



12TH ANNUAL OHIO

*Employee
Health &
Wellness*
CONFERENCE

Workshop N

Wellness Programming – **Losing Weight
& Maintaining a Healthy Lifestyle Really
is Simple ... It's Just Not Easy!**

3:00 p.m. to 4:15 p.m.

Biographical Information

William Streetman, Owner, WHS New Life
550 S. Cleveland Ave. Ste. G, Westerville OH 43081
614-327-7440 **bill@Whs-newlife.com**

Now retired, Bill spent 35 years as a consultant to the US gas and electric utility industry. He started and managed several consulting firms, managing large numbers of people and a wide range of projects. Unfortunately, during his successful career, he neglected his health and fitness, eating poorly and exercising rarely. Obesity claimed him and by age 54 he weighed 404 pound and his future looked bleak. On October 4th, 2010 Bill had the RNY procedure of weight loss surgery and using the tool of his gastric bypass, he lost half of his body weight (202 pounds) and not only reclaimed his life, but has taken every opportunity to use his new-found freedom from obesity to enjoy snow skiing, biking, running, soccer, Tai Chi, and tennis – activities he could no longer enjoy at 404 pounds.

In finding a second career, for four years now Bill has worked to help others struggling with weight and poor lifestyle choices, as an Activist (“Stomp Out Obesity” and as a member of the WLSFA Board of Directors), Speaker/presenter (at various national and local weight loss conferences), Author (...Simple, Not Easy...), and a weight loss and lifestyle Coach (WHS NewLife).

Bill took his love for bike riding to new heights in 2015 when he created the Tour of Hope – a cross-country bike ride with the goal of raising awareness of the epidemic of obesity and poor lifestyles in the USA, and to raise funds for weight loss surgery grants for people who would benefit but who do not have insurance coverage and cannot afford the procedure. In 2015 the ride was a 525 mile trek from Columbus across the Appalachian Mountains, in 2016 it was a 468 mile ride from Columbus into the northern lakes and woods of Michigan, and in 2017 the Tour ran 212 miles from Seattle, Washington to Portland, Oregon.

Bill was named the Male BariAthlete of the Year in 2017.

Bill lives in Westerville, Ohio with his wife of 34 years, Colleen. They raised three boys, Andrew (33), Terry (31) and Tom (30), who live in Ohio, Nebraska and Korea respectively.



...SIMPLE, NOT EASY...

THE CENTER FOR DISEASE CONTROL DEFINES WELLNESS AS:

“THE DEGREE TO WHICH ONE FEELS POSITIVE AND ENTHUSIASTIC ABOUT LIFE”

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FOR PURPOSES OF THIS PRESENTATION I AM GOING TO ASSUME WE AGREE UPON 2 THINGS:

- 1** THAT IN THE USA WE ARE IN THE MIDST OF A HEALTH AND WELLNESS CRISIS RESULTING FROM LIFESTYLE CHOICES WHICH DIRECTLY LEAD TO A WIDE RANGE OF PREVENTABLE DISEASES AND ILLNESSES
- 2** THAT PROPERLY DESIGNED AND IMPLEMENTED, AN EMPLOYER SPONSORED, EMPLOYEE HEALTH AND WELLNESS PROGRAM, CAN HAVE A POSITIVE R.O.I.

“The root cause of the health care crisis in the USA is our lifestyle.”

- Shanna Dunbar
(at the 10th Annual Ohio Employee Health and Wellness Conference)





MY BACKGROUND

- I'M A CORPORATE GUY – I'VE BEEN IN YOUR SHOES
- I'VE OWNED AND MANAGED MANY BUSINESSES
- I'VE HIRED THOUSANDS OF PEOPLE – HAD 700 REPORTS UNDER ME
- I'VE SEEN – NO, I'VE LIVED, THE EFFECT OF POOR HEALTH AND WELLBEING IN THE WORKPLACE AND ITS NEGATIVE EFFECT ON QUALITY, PROFITABILITY AND GENERAL WORKPLACE SUCCESS.



I wasn't born a lifestyle coach, or a fitness guru.

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Fitness History

Photo:



Weight:

150

180

225

350

404

Age:

14

24

34

44

54

Date:

1970

1980

1990

2000

2010

Health & Fitness:

Excellent health and fitness. Play all sports: baseball, track, football, tennis, gymnastics. Healthy food = Mom

Best shape of life. Competitive long distance runner. Gymnastic instructor. Play baseball, tennis, racquetball. Ate light, decently

Stopped running, 80+ hours work a week. Developed very poor eating habits – wrong food, too much food, wrong time

Cholesterol high. Size and weight beginning to limit physical activities. Gave up skiing, soccer, biking. 100+ hours work a week. Trouble with theater, airplane seats

BP, blood sugar, cholesterol all high/rising. Knees and joint pain. Edema. Size and weight limitations to physical activities. No booths, backseats

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IN 2010

- WEIGHT 404
- BLOOD PRESSURE = RISING
- BLOOD SUGAR = MARGINAL
- CHOLESTEROL = HIGH
- COULD NO LONGER RIDE MY BIKE, SNOW SKI, PLAY SOCCER
- DIDN'T FIT INTO AIRPLANE OR THEATER SEATS, RESTAURANT BOOTHS



After years of fad diets, Weight Watchers, coaches and trainers, hospital supervised nutrition programs, and counseling... I Had Hit Rock Bottom

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AND THEN I SAW CLEARLY THAT:

THE LIFE I WANTED
AND
THE LIFE I WAS LIVING
WERE FAR APART.



There was a gap between the reality I wanted and the one I was living.

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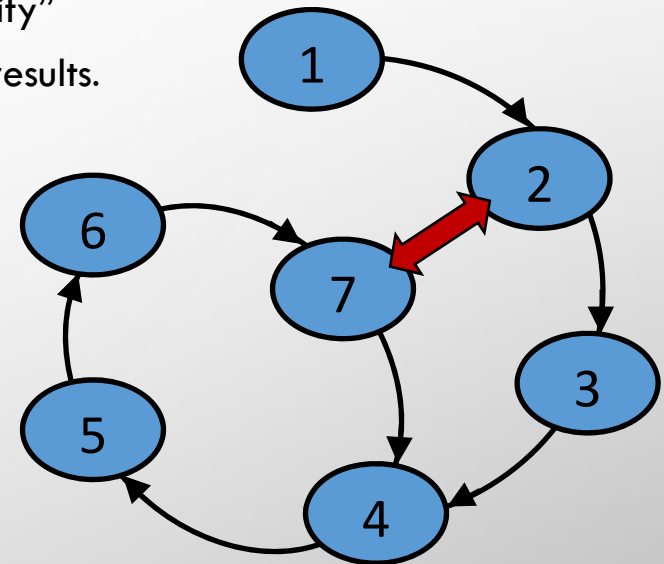


My “Project Management” Approach

I spent my career as a consultant managing projects for clients.

- Managing projects to span the gap of “want and reality”
- Establishing processes and operations to standardize results.

1. Identify and define needs
2. Establish goals and objectives
3. Research resources and methods
4. Design solution and implementation plan
5. Identify barriers to success and develop strategies
6. Implement the plan and strategies to overcome barriers
7. Monitor results compared to plan and modify as required



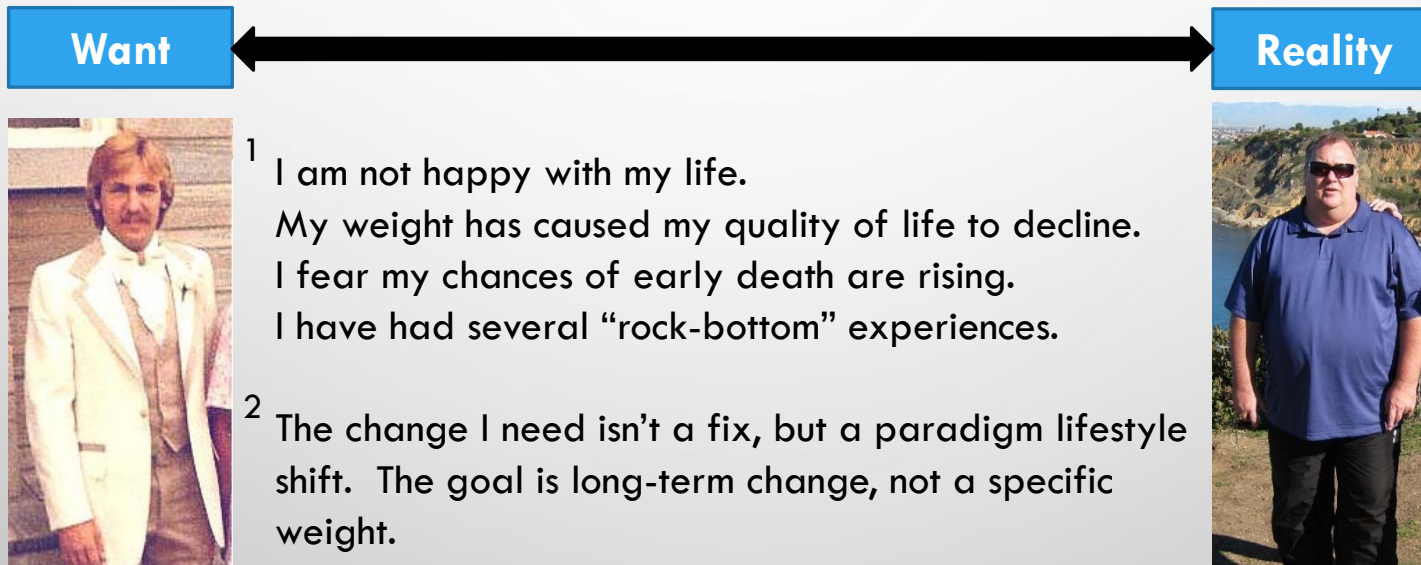
My health and wellbeing would become my “project”





First, Identify the Actual Problem that Needs to be Solved:

1. Close the gap between what I desired from life and what I was experiencing.
2. Establish long-term lifestyle practices.





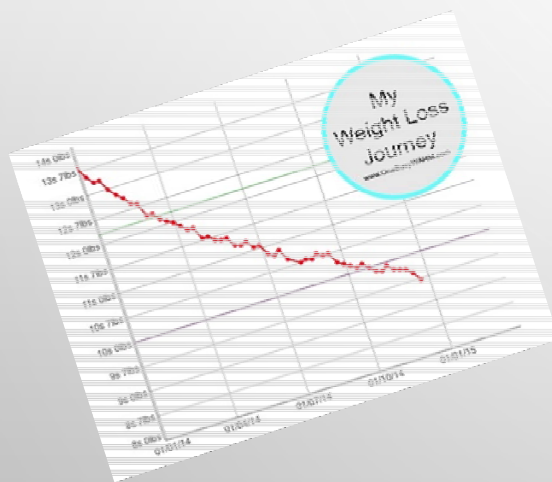
Second, Establish Goals, Objectives and Timelines

1) Lose 200 pounds

(1 – 2 years)

2) Maintain a Healthy Lifestyle

(2 years +)



2014											
JANUARY				FEBRUARY				MARCH			
S	M	T	F	S	S	M	T	F	S	S	M
1	2	3	4	1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	
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25	26	27	28	29	30	31					
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25	26	27	28	29	30	31					





Third, Research Resources and Methods

We learned all we needed to know about the math of weight loss – addition and subtraction - in the 1st grade.



Weight Loss Math Simplified: **“Eat Well and Exercise”**

An ongoing calorie deficit = weight loss,

An ongoing calorie surplus = weight gain.

Weight is gained or lost at approximately one pound per 3500 calories.





The Challenges of the “Eat Well and Exercise” Philosophy

Managing Calorie Intake Issues

	<i>My Issue</i>	<i>Needs</i>	<i>Tools</i>
Volume - Eating too much (& quickly)	50%	Physical Restriction, Practice	WLS, counseling
Quality – Eating poor nutritionally	20%	Education, Practice	WW, JC, DaM
Lifestyle – Eating at wrong times	20%	Education, Practice	Coaching
Psychology – Emotional eating issues	10%	Analysis, Success Habits	Analysis, counseling
Physiology – Issues with blood sugar, other	0%	Physical Improvements	Physician, medicine

Increasing Calorie Burn Issues

	<i>My Issue</i>	<i>Needs</i>	<i>Tools</i>
Health/physical limitations/Metabolism	50%	Physical Improvements	PT, medicine
Exercise knowledge/experience	0%	Education	Coach
Motivation	50%	Success Habits	Coach, community





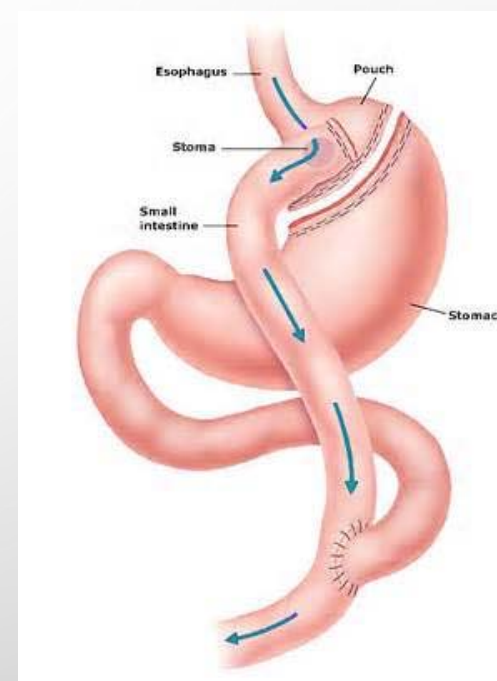
Fourth, Design a Solution and Implementation Plan

What is Roux en-Y (RNY) Surgery?

During RNY surgery the stomach is separated into two sections. The upper part is made into a very small pouch that holds 1 to 2 ounces initially. It is about the size of your thumb. A normal stomach holds 40 to 50 ounces and is roughly the size of a person's head.

After the stomach is divided, the small intestine is cut about 18 inches below the old stomach. The cut end of the intestine is looped up and then connected to the new small pouch, which will hold all of the food as it is eaten.

The small pouch and restrictions delay the emptying of food from the pouch and causes a feeling of fullness.



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Once I decided to have Gastric Bypass I wanted to know:

- What did successful people do differently than others?
- What acts or practices did they utilize?
- Tips and tricks that just might make this *Journey to Fitness* a bit simpler.



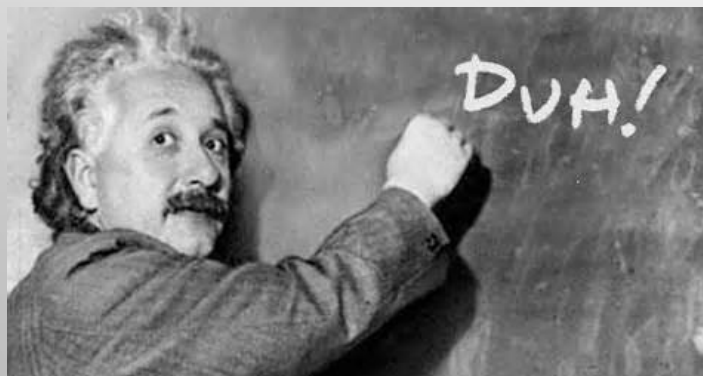
So I turned to the Internet...





I was excited to learn what simple tricks others have employed to make their GB experience so successful. What I found was a bit... well, *Simple*:

1. Successful patients manage what they eat,
2. Successful patients drank water,
3. Successful patients took daily multiple vitamins and calcium,
4. Successful patients slept 7 hours per night on average,
5. Successful patients exercised regularly,
6. Successful patients took personal responsibility for staying in control



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REGARDLESS OF THE TOOL UTILIZED, ANY SUCCESSFUL WEIGHT LOSS/WEIGHT MANAGEMENT EFFORT REQUIRES THE ABILITY TO MANAGE THE BALANCE OF CALORIES BROUGHT INTO YOUR BODY WITH THE CALORIES YOU BURN THROUGH THE USE OF YOUR BODY.



Weight Watchers
Jenny Craig
Tae-Bo
P90X
Keto/Paleo
Insanity
Weight Loss Surgery

Hip Hop Abs
Spark People
The Mediterranean Diet
Yoga/Tai Chi
Nutrisystem
Swimming/Running/Biking
Hypnosis





Turns out, weight loss/management and a healthy lifestyle

Really Is Simple...

... It's Just Not Easy

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According to Webster:

Simple:	Easy:
<ol style="list-style-type: none">1. not complicated2. easy to understand3. not elaborate4. straightforward	<ol style="list-style-type: none">1. capable of being accomplished or acquired with ease2. posing no difficulty3. requiring little effort or endeavor; undemanding4. free from worry, anxiety, trouble, or pain5. with little effort

We don't really need help making the process of weight loss simple...

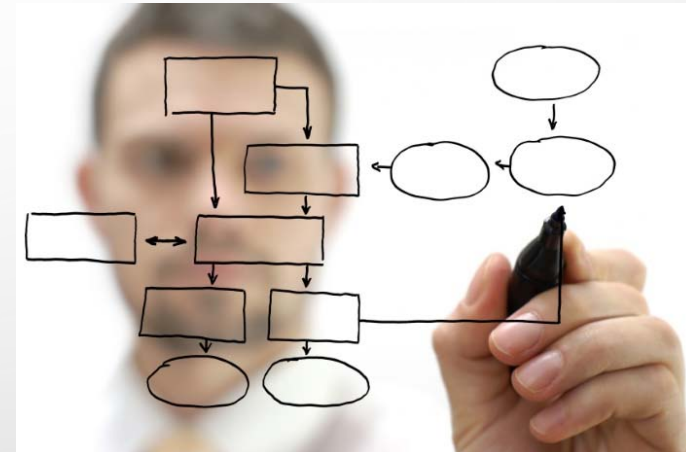
...we need help making this simple process easier!



Fifth, Identify Barriers to Success and Develop Strategies

Reviewing my failures as a Project Manager, I found four common barriers to success.

1. Conflicting Priorities
2. Dishonesty (w/myself/others)
3. Poor Planning & Implementation
4. Recklessness & Sabotage



I believed that I would greatly increase my chances of success with weight loss if I focused on overcoming these barriers.



Barrier #1 – Conflicting Priorities

Impossible to serve two Masters. There cannot be two *first priorities*.

Our priorities conflict every time we try and squeeze multiple activities into the time appropriate for only one.





Strategy #1 – Prioritize: Put YOU First

It goes like this... You are First. If you are not healthy, if your condition is such that you cannot take full advantage of the opportunities that life offers you, then you **MUST** reprioritize your life and put yourself and your health first. This is not negotiable... If you cannot do this, you cannot make the Journey

You are your first priority.

This is not permission to be selfish. Your existing actions have been selfish:

- front seat of car
- clothes cost more
- bed wears out
- create worry and fear in friends and family

Prioritizing your life to put your health first, will increase your chances of success!

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Barrier #2 – Dishonesty

Nobody weighs 400+ pounds without lying to themselves & others a great deal. Everyday. About everything.

The Al Linoski Story – “I Eat Well and Exercise”

Deep inside we all know what causes weight gain... taking in more calories than you burn up. Its simple math. We know it, we just don't like it, and therefore invent convenient alternate truths to avoid dealing with it. We deny. **We lie.** Along the way we willingly allow ourselves to be seduced by fad diets, magic weight loss pills, and “no exercise, eat what you want, miracle weight loss programs” that sell for “Three easy payments of \$49.95!”



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Strategy #2 – Learn to be Brutally Honest

- Honesty – with yourself
 - Don't duck the truth, use the words you've hated to use
- Honesty – with others "How Did You Do It?"
 - The Ladder story
 - It won't get you out of bed to go workout



The truth is the truth. Know it, live it.

Being brutally honest will increase your chance of success!



Barrier #3 – Poor Planning and Implementation

“Failing to Plan is Like Planning to Fail.”

- Failure to plan is inefficient - It wastes time and energy
- It does not allow for contingencies and unknowns
- Imbalance of wants and desires “Best Weight”

The 5 P's:

- Proper
- Planning
- Prevents
- Poor
- Performance

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Strategy #3 – Develop a Nutrition & Exercise Plan

Once you make the decision to pursue a healthy lifestyle, you need to begin the development and use of a nutrition & exercise plan

- Planning breeds ownership
- Planning allows for the ability to adapt and modify – NASA and bike ride examples
- Planning provides a roadmap to success – prevent hubris or second guessing



Having and using a plan will increase your chance of success!





Barrier #4 – Testing Limits/Recklessness/Sabotage

Old habits die hard, many lie dormant and can resurface when you are most vulnerable.

- Times of stress
- Peer pressures
- Wanting to fit in
- Situations – auto, phone, restaurants
- Over complicating – delay, shift focus, debating facts





Strategy #4 – Giving my Body what it Needs rather than Testing Limits

- “You’ll just have to learn your limits.”
- Live by Design and Election
- The Sabotage of Time/Focus/Attention/Avoidance – K.I.S.S.

Overcoming recklessness and self-sabotage, learning to give your body what it needs rather than what it wants, and learning to live in control will increase your chance of success!



So, on Oct 4, 2010 I had Gastric Bypass Surgery

OCTOBER 3, 2011

- WEIGHT 202...
- BLOOD PRESSURE = PERFECT!
- BLOOD SUGAR = PERFECT!
- CHOLESTEROL = LOW!
- RAN A 5K
- FIT INTO AIRPLANE AND THEATER SEATS,
- RODE IN THE BACK SEAT OF CARS,
- FIT INTO RESTAURANT BOOTHS



For 6 years I've led a very active and healthy lifestyle and pursued what I call my *Journey to Fitness*.





Today

- Speaking: I am a frequent speaker at weight loss conferences.
- Coaching: I enjoy coaching lifestyle clients of all types.
- Author: Published in several national magazines.
- Author: Book - "Simple, Not Easy."
- Activist: BOD of the WLSFA, creator of the Tour of Hope.
- Athlete: Male BariAthlete of the Year 2017
- Specialty: Focusing on the unique needs of people aged 50+.



But Why Did It Work For Me and What Can You Learn?

- I believe my chances of success were greatly improved by the approach I took.
- The TOOL is NOT the reason I lost weight, or that I keep it off.





ELECTED TO BOARD OF DIRECTORS OF THE WLSFA

- ORGANIZED AND RODE THE *TOUR OF HOPE* – A BIKE RIDE THAT RAISED AWARENESS OF THE OBESITY EPIDEMIC AND RAISED FUNDS FOR WEIGHT LOSS SURGERIES – 2016, 2017.
- SPEAKING AT A WIDE RANGE OF WEIGHT LOSS CONFERENCES AND WEIGHT LOSS COMMUNITIES:
 - OBESITYHELP NATIONAL CONFERENCE
 - THE OHIO STATE UNIVERSITY HOSPITAL
 - THE SOUTHEAST WEIGHT LOSS CONFERENCE
 - THE ASSOCIATION OF OPERATING ROOM NURSES
 - WLSFA ANNUAL CONFERENCES
 - OTTERBEIN UNIVERSITY
 - ST JOHN PROVIDENCE HOSPITAL



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SELECTED MALE BARIATHLETE® OF THE YEAR 2017



4000+ MILES RIDDEN ON MY BIKE

- PUEBLO, CO TO WICHITA, KS – 595 MILES
- COLUMBUS, OH TO RALEIGH, NC – 525 MILES
- COLUMBUS, OH TO GAYLORD, MI – 468 MILES (TOH 1)
- SEATTLE, WA TO PORTLAND, OR – 212 MILES (TOH 2)
- 2200+ TRAINING MILES

NINE 5K RUNS



**We are capable of far more than we can imagine.
There are no limits except those we impose upon ourselves.
Age has nothing to do with possibilities - who is too old to dream?**





COACHING



MY FAVORITE ACTIVITY IS COACHING OTHERS THROUGH THEIR JOURNEY TO A HEALTHIER LIFESTYLE. I ENJOY COACHING IN ALMOST ANY ENVIRONMENT OR FORMAT:

- INDIVIDUAL
- GROUPS
- PRIVATE
- CORPORATE
- IN-PERSON / ON-PHONE
- CLASSROOM
- LECTURE / SPEECHES





MOTIVATIONAL INTERVIEWING

- ASKS OPEN ENDED QUESTIONS
- PROVIDES AFFIRMATIONS
- UTILIZES REFLECTIVE LISTENING
- PROVIDES SUMMARY STATEMENTS

Is non-judgmental

Is non-confrontational

Is non-adversarial

Is Engaging - why

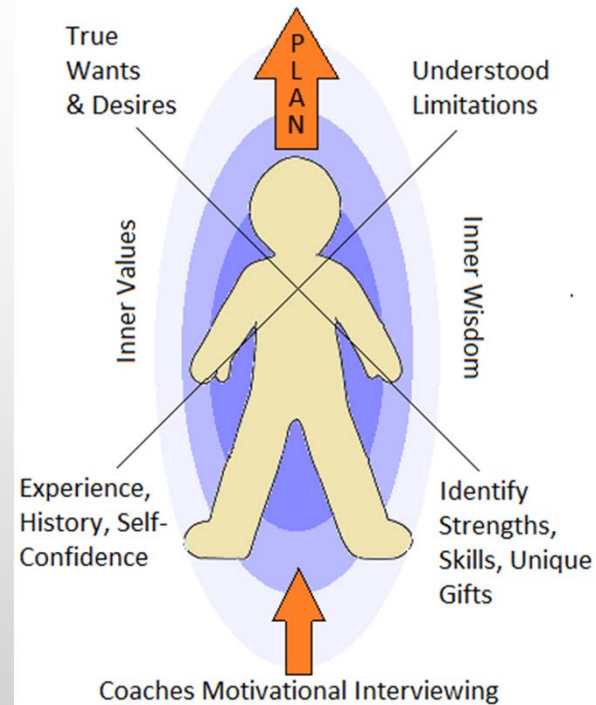
Is Focusing - what

Is Specific - when

Is Detailed - where/how

The Coach must be trusted more than popular culture and opinion, must be seen to understand and share common experiences.

"One Size Does Not Fit All"



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PROGRAM DESIGN: ONE SIZE DOES NOT FIT ALL

- PARTICIPANTS MUST BE ABLE TO CREATE THEIR OWN PERSONALIZED PLANS
 - “# OF GRAMS OF CARBS” IS NOT A PERSONALIZED PLAN.
- HOW TO GET TRUE BUY IN
- PLANS AND PROGRAMS NEED TO BE LONG-TERM AND LED FROM THE TOP
- DEFINE “SUCCESS” = # OF PARTICIPANTS # OF POUNDS LOST, COST SAVINGS, ETC.



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IF YOU ARE DESIGNING A WELLNESS PROGRAM:

CONSIDER UTILIZING THE “WEIGHT LOSS PROJECT” APPROACH WITH THE PAST PROJECT SUCCESS/FAILURE REVIEW AND BARRIER/STRATEGY ANALYSIS.

IT'S THE “SIMPLE, NOT EASY” APPROACH TO DESIGNING AND IMPLEMENTING A LIFESTYLE CHANGE WHICH SEEKS TO:

“MAKE THE SIMPLE PROCESS OF LOSING WEIGHT AND MAINTAINING A HEALTHY LIFESTYLE A LITTLE EASIER, THEREBY INCREASING THE ODDS OF SUCCESS”



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I'M HAPPY TO HELP

- TO WORK WITH YOUR WELLNESS COMMITTEE TO DESIGN A PROGRAM.
- TO HELP SURVEY/INTERVIEW YOUR EMPLOYEES AND HELP GAUGE THEIR ATTITUDES AND READINESS FOR PARTICIPATING IN A WELLNESS PROGRAM.
- TO ASSIST WITH IMPLEMENTATION OF YOUR PROGRAM – COACHING, CLASSES/GROUPS, LUNCH AND LEARNS, RECRUIT PARTICIPANTS, ETC.
- TO WORK WITH YOUR “HIGH RISK” POPULATION.



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SO, HOW DO WE BEGIN?

- You are capable of more than you can imagine.
- You can do this... Believe in yourself.
- Don't overcomplicate things... Eat well and exercise.
- Do a little better today than you did yesterday... It is the Journey that gets you there.

Follow these Three Rules to Success...

Rule #1: Always remember: You are doing this for YOU, and you are worth it.

Rule #2: Never never never never ever give up.

Rule #3: When you have a bad day or suffer a setback, and you will, refer to Rules 1 and 2 above.

A better life, a New Life awaits... Go Get YOURS!

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Weight Loss & Management
Healthy Lifestyle Habits
Strength and Physical Activity

Let's Discuss Starting Our New-Life



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