

... Simple, not Easy...

The Center for Disease Control defines wellness as:

“The Degree to Which One Feels Positive and Enthusiastic About Life”



Aug 29, 2018



For purposes of this presentation, I am going to assume we agree upon two things:

- 1 That in the USA we are amid 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 ROI.

“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 traveled 200+ days a year and was a “Gold” level traveler.
- 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.



36 Years as a Business Executive

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

Fitness History

Work Career



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

Jan 2009

- 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

I did not feel ***positive and enthusiastic about life***



After years of fad diets, coaches and trainers, hospital supervised nutrition programs, and counseling...

I Had Hit Rock Bottom

On October 4, 2010, I had Roux en-Y (Gastric Bypass) Surgery

October 3, 2011

- Weight 202... (current 170 pounds)
- 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 12 years I've led a very active and healthy lifestyle and pursued what I call my ***Journey to Fitness***



The Process, The Tool and the Transition

Weight loss surgery was the tool I chose to help me achieve a lifestyle transition. It was a part of the process. It was not THE reason I lost weight and have maintained that loss for 12 years.

I have accomplished this because I have successfully transitioned to a lifestyle where my **Values**, which support my **Mission** and **Vision**, guide my **Actions**, as my Actions drive my **Lifestyle** and produce the **Results** I desire. I do this with the daily support of the tool of gastric bypass.

I use this tool to help me make the *Simple* task of weight loss and weight management *Easier* to achieve and increase my chances of success.

Once I Hit Rock Bottom, 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.

Weight Loss Surgery wasn't even a consideration at this point

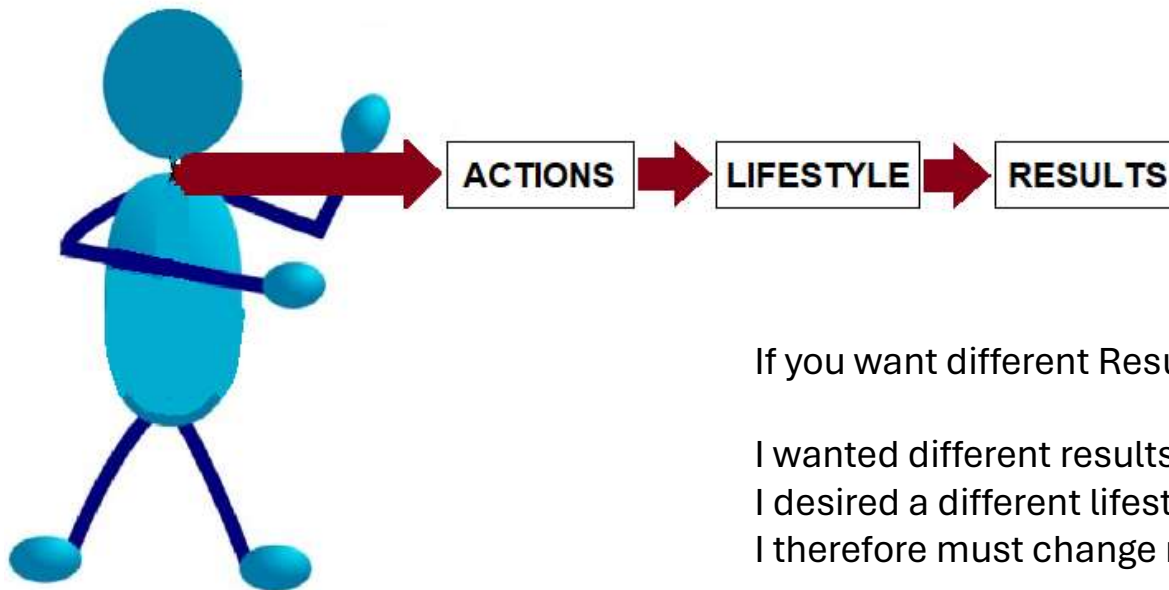


What is the difference between these two men?



Nothing and Everything as they are both 100% the result of their Lifestyle,

Your life is simply the Result of your Lifestyle, which is driven by your Actions



If you want different Results, take different Actions.

I wanted different results.

I desired a different lifestyle.

I therefore must change my actions.



My Approach to Making a Successful Lifestyle Change

- Education
- Self Analysis
- Define the “Project” – Establish the WHY, Mission, Vision, and Values
- Design a Solution and Implementation Plan with Feedback Loop
- Select Tools and Acquire Needed Resources

Once I decided to make a lifestyle change, I wanted to know:

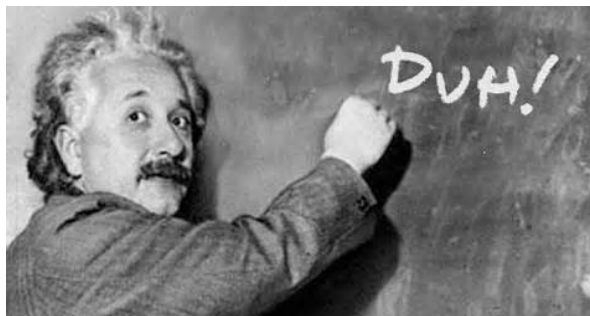
- What did successful people do differently than others?
- What acts or practices did they utilize?
- Tips and tricks that just might make this *Journey to Fitness* a bit simpler.



I turned to the Internet...

I was excited to learn what simple tricks others have employed to make their weight loss/management 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



LIFESTYLE



Turns out, weight loss/management and a healthy lifestyle

Really Is Simple...

... It's Just Not Easy



According to Webster:

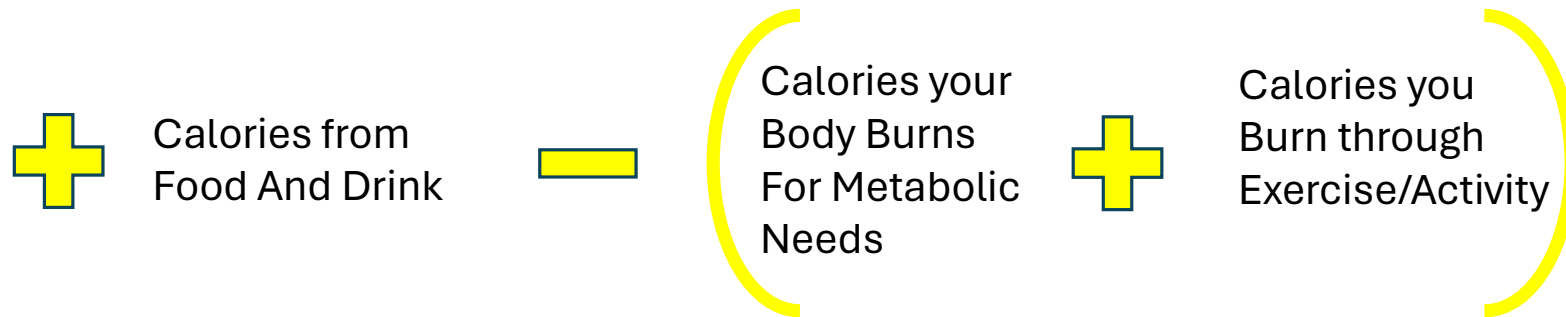
Simple:	Easy:
<ol style="list-style-type: none">1. not complicated2. easy to understand3. not elaborate4. straightforward	<ol style="list-style-type: none">1. capable of being accomplished or acquired with ease2. posing no difficulty3. requiring little effort or endeavor; undemanding4. free from worry,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

EDUCATION – Exercise & Weight Loss Math:

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



Weight Loss Math Simplified

An ongoing calorie deficit = weight loss,

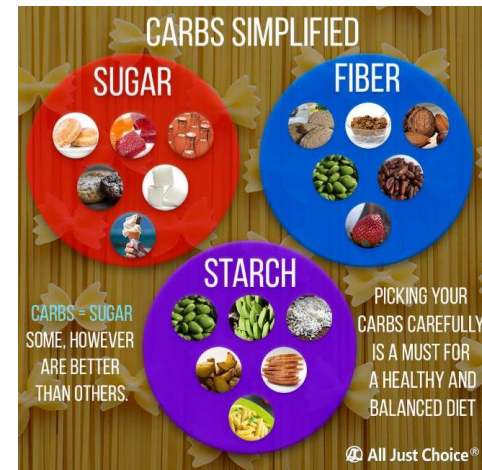
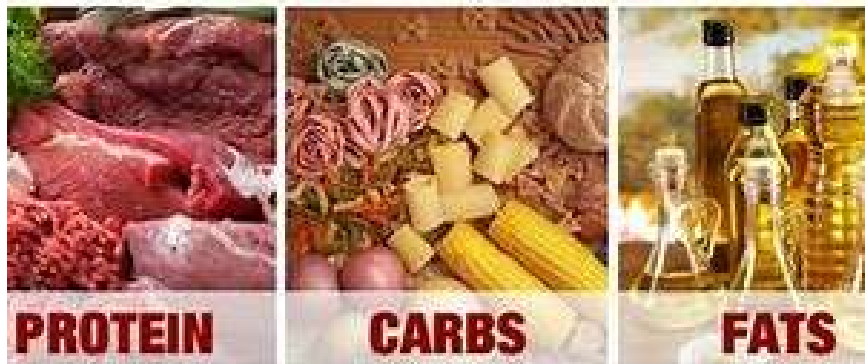
An ongoing calorie surplus = weight gain.

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

EDUCATION - Nutrition:

I learned the nutritional values of:

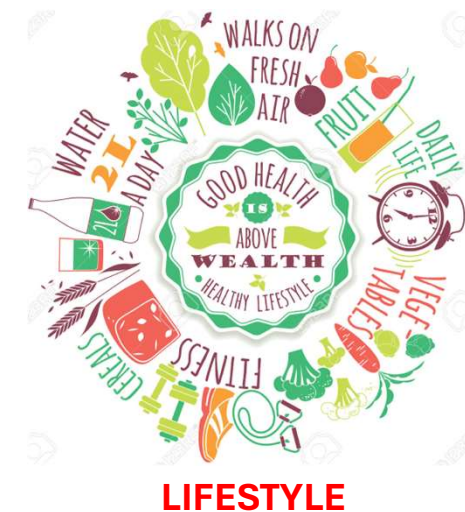
- Carbs, Proteins and Fats
- Vitamins and Essential Minerals
- Sugar Fiber and Starch



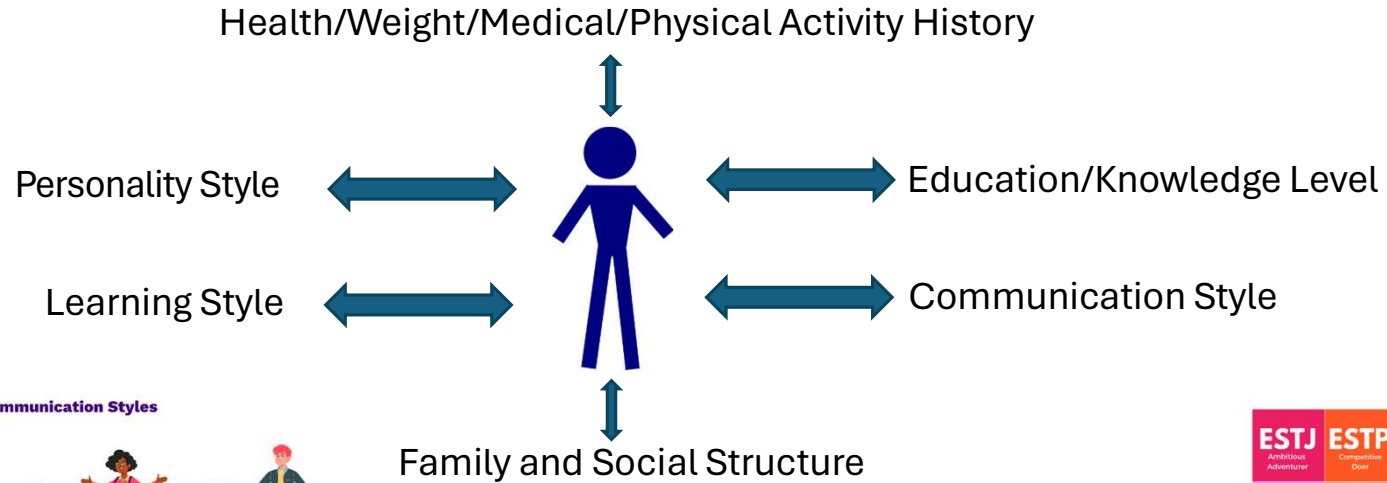
EDUCATION – Behavior/Actions:

Lifestyle is the driver of all results:

- Time management
- Stress management
- Cognitive behavioral controls
- Adaptive plans and alternatives
- Environmental management
- Physical accountability and management



EDUCATION - Learning, Communication, and Personality Styles and other individual factors

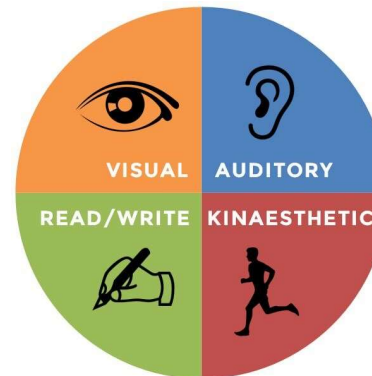


Personality and Communication Styles

<p>Rational</p> <p>How to communicate with...</p> <ul style="list-style-type: none"> • Compliment on precision of work • Use lots of evidence • Expect to repeat yourself and answer "how" questions 	<p>Sociable</p> <p>How to communicate with...</p> <ul style="list-style-type: none"> • Compliment as a team player • Don't rush • Expect to answer "why" questions 	<p>Animated</p> <p>How to communicate with...</p> <ul style="list-style-type: none"> • Compliment on their enthusiasm and ideas • Be open and responsive; helping shape their ideas • Expect to answer "who" questions 	<p>Decisive</p> <p>How to communicate with...</p> <ul style="list-style-type: none"> • Compliment on focus to get task done • Be factual and provide options • Expect to answer "what" questions
--	--	--	--

The Four Adult Learning Styles

<p>Step Learner ✓</p> <ul style="list-style-type: none"> • Follows steps to learn • Desires goals and practicality 	<p>Talk Learner 🗣️</p> <ul style="list-style-type: none"> • Rephrases to learn • Desires verbal exchange
<p>Research Learner 📄</p> <ul style="list-style-type: none"> • Reads & studies to learn • Desires debate and wants the big picture 	<p>Create Learner ✋</p> <ul style="list-style-type: none"> • Synthesizes to learn • Desires to generate something



ESTJ Ambitious Adventurer	ESTP Competitive Doer	ESFP Fiesta Entertainer	ESFJ Romantic Adventurer
ISTJ Practical Leader	ISTP Traditional Advisor	ISFP Everyday Artist	ISFJ Friendly Neighbour
INTJ Intricate Visionary	INTP Creative Scientist	INFP Idealistic Dreamer	INFJ Sage Mentor
ENTJ Hardworking Visionary	ENTP Innovative Innovator	ENFP Dream Seeker	ENFJ People Visionary

Self Analysis:



- Our Learning, Communication, and Personality Styles
- Billy doesn't like to be told what to do.



Why Weight Loss Surgery was Right for ME (after Education)

Managing Calorie Intake Issues

	My Issue	Solution/Resources
Volume - Eating too much (& quickly)	70%	Physical Restriction , Practice
Quality – Eating poor nutritionally	10%	Education, Practice
Lifestyle – Eating at wrong times	10%	Education, Practice
Psychology – Emotional eating issues	10%	Analysis / Counseling
Physiology – Issues with blood sugar, other	0%	Physical Improvements

Increasing Calorie Burn Issues

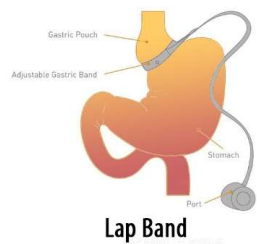
	My Issue	Solution/Resources
Health/physical limitations/Metabolism	30%	Doctor supervised
Exercise knowledge/experience	0%	Education, coach
Motivation	70%	Workout buddy, club

RED = areas where WLS can best help

What is Weight Loss Surgery?

Weight Loss Surgery (WLS) or simply, bariatric surgery — involves making changes to your digestive system to help you lose weight. Bariatric surgery is done when diet and exercise haven't worked or when you have serious health problems because of your weight. Some procedures limit how much you can eat. Other procedures work by reducing the body's ability to absorb nutrients. Some procedures do both.

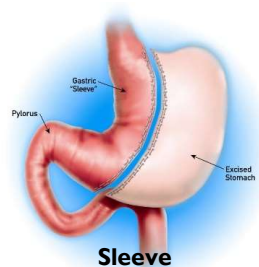
Bariatric Surgery provides a tool for assisting a WLS patient in managing their food/calorie/nutritional input. Patients must make permanent healthy changes to their diet and get regular exercise to help ensure the long-term success of bariatric surgery.



Lap band surgery involves putting a ring around the top part of the stomach. The ring slows the entry of food to the main part of the stomach and the person feels full after eating only a small amount of food.

A lap band ring contains salt water, and the band can be made larger or smaller by the injection or removal of salt water.

Lap band surgery is also called laparoscopic adjustable gastric banding (LAGB), or gastric banding, or Lap Band.



Sleeve gastrectomy, also called a vertical sleeve gastrectomy (or VSG), is a surgical weight-loss procedure - typically performed laparoscopically. With sleeve gastrectomy, about 80% of the stomach is removed, leaving a tube-shaped stomach about the size and shape of a banana.

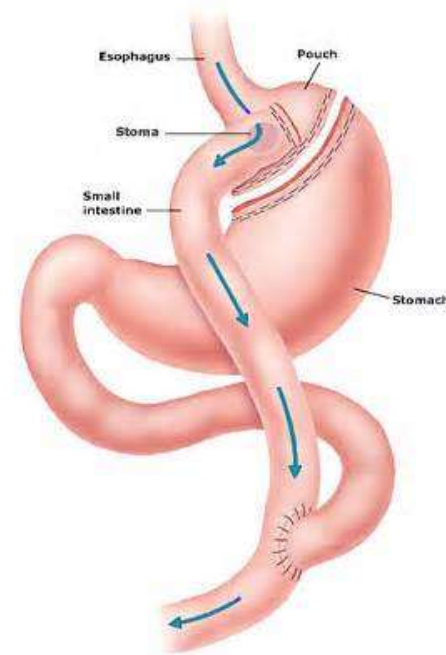
Limiting the size of your stomach restricts the amount of food you are able to consume. In addition, the procedure prompts hormonal changes that assist with weight loss. These same hormonal changes also help relieve conditions associated with being overweight, such as high blood pressure or heart disease.

October 4, 2010, I had Roux en-Y (Gastric Bypass) 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.





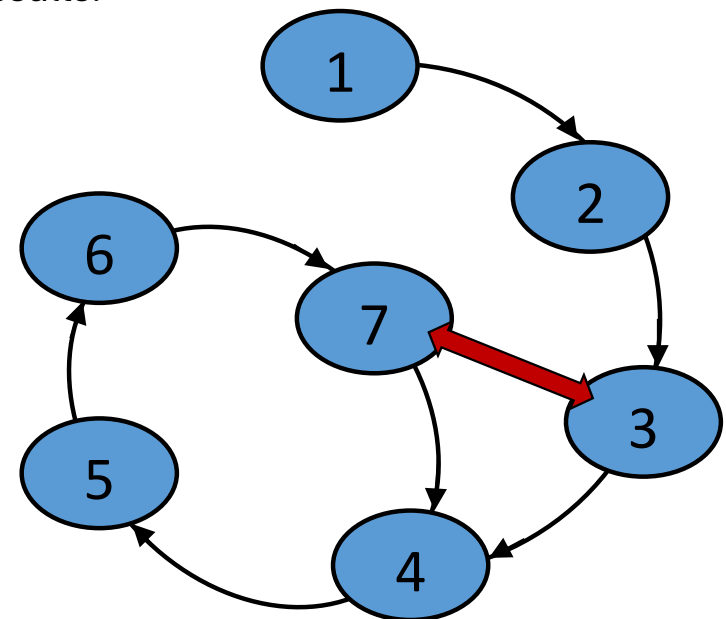
Project Management 101

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. Establish your Mission, Vision and Values
2. Determine your WHY
3. Establish goals and objectives
4. Research resources and methods
5. Design solution and implementation plan
6. Identify barriers and develop strategies to overcome
7. Implement the plan, monitor, compared to plan, modify as required



My health and wellbeing would become my “project”

First...

My Mission

To be unburdened by obesity and freed from its limitations.

To be released from a prison that has kept me from many of my dreams.

To be free to explore the life I've prayed for.

To live my life in the way I've longed and ached to live it.

To follow my desires and my passions. To explore a world that wasn't available to me previously, to experience wonders first-hand and in person because I am no longer limited by excess weight and poor health.



There are 7 Continents, 5 Oceans and 7 Billion People on this planet...

...I want to walk on, swim in and meet every single one of them!



My Vision

Everyday Situations: I want to:

Fit into airplane, movie, theater seats
Have people ask if I have lost weight
Prove to myself that I can do it.

Personal Appearance: I want to:

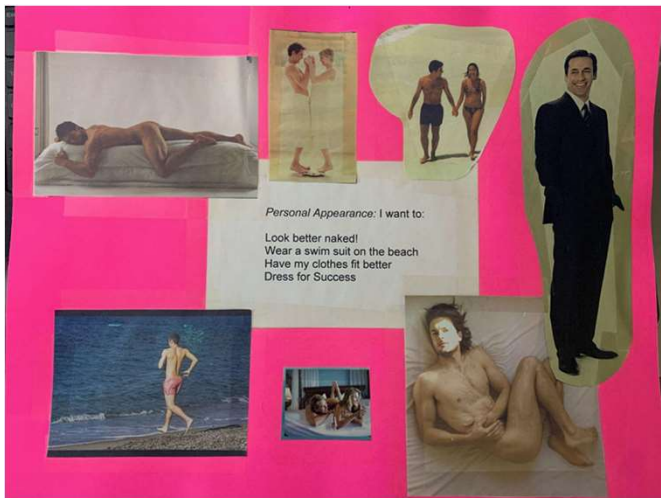
Look better naked!
Wear a swimsuit on the beach
Have my clothes fit better
Dress for Success

Health & Fitness & Adventure: I want to:

Bring down my cholesterol
Look, feel and be stronger
Get back into playing sports, Run a 5k
Ski, hike, camp, bike, play tennis

Friends, Family and Social Life: I want to:

Keep up with my friends
Play and be active with my kids
Stick around to see my grandkids grow up
Travel the world in health and comfort



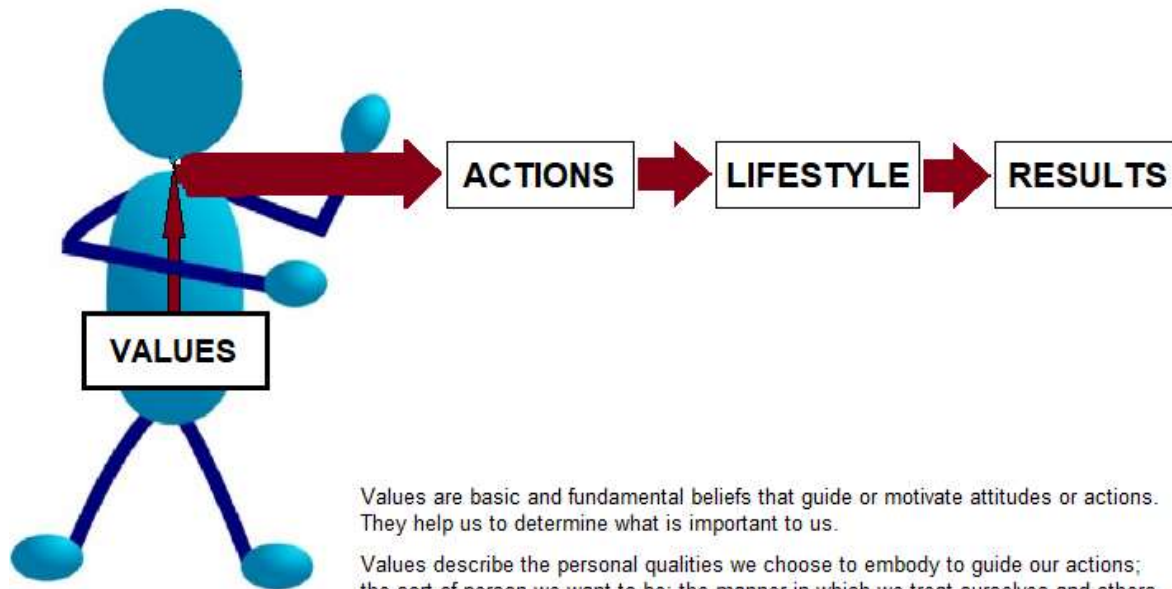


Establishing your Values

- Define what we mean by *Value* - Absolute vs Situational
- Guiding principle that will direct your actions through any circumstance you find yourself in.
 - These affect your mission and vision
- Situational Values may change over the life of our mission

When we allow our Values to guide our Actions and create our Lifestyle, we are aligned to get Results

Establishing your Values



Values are basic and fundamental beliefs that guide or motivate attitudes or actions. They help us to determine what is important to us.

Values describe the personal qualities we choose to embody to guide our actions; the sort of person we want to be; the manner in which we treat ourselves and others, and our interaction with the world around us. They provide the general guidelines for conduct.

life·style

lifestyle (noun)... The way in which a person or group **lives**:

"The benefits of a healthy lifestyle."

synonyms:

way of life · way of living · manner of living · life · situation · position · state · station · condition · set of circumstances · fate · lot · conduct · behavior · customs · habits · ways · mores



ROCKY



In a **FAT SUIT**

Second...

**“Those who have
a ‘why’ to live,
can bear with
almost any ‘how’.”**

— Viktor E. Frankl

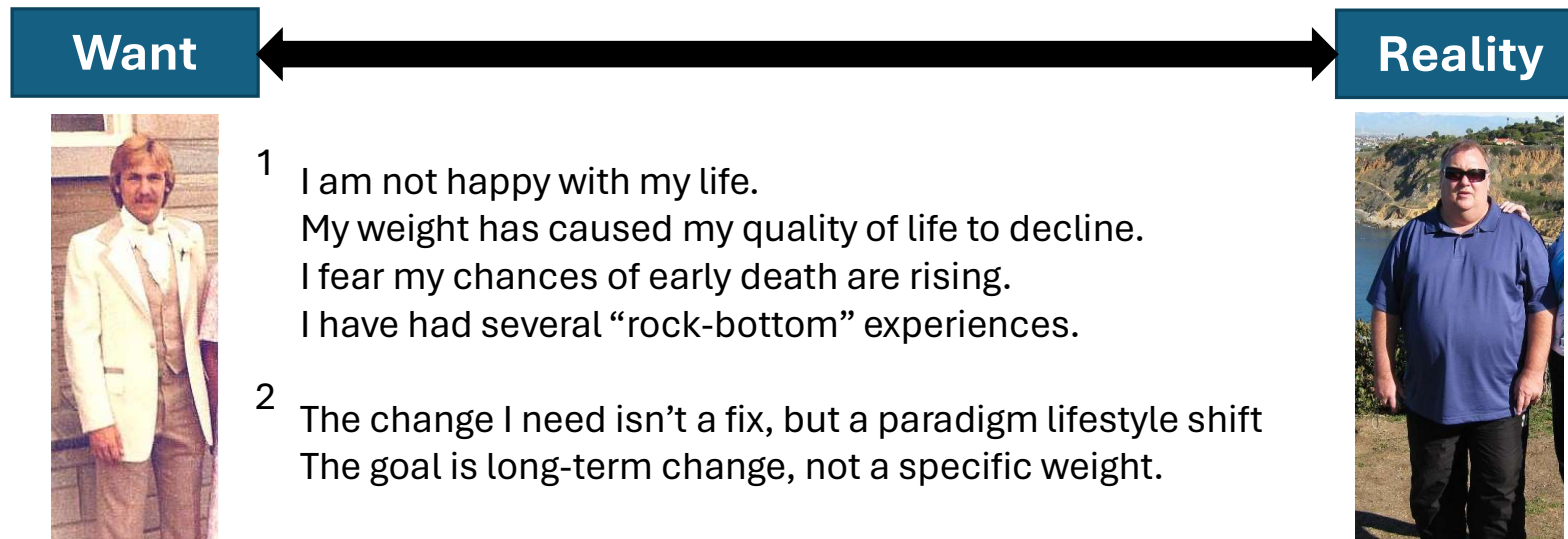
My WHY



Also: Begy Lee

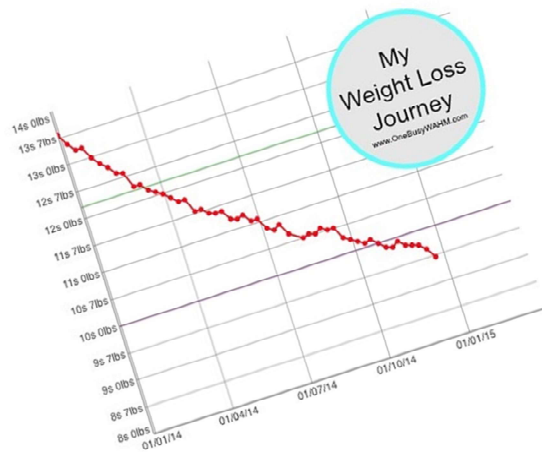
Third... Identify the Actual Problem that Needs to be Solved:

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



Fourth... Establish Goals, Objectives and Timelines

- 1) Lose 200 pounds (1 – 2 years)
- 2) Maintain a Healthy Lifestyle (2 years +)



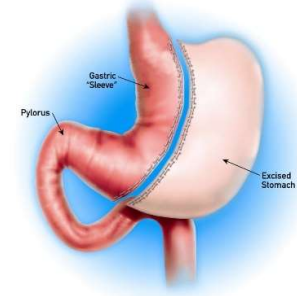
2014		
JANUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	FEBRUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	MARCH S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29
APRIL S M T W T F S 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	MAY S M T W T F S 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	JUNE S M T W T F S 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
JULY S M T W T F S 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	AUGUST S M T W T F S 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	SEPTEMBER S M T W T F S 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
OCTOBER S M T W T F S 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	NOVEMBER S M T W T F S 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	DECEMBER S M T W T F S 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



Fifth... Research Resources, Methods and Program Options



Intermittent Fasting





The Challenges of the “Eat Well and Exercise” Philosophy

Managing Calorie Intake Issues

Volume - Eating too much (& quickly)
Quality – Eating poor nutritionally
Lifestyle – Eating at wrong times
Psychology – Emotional eating issues
Physiology – Issues with blood sugar, other

Physical Restriction, Practice
Education, Practice
Education, Practice
Analysis, Success Habits
Physical Improvements

WLS, counseling
WW, JC, GoLo
Coaching
Analysis, counseling
Physician, medicine

Increasing Calorie Burn Issues

Health/physical limitations/Metabolism
Exercise knowledge/experience
Motivation

Physical Improvements
Education
Success Habits

PT, medicine
Coach
Coach, community

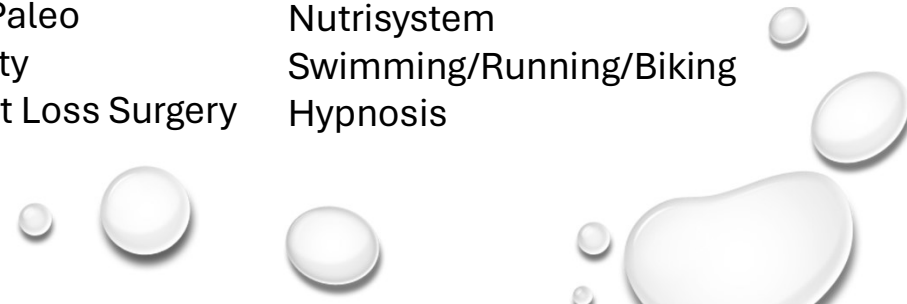


- Regardless of the tool utilized, any successful weight loss and weight management effort requires the ability to manage the balance of calories brought into your body with the calories you burn through the use of your body.



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

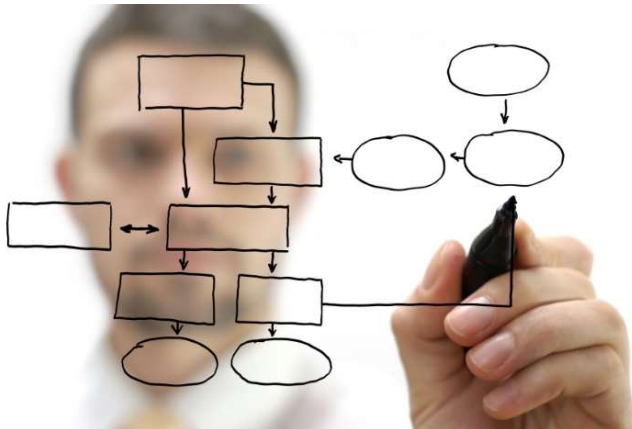
Hip Hop Abs
Spark People
The Mediterranean Diet
Yoga/Tai Chi
Nutrisystem
Swimming/Running/Biking
Hypnosis



Sixth... 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 WLS if I focused on overcoming these barriers.



Strategies

I identified four areas where I repeatedly failed to perform on major issues I'd faced previously. **Four areas where my Values did not properly align with my Actions.** For me it was my work career, but it could be any/all areas of significant self management (education, marriage, parenting, career, developing expertise, etc.). Then I developed Strategies to overcome these four barriers to success:

Identified Barrier to Success

Conflicting Priorities
Dishonesty (with self and others)
Improper Planning and Implementation
Recklessness and Sabotage

Strategy

My Wellness is first priority
Brutal honesty
Pre and post nut and exer plan
Live by Design and Election

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!

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!”



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:

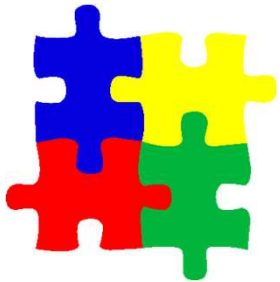
- *Proper*
- *Planning*
- *Prevents*
- *Poor*
- *Performance*



Strategy #3 – Develop a Nutrition and 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

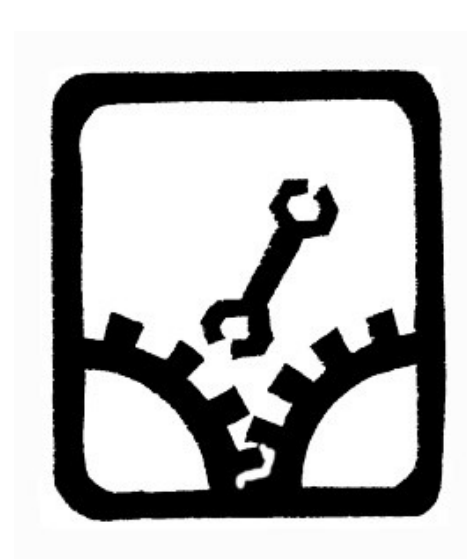


Having and using a plan will increase your chance of success!

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



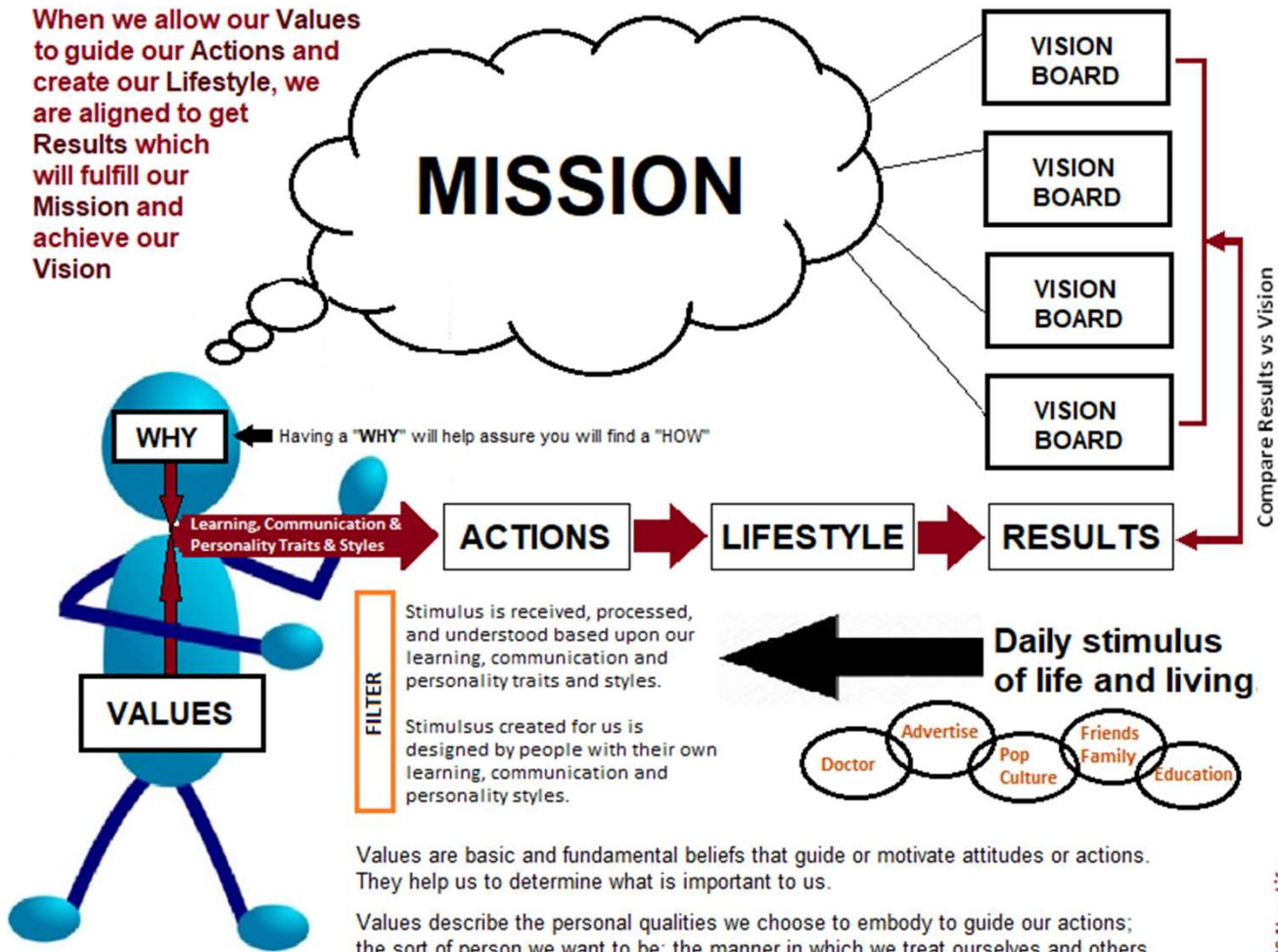


Strategy #4 – Giving my Body what it Needs rather than Testing Limits

- “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!

When we allow our Values to guide our Actions and create our Lifestyle, we are aligned to get Results which will fulfill our Mission and achieve our Vision



Values are basic and fundamental beliefs that guide or motivate attitudes or actions. They help us to determine what is important to us.

Values describe the personal qualities we choose to embody to guide our actions; the sort of person we want to be; the manner in which we treat ourselves and others, and our interaction with the world around us. They provide the general guidelines for conduct.

Today

- Speaking: I am a frequent speaker at weight loss conferences.
- Coaching: I enjoy coaching weight loss and lifestyle clients of all types.
- Author: Published in several national magazines.
- Author: Book - “Simple, Not Easy – My Escape from the Prison of Obesity”
- Activist: BOD of the WLSFA, creator of the Tour of Hope (bike ride).
- Athlete: Male BariAthlete of the Year 2017
- Specialty: I like to focus on the unique needs of people aged 50+.



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

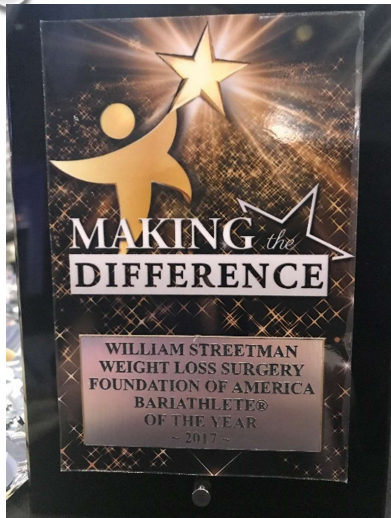
- I believe my chances of success were greatly improved by the approach I took to managing the process.
- The TOOL is NOT the reason I lost weight, or that I keep it off.

I was named to the board of directors for 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 – 2015, 2016, 2017, 2018, 2019, 2022.
- 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 Ohio Association of Operating Room Nurses
 - WLSFA annual conferences
 - Otterbein University
 - St John providence hospital



I was named the USA's 2017 Male BariAthlete® of the Year



- 8000+ miles ridden on my bike
 - Pueblo, CO to Wichita, KS – 595 miles
 - Columbus, OH to Raleigh, NC – 525 miles (TOH 1)
 - Columbus, OH to Gaylord, MI – 468 miles (TOH 2)
 - Seattle, WA to Portland, OR – 212 miles (TOH 3)
 - 2200+ training miles
- Dozens of 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

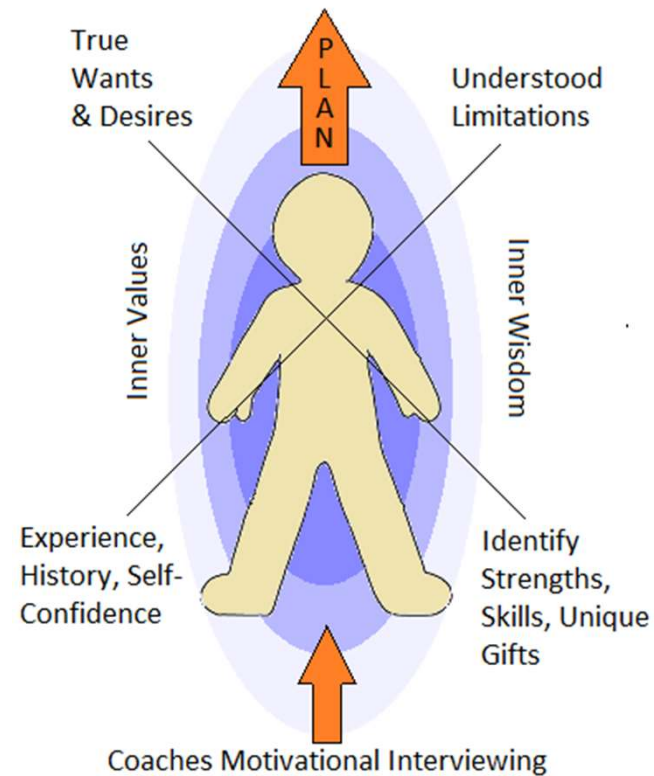
- Asks open ended questions
- Provides affirmations
- Utilizes reflective listening
- Provides summary statements

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"



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.





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”





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.





The **New Life Creed:**

- 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!



SO, HOW DO WE BEGIN?



Weight Loss & Management
Healthy Lifestyle Habits
Strength and Physical Activity

Let's Discuss Starting Our New-Life

Two side-by-side photographs of a man. The left photo shows him in a blue polo shirt and dark pants, appearing significantly heavier. The right photo shows him in a dark suit and tie, appearing much thinner and more fit.

Website: www.WHS-NewLife.com

Facebook: www.facebook.com/WHSNewLife

Email: bill@WHS-NewLife.com

Phone: 614-327-7440

Biographical Information

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

Bill retired from his 30-year career as a consultant to the gas and electric utility industry. It was during those years that he went from a healthy 24-year-old weighing 180 pounds to an unhealthy 404 pounds. His business success almost cost him his life.

At 54 Bill retired from consulting and underwent gastric bypass surgery, successfully adopted a new lifestyle, and lost 234 pounds: his scale now reads 170. Today Bill is a regular speaker and presenter at weight loss conferences, he is a leader within the weight loss community, and he coaches and consults with individuals and organizations on weight management/weight loss programs.

Since reclaiming his life Bill has:

- Been elected to the board of directors of the Weight Loss Surgery Foundation of America.
- Founded the annual Tour of Hope Bicycle Ride, raising thousands of dollars for the WLSFA.
- Been named the USA's Male BariAthlete of The Year 2017
- Been a regular speaker at weight loss conferences and to other audiences.
- Authored the book: "Simple, not Easy... My Escape From the Prison of Obesity"

Bill's new lifestyle includes proper nutrition, calorie control, exercise and body movement, hydration, and stress management. However, adopting these simple new lifestyle habits is not an easy accomplishment. Bill credits the process he followed for his success – a process that he uses when working with clients individually or in group. He will describe in detail this process and the elements that can help increase the chances of a successful lifestyle transition.

Bill resides in Westerville with his wife Colleen in the home where they raised three sons. He enjoys bicycle touring, hiking, traveling, and gardening.