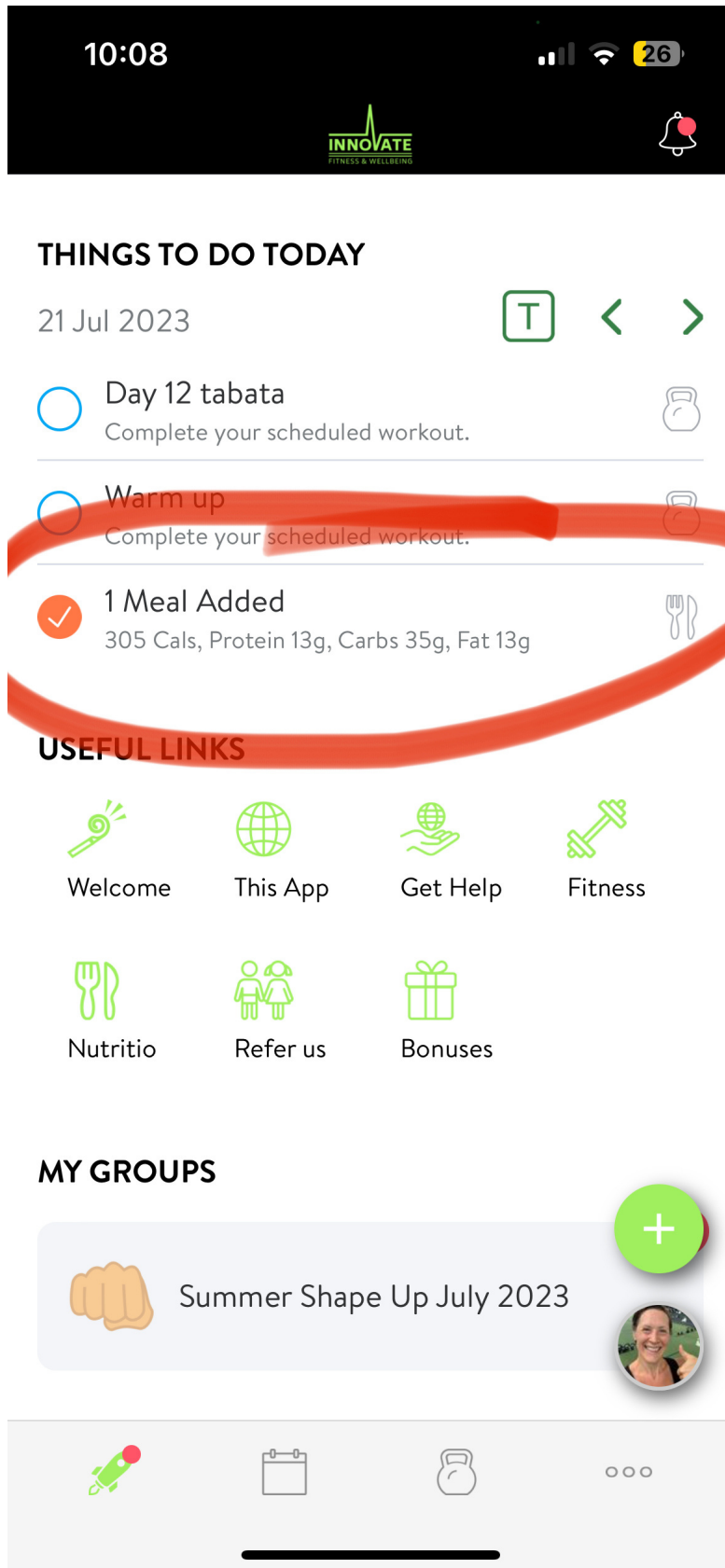
Click the plus button to add the food (you can also edit the portion / serving size) and then click 'review'



Click 'log' at the top (you can also edit serving sizes here too)



And you'll then see a record of everything you've eaten that day, and the total calories!



The Pros and Cons of calorie tracking

PROS

- MASSIVELY helps you understand how many calories are in which types of food. Awareness + education = behaviour change!
- Seeing calorie values of foods can help moderate / change choices (sometimes in real time - eg, you choose NOT to eat something when you see how calorific it is!)
- It can be a good way of busting through a plateau

CONS

- It can be more time consuming to enter meals (eg different components of a meal) - this often leads to being a bit lazy with the details, which in turn can lead to large inaccuracies
- It isn't as accurate as some like to make out (studies have shown that even dieticians are upto 20% inaccurate on what they enter as their calorie intake!)
- It's not a 'lifelong' solution

We recommend that anyone interested in their own body and learning about nutrition, tracks their calories for two weeks - just as a self-awareness exercise.

If you feel it starts working for you - whether that be because it helps you learn just how many calories are in many foods, or simply because it's actually help you with weight loss / body change goals, then keep going!

Experience shows us that if you go off track with your eating, then 2-4 weeks of calorie tracking can help with getting back on track - so it's one of numerous tools in the toolbox, to use as and when.

There's further parts of this journey, such as also setting targets for and tracking Protein intake (which is highly useful) - and even setting full targets for all 3 Macros (although this is rarely required outside of athletic performance).

The point to all of this is that learning about your body - how it works, what influences it, should be of interest - and the more we understand ourselves and our body, the more we can make better choices, more often.

A final word.....

This manual is about '**Next Steps Nutrition**'.

And we've introduced you to some useful facts about your metabolism - and how tracking calories is another method of managing your weight.

However, maybe the next steps for you is to continue using the photo food diary function in the iCoach app.

Taking and keeping photos is highly useful - even if someone isn't monitoring or giving feedback!

Anything we bring attention to, helps us to moderate or change our behaviours.

You may even wish to not track your nutrition at all, and instead, eat purely intuitively, using how you feel, how you perform, and how your body changes, as your cue to make any adjustments.

This of course is the goal of all of us - but what's most important, is that you do what works for you, based on where you're at, right now :-)

#BeMore