



How Coaching Provides Men with Successful Weightloss Solutions

More and more men are discovering that coaching is an amazingly effective method for losing weight. The outstanding successes recorded show that specialised weightloss coaching is fast becoming the preferred option for men looking to achieve their desired shape.

Up until recently, there have been very limited choices available for men. Most weightloss programmes are predominantly run by women, for women. The thought of attending a meeting full of women discussing their dietary problems or having a humiliating public weigh-in, sends shivers of horror through a lot of men. Other alternatives include specific calorie-counting diets, or supplement regimes which mean men are often left to follow these in isolation, relying only on their self-motivation, without any specialist support. Quite often they are inflexible and do not allow for social occasions, business lunches, entertaining etc. drawing attention to the individual's efforts to lose weight and making it even more difficult to stick to.

Historically gyms and health clubs were the only realistic and acceptable options men felt were available to them for achieving their health goals, even if these didn't fill them with motivation. The thought of exercising amongst younger, fitter men often put them off before they started, as the memories of how fit they used to be are brought back to them so vividly. In the UK 46% of men are over weight, so clearly the traditional options are not inspiring the majority of men looking to achieve a better body image.

So why has coaching become men's preferred method for achieving weightloss?

Negative eating habits are formed in childhood. Boys and young men are often treated differently from their female counterparts. Well meaning mothers and other family members often enjoy watching young men eating a hearty meal, encouraging them by giving them larger portions or offering second helpings. They were encouraged to 'eat up as you're a growing lad' or 'you need to build your strength up' or 'its great that you have such a healthy appetite'.

These behaviour patterns may not have seemed harmful then, when as young, active men they were able to burn the extra calories off without much effort, perhaps through sporting activities, going to the gym or walking more. Even when they start work and their lifestyles change, their youthful metabolism still masks potential problems with their diet.

The problems tend to start when these habits are carried through into middle age when due to less activity, driving, sedentary careers, men start to find that the calories that they were used to burning off are no longer as easy to shift. Unfortunately, this is not a

subject that is brought up in general conversations amongst men. Although many would like to address their negative eating habits, they are unable to voice them. Often a few extra pounds are shrugged off as muscle, almost as a status symbol of an extravagant lifestyle, or even admired by some.

However, coaching has quietly been gaining increasing popularity within the male population as the favoured choice to help them achieve their weightloss goals.

The very nature of coaching – confidential, one-to-one sessions, on the telephone, with a non-judgemental supporter solely concerned in assisting you achieve your weightloss plan - has become extremely appealing to many. Having a highly-skilled, specialist coach to whom you are accountable to for your progress ensures that motivation and progress is sustained in the steps to losing weight. All these are benefits, which easily fit around other lifestyle commitments, are irresistible to men who have not been inspired by the traditional methods available. By dealing with some of the deep rooted habits around food, individuals are able to take control and make positive, empowering choices to ensure sustained weightloss, in total privacy.

By increasing their self-awareness and regaining a better balance they are also able to go to the pub, enjoy business lunches, or indulge in their favourite snacks without the feeling of guilt that usually follows. In fact, they don't have to publicise the steps they are taking to lose weight to anyone. Only when their family, friends and colleagues notice the huge improvements taking place to their weight, health and fitness will anything become apparent.

The enormous benefits open to men have meant trends now show that weightloss coaching is rapidly growing in popularity and has at last given men a highly-effective solution to losing weight in an environment that meets all their needs.