



DANNY LENNON:

Kate, thank you so much for taking the time to chat to me today.

KATE SOLOVIEVA:

Thanks for having me. I was just mentioning to you before our call how cool it is to hear your voice and actually have you respond rather than just hearing your voice in my headphones.

DANNY LENNON:

Well, it's not too often I get to hear people say that it's good to hear my voice and they'd like me to respond. You just see it opposite. So that's a nice way to start. We have got a lot of stuff that I want to cover today but before we get to any of that, let's give people a bit of your background and kind of some context for the rest of the conversation. Lead us through what has been your background that has kind of led you into this field and up to what you're currently doing.

KATE SOLOVIEVA:

Yes. So my background, if you'd go back long enough, it's actually in mathematics and computer science. At least that was the hope of both of my parents and that's what I went into studying at the undergraduate level. It didn't last very long. So it was only few months later that I ended up switching to psychology and that was my background ever since. So it's a psychology, trauma, resilience and coping with stress. And I ended up getting both my

undergraduate and graduate degrees in psychology. In my career plan for the longest time was actually to enter academia and be a psychology professor. But I think doing my Master's degree opened my eyes a little bit as to what that might actually be like and I wasn't too excited about spending all of my time in the lab reading research articles. I'm not pretty – I'm a raging extrovert as people who have met me know, and I just realized that might not be the best use of my talents. So I got into teaching for a while and I was teaching psychology at a college and university level. I enjoyed that quite a bit and eventually found a precision nutrition. I found them as a client at first and was just really very pleasantly taken aback by their process and just by the quality of their coaching staff and how they've approached behavioral change. And now it's I think five years later and I've been with PN four or five years as a coach. I have coached to over a thousand women and I am now one of their master coaches.

So mentoring health and fitness professionals and to helping them coach developing communication leadership skills as part of their level two certification.

DANNY LENNON:

Awesome. I think there is a lot to teach through there. I think we'll definitely come around to some of the nutrition coaching specifics later on. But given your background in psychology, and I think you mentioned trauma and resilience as well, and how I think most nutritionists, dietitians, doctors, just fitness professionals in general will often resonate with the point that as they start coaching and they get more and more experience and when they get really competent that kind of light bulb moment comes that when it comes to the coaching almost a minority ends up feeling like it's prescribing nutrition objectives and more of it tends to be whether you want to call out like a life coaching or more lifestyle management being able to provide emotional support and so on. With that, was that the kind of key thing that you found was that perfect mix of your background combined with this extroversion which puts you in positions where you want to be connected with people?

KATE SOLOVIEVA:

Yeah, I mean from what I've seen, there are a couple of common paths that folks take to arrive to coaching, coaching health, coaching, nutrition, life coaching in general and one common story is I found coaching myself and it made a huge difference in my life and I now want to help others change theirs. That tends to be the story that I hear again and again. It's probably very similar to my story because I got a chance to see how much of a difference of focusing on nutrition and training and taking kind of a long term view can make in someone's life. So that was definitely a little bit of my story there. The other path and again they're not pure paths. Often it's kind of a mix of both. Another path is folks pursue the technical knowledge of health, nutrition, exercise. So you see somebody with a background in kinesiology or exercise science or nutrition of who are fascinated by that. Maybe they play professional or semi professional sports at the college level and they become a personal trainer or they become a dietitian and they want to again help people change their lives.

And then we kind of arrive at this weird place where successful, those individuals that are successful in the coaching field, they seem to juggle the three pieces. They have that technical expertise, they have the what, but they also two other things and it's the kind of the business know-how. Sometimes it's the marketing or just running the business, knowing how to sell yourself, if you will, which we are as humans often very uncomfortable with. And finally the third piece is that soft skills. It's kind of the empathy, the communication skills, the building rapport, which is actually one of the predictors in effective therapeutic relationship like even if you look at research and to counseling process, for example, it's what predicts therapeutic outcome is actually the rapport that you build between the health professional and the client.

So what I often see is we have kind of a lot of the technical expertise, individuals that are very-very knowledgeable and very educated in the science of macros and nutrition and proteins and calories. But they, I want to say they but it's really we because I count myself as part of them, we, the health professionals, we often get frustrated with this kind of, I know how to help you change your life but why

wouldn't you just listen to me? Like if you just did what I'm telling you to do, you would see this huge-huge difference. And people don't work that way. And I think that's where that kind of my academic background of psychology and having a little bit more insight perhaps into just how humans reason and how humans think and what motivates us, that's where it comes in. And now ties in quite nicely with working with folks that are trying to figure that.

So it's not uncommon for me to work with somebody who has infinitely more knowledge and education that I do in the field of exercise and nutrition but we're talking about how do they take the knowledge and the education they have and actually help their clients apply it because it's fairly rare that their clients come to them for nutrition information. Their clients come to them for changes, for seeing some sort of change in their life.

DANNY LENNON:

Alright. I just want to pick up on, you mentioned building a rapport with clients and you gave a really interesting talking point from psychology and counseling where that rapport and relationship building is a kind of key predictor of success of that process and just out of interest and I do you realize this may be hard to quantify or tease apart but do you feel that that is essentially that the rapport and relationship that's built just allows for the person to follow through things they need to, or does that feeling of being supported have in of itself a therapeutic benefit independently?

KATE SOLOVIEVA:

Yeah, that's a great question. And I mean if we look into research kind of on a rapport and a therapeutic outcomes, it, I think it's mostly coming out of research that compares the different therapeutic modalities because just like in the field of health and nutrition we often get a little wrapped up in the whole which diet is the best, in the field of therapy we can get wrapped up and kind of what therapeutic modalities is the best. Like should we be using motivational interviewing or is cognitive behavioral therapy better? And what is very interesting when we actually compare different therapy side by side, very often we see very similar outcomes.

So in other words, the type of therapy you choose matters significantly less than that connection, that rapport with the counselor or the therapist, the health professional you're working with. And the concept itself is not new because I mean Carl Rogers has talked about unconditional positive regard and to me it really connects with what has been referred to as the paradox of change is that the more accepting we feel of our kind of current state, the more free we are to change somebody else put it better than I ever could and she said, I think it was Geneen Roth and she said, you can't really hate yourself and to change. So that's kind of, I think where that rapport and unconditional positive regard helps the person you're working with in a way except their situation and that acceptance allows them to change.

DANNY LENNON:

Just on that, I think obviously the psychology of working with someone is a huge piece of interest for a lot of coaches and nutritionists and many are also aware that they don't want to step beyond their scope and start playing the psychologist so to speak. And so where in terms of what they can do within their own coaching that isn't saying you need to go and become a psychologist to implement some of this. What are some strategies from the field of any of the modalities related to therapy that you feel have some carryover that people can start using some of these strategies in a way that will just benefit general behavior change with clients?

KATE SOLOVIEVA:

Yeah. I think the scope of practice comes up quite a bit and it comes up quite a bit for you I'm sure as you talked to individuals in the field and working with health and professionals from different walks of life, it becomes a difficult question to answer just because there is no universal, when you are a health coach you have these qualifications mostly because in most countries as far as I know the label health coach is not really regulated in any way. It's much easier for some professions like a massage therapist which tends to have a very tight set of regulations. They may have a regulatory body of some sort and that is often the case for psychologists or dentists or similar professions. Coaching is a relatively young practice at least in the way that we are talking about today.

So when I work with somebody who says I'm a health coach, they could also be a therapist. They could also be an nutritionist, or they could be a strength coach, a personal trainer. So in other words, we try and answer that question like, what is my scope of practice here,

Unfortunately, the answer is it depends, right? It's that quintessential answer that we hate to hear because it is often given in response to so many big questions. So it depends on what other education and professional certifications you possessed. So even as I think of myself and my colleagues at precision nutrition I may be working with a group of women as a health coach and another colleague of mine might be doing the same thing. Yet our scope of practice may differ because my other colleague is also a certified dietitian who has extensive experience working with women with eating disorders. And I don't have that background. So her scope of practice would actually extend further than mine would.

So I always recommend certain tools to coaches across whatever education or professional certifications they hold because they would be helpful. And those tools like motivational interviewing comes up quite a bit, is just as an effective tool that we can learn. It's a little bit like a language. It's something to add to your coaching toolbox or even reading like some of the classic texts in cognitive behavioral therapy. So in general, I find the field of counseling and the field of psychology probably being the most helpful in terms of helping develop those soft skills like whether it's empathy, communication, leadership, etcetera. But we definitely draw the line between using the tools and expanding your scope of practice far enough where you are now a therapist.

DANNY LENNON:

Right. Yeah. I think that's a really important distinction that it's awesome to be able to read through things related to psychology, behavioral psychology and any of these related fields, motivational interviewing was a great one you mentioned. And being able to take that and see is there any way I can implement this or some of these

things into how I either conduct a consultation or work through a client check in or so on based on some of the understanding you have of how humans think. And that's very different from I'm going to take someone who needs a true at therapy in a certain area for a specific issue and try and like you say, play a psychologist. So I think that's a good distinction to have.

One thing I did want to ask about is, we've mentioned the word empathy a couple of times and this is being, at least for me, a key thing I've talked to coach about of if there's kind of a word that sums up what makes a lot of good coaches, excellent coaches, can be the empathy they demonstrate. When it comes to that, is that a skill that all coaches can develop and improve or is there some innate part of empathy within someone or how should we think of this?

KATE SOLOVIEVA:

I think of empathy probably how I think of something like physical flexibility. Like you've ever been in a gym class and you look around and maybe the gym teacher asks you to reach and hold your toes. There is a certain variability of the ability to do that in the class. You have 20 people or 30 people and some people are very easily able to put both palms on the floor and some people bend over and can't even reach their knees. So what we may observe without any sort of previous training, it's may be some inherent flexibility that we have. Now anyone can improve their flexibility if they work on it. But chances are if I'm not a flexible person by nature, I'm never going to be as flexible as somebody who's just naturally much more flexible. And I think of something like empathy very similarly. So some individuals are definitely more empathetic naturally, inherently and those skills may come easier to them, but everyone can definitely develop empathy and become more empathetic. Where or how far you move on that continuum may depend on that inherent ability. But I think everyone can improve of how they show up.

DANNY LENNON:

So if this is an area where someone has identified they think they can improve, is there any kind of steps you would recommend them to first take? Is there any kind of a blueprint they can follow to try

and improve in this specific area or related areas to some of those soft skills you mentioned? Where's a good place for them to start that process?

KATE SOLOVIEVA:

I think of two steps here. So one, and they're both quite difficult for humans in general. And the two steps I'm thinking of here is one, give up power and two, ask questions. Now by the first step, when I talk about giving up power, I talk about taking a step back when it comes to our own ego in a coaching interaction. Because a coaching relationship can be a very powerful relationship. It's a power trip. And I say that with the little bit of tongue in cheek but not really. Like it's very powerful to think that I can comment to someone's life and change their life for the better. It's that kind of godlike ability. Yet when we look at empathy and again tools like motivational interviewing, one of the main assumptions is that it's the individual themselves who is the expert on their experience. And that means that when I'm talking to someone in a coaching interaction, I'm not the expert. They are. And all I can do is help guide them to the outcomes that they themselves have identified or reach the goals that they have identified. So that's really what I talk about kind of giving up that coaching power. Assume that your client is the expert in their own experience and following that up with ask questions. The two steps I think go really well hand in hand because asking questions is invaluable in both building rapport but also learning more about the client. We are fond of that individualization which we'll talk about how everyone is different and everyone needs an individual approach. Yet it is very often that I see somebody says, I'm talking to a client and here are the markers splits that I'm giving them and I'm telling them to cut out carbs, increase this, and it's like, whoa but have you actually learned about what this client prefers, what they like, what they don't like, what they tolerate well or not.

One example I'm thinking of here is I'm learning a little bit more about the client's cultural background for example, because if we're talking about like asking somebody to reduce their carb intake it may be a tall order to ask and attach an Italian client to give up pasta or to ask a client of Japanese background to give up rice. My background is



Russian and I can tell you right that it'd be pretty difficult for me to give up potatoes or bread which is kind of a big faith, it's a big part of my culture. It's the cultural dishes and if I sit down at the table where my mom's going to cook, there will be bread there and there will be potatoes there. And this is something that would probably come out through the questions simply if a coach took the time to learn a little bit about what the client prefers, likes, or simply where the client that's coming from.

DANNY LENNON:

While we're on the topic of some of these skills that coaches can develop, are there any that you find maybe coaches are typically unaware of or maybe they don't get the same attention as some other key skills when people are thinking of becoming a better coach that you've ended up talking to coaches about of here's an area where we can put some attention to or develop skills in this particular area or improve this one specific skill that may be like I said, it hasn't been given that same attention that can have some big payoffs for overall coaching competence.

KATE SOLOVIEVA:

Yeah. I think the one thing I see probably over-emphasized is that kind of technical expertise and the business know-how and then falling short on again, like empathy comes up, simply communication skills and perhaps just kind of that ability to relate to people and to maybe put yourself in other people's shoes. So like one thing on that I see quite a bit is there is a conversation around discipline, right? Like if you want it, you can get it if you just want it hard enough. You know, there is this kind of rah rah attitude in the health and fitness industry and what is often missing is a little bit more of awareness of people situational factors. Like whether it's a time poverty where you know, your client is a single mother with four children who might be working two or three jobs and she truly does not have the 20 minutes, you know, that it only takes 20 minutes a day for a great workout. She may truly not have the 20 minutes and what does not mean, right? Or talking about just the differences in socioeconomic status and accessibility of whether it's fitness equipment or whether it's cost of gym membership or crossfit membership or even the cost of online

coaching. So I think that would be the one factor definitely to look into.

DANNY LENNON:

When it comes to being aware of some of those factors that can improve the whole coaching process for a client. So we've mentioned paying attention to things like cultural issues, looking at their lifestyle, looking their typical schedule, time commitments, and so on. These all kind of would fall into this umbrella of trying to fit essentially the plan of action around someone's lifestyle instead of the other way round. And in general, that kind of flexibility is a good thing I see. One question that often comes back in response to such promotion of that idea that, that I've received. I'm interested to find your responses; how much is too much in terms of giving some leeway or giving some flexibility in trying to fit everything we can to fit in with the client's current lifestyle? Is there a point when that becomes so flexible that we're actually not enforcing change or that we're missing out on some potential benefits from giving harder rules or restrictions let's say.

KATE SOLOVIEVA:

Yeah, I mean they're definitely, you know, those clients who enjoy going to kind of the military style bootcamp and getting yelled at. I know because I've seen them, right. And I've been to those bootcamps and said there it's really coming back to kind of meeting your client where they are at. And I think if we start out without foundation of unconditional rapport, we might be very well equipped to decide what's too much and what's just right. Because some folks do fantastically well on very rigid schedules, whether that's macronutrients or a very specific inflexible training plan. And that's exactly what they need. And they may come to you and they say that they need just that. And if I have a client who insists on having that kind of rigid accountability, I don't think – I think it'd be a disservice for me to then insist that instead I give them something much more flexible and soft and yielding, if you will. Right? Because they keep telling me that that's not what they need. And I think if we are continuously resting on that assumption that the client probably knows best, then it will be the client who will determine how much is too much.

DANNY LENNON:

The way I've tried to frame this is that it can often be at different time points that same client will need different things. So at certain places for sure they might enjoy that more restrictions particularly in the beginning where their motivation is higher. And then over time you can kind of talk about some of these changes into something more sustainable with their lifestyle or similarly, sometimes you just need to have things that don't fit with their current lifestyle because their current lifestyle is why they're coming to you in the first place to some degree. And so some complete alterations are needed. So I think, yeah, we're in agreement there of how you can balance those depending on the circumstance.

KATE SOLOVIEVA:

Sometimes I give clients a choice and that can be part of coaching conversation as well, that kind of, depending on where there are in their particular life situation, we can talk about whether they would prefer a big bang change. And that may be great for somebody who's roaring to go, who's ready, who's in January 1st mode and they've been kind of getting mentally prepared for this. They're like, give me something that will make a huge impact and they're riding on that initial motivation. It can be great to give them that big impact change because then what happens is they make that change. They're still riding on that initial commitment and then in turn they see great results. The great results in turn feeds that motivation and we can kind of use that very human tendency for a while. Right?

So we'd give the big change. They see big results and then we kind of keep riding that as long as it lasts. But sometimes somebody comes and they say, hey, like my mom's in the hospital, my dad is dying. I have three dogs, I have two kids. My husband's been laid off. What do we do? It's probably not the best time in their life to then start training for iron man.

DANNY LENNON:

That whole autonomy probably adds to their likelihood of doing this.

KATE SOLOVIEVA:

Yeah, and I think that's where the conversation comes in because sometimes that client who see – whose life is seemingly collapsing, they very much wanted to train for iron man and for some clients that may be the best thing is to train for iron man

even though on the surface it's not the best time because for them that kind of big goal where they - there's the one thing in their life that they can control right now that is something that is pulling them along and I think that's again where that individual approach is going to come in.

Now when we talk about kind of how much support is too much or maybe what's too rigid or what's too flexible, sometimes what I see is that coaches will actually end up self identify themselves in terms of a particular coaching style and they will then attract a particular type of client to them. So there's nothing wrong with saying, hey, like I do rigid, right? I do like this is my coaching style and this is how I work. I think there's a lot of power in knowing exactly what kind of clients you work with best, knowing fully well that you may then - you may attract a certain kind of clients and you may push certain clients away and that might be just fine.

DANNY LENNON:

One thing really want to circle back to is right at the outset you mentioned that some of your background involved looking at the area of resilience, and this is something that I've found just from an outside observation and reading through to be completely fascinating, particularly when I start to think through my own mind, a framework for what a healthy human is. And when it comes to the kind of psychological component, resilience is I think, a great concept that frames a lot of this of particularly when we think about how many people can respond differently to things and how our perception often shapes our response. Even in a physiological sense.

Can you give some insights into specifically how we should think of this term resilience, how it's typically defined in this context and the value of understanding that whole concept?

KATE SOLOVIEVA:

Yeah. So when we talk about resilience, there are a couple of the synonyms and research we can talk about on something like mental toughness for example. And we usually refer to someone's capacity to recover from difficulties, from trauma, from stress. I, and my work when I did my master's degree was focusing on coping with stress specifically. And one thing we know from stress literature is stressful event

is only stressful when your ability to cope, when the stressor itself exceeds your ability to cope. Because if something is really stressful but you're prepared for it, you're actually fine. Like it's objectively stressful, but you are able to cope with that event and move forward.

So within the coping literature and coping with stress, the two types of coping that we look that was proactive coping and reactive coping. So when we think of the word coping, we tend to refer to that reactive strategies. So if you think of like not getting enough sleep, for example, you wake up in the morning, you're groggy, you maybe not functioning well, one reactive strategy, maybe I am now guzzling coffee one after another. And a, this is me reacting to the stress of a sleepless night.

Now, if I actually know that I may get a sleepless night in the future, assuming that this is something we can anticipate, which often we can some proactive coping strategies may include simply not scheduling anything really important on that day or avoiding driving if you know you're not going to be in your best state of mind or maybe a scheduling the workout for another day. And we do see a much better when individuals use proactive coping strategies rather than reactive coping strategies. And though that's something that we can definitely train.

I've had little bit of a personal experience with this in the last few months, because I have a baby, she's a actually three months today. so I had a chance to anticipate certain stresses coming up when I was pregnant last year and try and kind of like really top into those proactive coping strategies. What are some of the things that are likely to be challenging and how can I make them less so.

DANNY LENNON:

Right. And I think that particular example is good one for proactive strategies because presumably when the baby does come along and all the stresses that are with that and the sleep restriction and so on, if you leave it solely to reactive strategies presumably there's a less likely to following through on those. Because just when I know in circumstances when I've felt like I needed to cope with something, if you're already in the midst of it and you then trying to react,

it can be difficult to actually get yourself to do even something you know you should. Whereas if you proactively I guess have a rule in place, presumably that makes it a bit more automated than likely to follow through.

KATE SOLOVIEVA:

Yeah, absolutely. And when we talk about it kind of anticipating certain stressors, it's a no, there's always going to be things that are unexpected. But I think too often, no, we are stuck in that same 9:00 AM traffic and we are kind of angry about it. Right? Even though 9:00 AM traffic on a week day is the most predictable stressor that are there is. So I think similarly when you look at the common human experiences, pregnancy, childbirth being one of them and having a number of years so working with women, I could anticipate a number of stressors. Not all of them, but I definitely knew that I am likely to not get enough sleep in. however, many months after the baby's born. I might experience postpartum depression. So one proactive coping strategy that I've actually used was to seek out a therapist when I was pregnant thinking to myself that if I actually do find myself soften postpartum depression state, it's very unlikely that I will be able to then seek out a therapist and initiate a brand new therapeutic alliance relationship. So kind of that would be one example.

And this is something that I do quite often with clients. When we talk about large events coming up, like what are the stressors that are likely to come up and what are some proactive coping strategies that we can use because the reactive coping strategies are always going to be there and you may need to pull them out of your pocket anyway for the stressors you were not able to anticipate.

DANNY LENNON:

Right. And I think if we kind of circle this to nutrition coaching or health coaching in general there's probably an endless number of examples we could cite here where whether that's actual true coping strategies or just proactively planning for things that we know may go wrong, could be an incredibly useful. And one obvious example is if you have a client who perhaps does shift work and you know that on a certain day they're changing from typical daytime shifts to nighttime shifts or vice versa, that's

kind of a danger zone not only for just their sleep and so on, but particularly for the food choices they are going to make. And so some proactive planning ahead can let them almost again, if this happens, then this is what I'm going to do. And so in that moment, they're not really leaving up to willpower or cognitive effort or decision making in the moment.

KATE SOLOVIEVA:

Yeah. And within that precision nutrition coaching program, there's one habit we talk about, it's called a little bit better. And we talk about that concept of simply moving the dial too towards a little bit better of an outcome. Because I think too often we get caught up and kind of block away thinking approach where if I can do things perfectly well then I'm just not going to do them at all. And I like to kind of, you know, getting a flat tire on the highway. I heard somebody use that example, it was brilliant. So if you get a flat tire, chances are you get out. If you have the knowledge, the know how you change the flat tire and you keep driving, you don't get out. And then slash the remaining three tires because one of them is flat and it's funny, like we tend to giggle a little bit when we think of that example yet it is not unusual to do just that when it comes to health and fitness, right? Like, oh my goodness, I “fell off the wagon” I eight, four cookies. So now I might as well just finish the box and then I'll order takeout pizza for dinner and I'm going to start over Monday where we could simply just not have cookie number five.

DANNY LENNON:

I think that because the shift work example is on my mind, I think that the similar thing tends to happen in that when people, especially when they start looking at the research on shift work and how it affects us, a lot of it can be very doom and gloom, and with a lot of justified reason I guess as well. But the message isn't that, oh well I'm not in a position to quit my job so I'm screwed anyway. So I'll just go do whatever. Instead it's that, like you say, do a bit better than what is currently being done and mitigate that in whatever way is practical and pragmatic is going to have a far better outcome compared to just saying, well, I'm screwed anyway so I can't do anything about it, which is both incorrect and illogical.

KATE SOLOVIEVA:

I think shift work is a great example. It comes up quite a bit for clients who are either nurses or they may work in a factory where we know from research that shift work is not completely conducive to good quality sleep and it's not that optimal scenario for ideal fat loss. And it's definitely very common to hear is like, well, it's not ideal [00:42:14] So I guess I'll wait until I'm no longer doing shift work. So yeah, you're absolutely right.

DANNY LENNON:

Just to run out before we get to the final question Kate where can people find you online, on social media, more of your work, anything else that you've got going on that you want to make people aware of?

KATE SOLOVIEVA:

Yeah, I should be pretty easy to find. So if you just Google my name, I should come up. My a website is my last name.com. So that's a Solovieva.com or Solovieva.com. And the other website I always recommend is precisionnutrition.com which I know your listeners probably have heard of by now. Lots of great resources there on just generally nutrition and behavioral change.

DANNY LENNON:

Sweet. So that will be linked up in the show notes for you guys listening. And with that, that brings us to the final question that I wrote in the podcast out on. And it simply, if you could advise people to do one thing each day, that would have a positive benefit on any area of their life, what would that one thing be?

KATE SOLOVIEVA:

Well, this is an interesting one coming from me because my nickname is Solo and it's based off my last name because a lot of people can't pronounce my last name. So Solo kind of stuck. And I do like to do things alone. So this is what I mean, this is a tough one coming from me. I think the one thing that would probably make the biggest difference for myself and for every human that I've met out there is to embrace the concept of team. That kind of notion of no human is an island and that ties in with a lot of things we've talked about today. It ties in with empathy, social connection or rapport. It ties in with kind of scope of practice because one conversation I often see happening between coaches is when someone has cancer or an eating disorder or maybe like a medical condition, the automatic [00:44:29] response is like refer then out where again I'm



bringing that concept of a team and where, how can we build a team, how can we build a team for ourselves personally and how can we help our clients build like kind of what we call the support crew in terms of simply living life like so who is your close friend, who is a person you call when your back hurts, who's the person you call when you're really frustrated by work. Right? And kind of that really embracing that mentality of a team.

DANNY LENNON:

I have that and it's something that have to often remind myself and force myself to, because I mean the value of social connection when you look at, especially the literature on this is so overwhelming in the impact and benefit it has and for someone like me, you was a natural introvert and is quite comfortable spending time alone. It's something that I need to always kind of be conscious often and force myself to do.

So. I certainly echo a lot of what you're saying. Plus the obvious benefits of being part of a community support rube and then particularly a team that's working towards a similar objective. It kind of amplifies everything really.

KATE SOLOVIEVA:

And with them, I mean we, we are in a helping profession and it's a very common to kind of do this very thing for other people yet forget to do the same thing for yourself. I remember asking a one gym owner. We have been having this conversation and I asked him about his support crew and he started telling me about how yes, like he found this great chiropractor or that his clients can go to. And there's also this massage therapist in town that he was able to connect with. So his clients could go to this massage therapist and ask, but what about you? Like what about your support crew? And he paused and he started laughing because it didn't even occur to him to kind of think of his own support crew first. He was so busy taking care of others. And I think that's a very common, a thing that we see because we're helping, we want to help others. And we often forget to help ourselves.

DANNY LENNON:

Right? It's like that old a half joke, but actually probably quite true most cases of if you want to do something that negatively impacts your health, start

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becoming a coach. And then within those first few months, a lot of stuff takes a hit when the coaching [00:47:07] yeah I've seen it happen to a lot of people, they're just like long hours, no time to train themselves, their nutrition slips a bit and suddenly their clients or having healthier habits than they are it's easy to happen And then youth to kind of reign it in. I've seen it. It's quite common when people first start. But yeah, this was a great conversation. I really enjoyed talking to you about some of these concepts and I think people will really enjoy this.

So thank you for your time.

KATE SOLOVIEVA:

Thank you so much for having me. This was a pleasure Danny.