

Holistic Nutritionist -
As Catalyst for Change

Embracing the Holistic Model
Being an Educator
and Leading by Example

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Greetings Graduates

- Did you know that you now have a promising future in one of the most growing industries in today's economic markets?
- That market being health and wellness
- So, congratulations to each and every one of you.
- This is a day to be proud of.
- A day to celebrate your accomplishments
- And to contemplate your future

Greetings Graduates

- Because wellness is important to everyone
- Why? The lack of wellness impedes a person's ability to enjoy the physical experience on this planet to the fullest.
- The only caveat is that today people are no longer satisfied with just freedom from illness
- They want optimum wellness, longevity, and the knowledge to attain it.
- But in order for people to attain their precious wellness they are going to have to change
- Because the way they have been going about trying to obtain wellness hasn't really been working has it?
- And that means they are going to need a catalyst to help them.

Greetings Graduates

- That catalyst is you.
- It is you who is going to guide them on their path to optimum wellness.
- You will show them the way.
- So welcome, to what I believe is one of the most important professions on this planet today.
- Holistic Nutritionist – A catalyst of change
- I know that you are up for the task.
- And just in case you are wondering how you are going to meet this challenge, I have three principles for you to follow that will help you along in your work;

The RHN's Role in Humanity- A Catalyst for Change

- As a catalyst for change I believe a Holistic Nutritionist must be prepared to adopt three principles:
- One – to embrace a holistic and progressive model of health that emphasizes accountability and self responsibility
- Two – to be an educator
- And three – to lead by example
- This may sound like a lot of work
- But don't be intimidated by it
- I know you can do it and you can do it with the knowledge you have right now

The RHN's Role in Humanity- Being a Catalyst for Change

- I am an RHN but at one time, I thought being an RHN was not enough
- I didn't believe in myself or my education
- I was wrong
- Unfortunately, it took me another 2 years and thousands of dollars in additional courses, equipment, and modalities for me to figure out that
- Yes, being an RHN is enough to be that catalyst for change.
- Sure, I found out the hard way
- But I am hoping today that I will be convincing enough to show you that your education right now, today, is enough to be that catalyst.
- All you have to do is to combine your knowledge with the three principles I mentioned earlier.
- So, lets start with the first principle; embracing a holistic and progressive model of health.

Holistic Model of Health

- In my mind the holistic health model is comprised of several philosophies:
 - It searches for patterns and causes
 - It respects human values
 - It believes that love and caring are components of healing
 - It respects pain and disease as part of each individuals journey
 - It respects the interconnection between physical, emotional, and psychological disharmony as a cause of disease
 - It embraces the practitioner as partner and not as authority
 - It is non-judgemental and intuitive
 - It understands that every individual has the right to wellness or disease, life or death and they are all equally valid in an individuals physical and spiritual journey
- But most importantly, the holistic model of health believes that all individuals are entirely responsible for their own health or lack there of and consequently responsible for creating good health and optimum wellness

Holistic Model of Health

- Accountability is the one factor that I believe is still sadly missing from our health care system.
- And I respect that this is a difficult concept to infuse into the evolution of a people who still believe they are a leaf in the wind
- And that the wind is out of their realm of influence.
- However, whether we are practitioner, client, or the social collective consciousness, we each have our journey
- and since the holistic health model respects that all things have a process, the lack of accountability for one's own health must also be treated with love and caring
- In fact, working towards encouraging people to embrace accountability is part of both an individual and social journey
- Your task will be to show people that their health or disease is in their hands and not to be afraid of their power over their own health
- And your task will be to help them not see illness as failure but as part of their journey and equally important to being well.
- Now, lets move on to the second principle, being an educator.

Holistic Nutritionist as Educator

- If you are to be a catalyst for change than your focus must be to share your knowledge and be first and foremost an educator and teacher
- I do not believe that focusing on treating or healing disease will facilitate change towards encouraging accountability and self-responsibility.
- But giving people the skills and knowledge to create their own wellness and to recognize their own role in their illnesses will facilitate accountability.
- This means your role as Educator will be to create an empowered client

Creating the Empowered Client

- If we as Holistic Nutritionists are going to facilitate change then we have to strive to create empowered, self-responsible individuals
- And to facilitate this change, all you have to do is to keep things simple, be patient, and be supportive.
- Simple means that you will:
 - Present only the knowledge specific to that individual
 - That you will explain knowledge in a language they understand
 - You will provide materials that are concise, easy to read, and not overwhelming
 - You will be patient with their learning curve.
 - You will be non-judgmental of their progress
 - You will provide a record of your work so that they can refer back to it in the future

Creating the Empowered Client

- Patient means that you will:
 - Have no expectations because wellness is not a project with a start and end date, it is a life long process that is ever changing
 - Patient also mean that just because you teach them something today doesn't mean they have to do it tomorrow
 - They may choose to hold on to that piece of knowledge and incorporate it at a later time when they are ready
 - What matters is that you give them the tools that they need to work towards their wellness goals.
- Supportive means that you will:
 - Be there to walk beside them in their journey
 - Understand their challenges
 - Be flexible as you need to in order to facilitate their changes
 - But know when to let go
- Because once you have educated your client, the rest is up to them.
- They will have to create their own wellness with the knowledge you have provided them.
- And that is what creates accountability

Creating the Empowered Client

- Just remember that facilitating self responsible and accountable individuals also depends on you, the practitioner, being able to let go.
- To truly understand your role is to fully embrace the fact that your goal is to create a client who doesn't need you anymore
- Just as the mother bird pushes her young out of the nest, and trusts that they will fly,
- So must you expect your clients to stand on their own
- Don't be afraid of this
- There are millions of people out there who will need your knowledge and services
- There will always be enough
- Clients will come to you from all walks of life and many will want to hang on to you but if you allows this, you are not facilitating change, you are creating dependency

Creating the Empowered Client

- Yes, it can be unsettling on both the practitioner's side and the client's side:
- The practitioner must believe that there will always be people who need them
- And the client must believe that they can create their own wellness
- It is a very intimate relationship, teacher and student.
- Just as when my own mentor visited me from British Columbia.
- I was so honoured that she would visit me

Creating the Empowered Client

- She was in my office and I was proudly showing her my new materials and telling her of my work with clients, students, and graduates.
- She looked around and looked at me and said, with her Swiss accent; “Bianca, you do not need me anymore. You have surpassed me.” And then quietly stood there in front of my desk, lovingly looking at me.
- I suddenly felt the most intense feeling of being alone. She was letting me go to make my own way.
- And in that moment she created an empowered individual in me.
- So must you do with your clients if you are to be a catalyst for change
- But there is one last principle that you must execute to be complete; and that is to lead by example

Leading by Example

- I think this is the most difficult of all three
- Because during a time of change, sometimes we have to have one foot in the old ways and one foot in the new ways in order for a smooth transition to take place
- But leading by example also means you must go ahead into unknown territory and be the explorer and then come back to tell everyone that it's OK, the world really is round.
- Don't worry you really can take your boat out there and you won't fall off the edge.
- Yes, the pressure is on
- And until everyone is ready to accept the holistic model you will have to be an example of it.
- This means you must practice what you preach
- Because if you don't, "they" will know right a way

Leading by Example

- You will be the one who will have to go first
- Trying your own protocols and various cleanses
- Testing new products
- Staying open to new ideas & therapies
- Analysing new research – and if that’s not enough
- Being the picture of health and wellness
- Because you are the billboard for holistic nutrition
- Because if not you, who will be?
- And you will also have to endure criticism and scrutiny
 - I once had a client call and enquire into my services and she asked me; “How do I know your program will work? What do you look like?”
- I was so taken aback by this question;
 - “Uh”, I said, “I guess you can see my picture on my website.”
 - In a nut shell, she was asking me if I did in fact take my own advise and did it work.
 - And she was right to ask me that a smart consumer should
 - Because if I didn’t live in my truth then why should she?

Leading by Example

- The same can happen to you.
- Although, lets hope it will be a little more discrete,
- Expect people to be watching you.
- Your prospective clients, your friends, your family, your peers, and the general public will be watching you.
- And it can even be something you may never hear or know of: “Hey, there’s that new Holistic Nutritionist I was telling you about, lets see what she puts in her grocery cart, or what is he doing at a coffee shop, or how come its OK for her to be eating ice cream
- They will be looking for the slightest imbalance between what you say and what you actually do.
- This may happen anywhere.
- For me it did happen in the grocery store, where I bumped into a client and she outwardly said, “So, lets see what **you** have in your grocery cart.”
- Or it can happen in a restaurant, where a friend once said “What are you eating for dinner. Doesn’t look like there is anything on the menu for you”.

Leading by Example

- Am I saying that you have to be a purest and never stray, no, that is not human.
- We were designed to be fallible and I embrace this with love and understanding.
- And therefore, I believe in the 80 – 20 rule with regards to my dietary and lifestyle choices.
- However, the general public doesn't understand this concept yet.
- They are new to this and they need us to set the example first just as explorers had to go first.
- What does this mean to you?
- It means represent your profession well.
- If you are going to practice 80/20 then please do the 80 in public
- It also means, if you have your own work to do, make yourself one of your first projects
- And don't keep your project a secret – let those around you see that even you have a to embrace the process to wellness
- This way you can truly lead by example and be a convincing representative of holistic nutrition and the holistic health model.

Being a Catalyst for Change

- Yes, being a catalyst for change will be challenging but it will also be exciting and awe inspiring.
- Because you will make a difference in people's lives
- and you will have a hand in changing this planets view of health and disease
- Just remember to measure your successes not by your income,
- But by the number of empowered and self responsible clients you help to create.
- In a sense, your success should be measured by the number of clients who no longer need you.
- Imagine this world if everyone took responsibility for their own health and wellness
- And imagine yourself facilitating this change
- This is what it means to be a Holistic Nutritionist and catalyst for change.

Stand in Your Truth

- So while on your journey as a Holistic Nutritionist remember the three principles:
- Embrace the Holistic Health Model
- Be an educator and share your knowledge
- Lead by example
- And remember to
- Stand in Your Truth
- Thank you everyone for your time today and I wish you all health, happiness and abundance.
- And if you ever need a refresher of the three principles I will be posting this talk on my website for you.