



Eat Mindfully, Live Vibrantly

Training for Mindful Eating Coaching

Comprehensive mindful eating training for health professionals who provide one-on-one coaching in client or patient care settings



This information packet includes details about the training and licensing process for the Training for Mindful Eating Coaching, including FAQs.

Already decided? Great!

Click here to register:

<http://bit.ly/1PxM2iS> then choose from 1, 3 or 10 payments.

About Training for Mindful Eating Coaching	3
Training Features	5
Continuing Education Credits	6
Licensing Requirements	7
Registration	8
Frequently Asked Questions	9

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Throughout this information packet, you'll find comments from people who have participated in our training programs.

The Training for Mindful Eating Coaching was well worth my time, energy and money. The facilitators kept the presentation lively and informative. If your focus is helping clients with their relationship with food, you need to take this training. I highly recommend it! —Lisa C., Professional Coach

About Training for Mindful Eating Coaching

Purpose of Training

Training for Mindful Eating Coaching provides the information, structure, and tools necessary for health professionals to help clients or patients resolve a difficult relationship with food, physical activity, and/or self-care. It is designed to support the successful integration of the Am I Hungry? Mindful Eating Cycle into one-on-one work with clients or patients in a variety of corporate, clinical, and private settings. This training focuses on important aspects of the coaching process, including impactful questions, suggested activities, and potential barriers that clients, patients, and health professionals may encounter.*

The concepts learned in the Training for Mindful Eating Coaching can be used alone and/or in conjunction with other Am I Hungry? mindful eating programs including the Mindful Eating Program, Mindful Eating for Diabetes, Mindful Eating for Bariatric Surgery, Mindful Eating for Binge Eating, and/or Mindful Eating for Students.

* Please note that this training does not provide training in basic coaching competencies and does not result in coach certification. This training is suitable for certified coaches or other health professionals who have strong coaching skills and experience with the coaching process. It should not be considered a substitute for primary coach training. Please see Frequently Asked Questions for more details.

Training Outcomes

Health professionals who have completed this training will be able to help their clients and patients...

- Cultivate awareness of physical sensations, thoughts, and emotions
- Re-establish hunger as the primary cue for eating
- Recognize non-hunger triggers for eating
- Learn to meet non-hunger needs in more effective ways than eating
- Choose foods that provide a balance of nourishment and enjoyment
- Eat for optimal satisfaction and satiety
- Rediscover joy and vitality in physical activity
- Utilize the energy they consume to live healthfully and vibrantly
- Care for body, mind, heart and spirit to support optimal well-being

Background

Am I Hungry?[®] Mindful Eating Programs and Training was founded by family physician and recovered yo-yo dieter, Michelle May, M.D. in 1999. The original program was developed by a multi-disciplinary team, including a licensed psychologist, registered dietitian, and exercise physiologist. It has since been adapted for diabetes, binge eating disorder, bariatric surgery, workplace wellness, athletes, and students. All of the Am I Hungry? programs utilize the structure of the Am I Hungry? Mindful Eating Cycle, a unique awareness and decision-making tool developed by Michelle. Am I Hungry? mindful eating programs have been shared with tens of thousands of participants by hundreds of facilitators in twenty countries.

While Am I Hungry? mindful eating programs offered in a facilitated group format are powerful catalysts for fostering change in beliefs and behaviors, one-on-one coaching adds another dimension that can bring great and rapid transformation.

As a health and wellness professional who works one-on-one with patients or clients, you're already aware of the power in the coaching conversation. Coaching clients who are learning mindful eating concepts find that the coaching relationship enhances their progress by increasing support, self-efficacy, and perspective in an environment free of judgment, rules, restriction, or guilt. In addition, participants in Am I Hungry? live or online programs may seek coaching to work on their specific concerns or issues and deepen the process.

As with all other Am I Hungry? Trainings, this was an exceptional quality program! Experiencing the sessions provided the necessary depth and expertise to the coaching process. This training has enhanced my understanding and enriched how I facilitate individuals and groups in the future!
– Debbie H., MHI, RN, HNB-BC

The coaching questions and client issues covered in the guide and classes are great to have in one's toolbox. It is reassuring to have these resources at hand to use when the need arises. I feel better equipped and more confident to coach clients around the Am I Hungry? program now.
– Joanne M., Health Coach

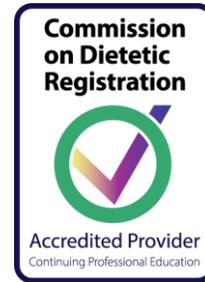
Training for Mindful Eating Coaching Features

- Coaching from a mindfulness-based, non-diet, weight-neutral approach to eating, physical activity, and self-care utilizing the structure of the Mindful Eating Cycle.
- 16 hours of training via webinar plus supplemental self-study. The webinars are available in the password protected Member Portal and can be viewed at your convenience with a good internet connection.
- Valuable training materials—we provide everything you'll need to successfully integrate mindful eating into your one-on-one work with clients and patients:
 - Complete Am I Hungry? Mindful Eating Coaching Companion Guide
 - Eat What You Love, Love What You Eat: A Mindful Eating Program to Break Your Eat-Repent-Repeat Cycle
 - Am I Hungry? Mindful Eating Program Companion Workbook and Awareness Journal
 - Recorded coaching sessions with a variety of coaches and clients so you can hear the process in action
 - Access to our private www.AmIHungry.net Member Portal
 - Quarterly Licensee Update
 - Monthly Skill-Building webinars
- Practice Coaching—your opportunity to practice using the tools and techniques you are learning during the training in a supportive environment
- BONUS! You'll receive our comprehensive Am I Hungry? Business and Marketing Curriculum and marketing materials
- Continuing Education credits available (see next page for details)
- BONUS! You'll receive an individual 30-minute mentoring call with Dr. May and unlimited email and phone access to the Am I Hungry? Team for questions
- Significant savings (up to 75% off) on additional Am I Hungry? trainings

Continuing Education Credits

Am I Hungry? is recognized by **Wellcoaches®** as a provider of continuing education. This training has been approved for **24 continuing education hours (CEH)**.

Am I Hungry? is a Continuing Professional Education (CPE) Accredited Provider with the **Commission on Dietetic Registration (CDR)**. CDR Credentialed Practitioners will receive **24 Continuing Professional Education (CPEs)** for completion of this training.



Objectives

Download the objectives for the Training for Mindful Eating Coaching: www.amihungry.com/pdf/Am-I-Hungry-MEC-Training-Objectives.pdf

Disclosures

There is no provision of commercial support for this program and there is no discussion of off-label usage of products during this activity.

This course was extremely useful and productive. It increased my understanding of mindful eating, and was very comprehensive and informative. I would recommend this to any health professional who is looking to increase their knowledge of how to assist clients in finding peace with food, eating, and their bodies.

—Katie J., Dietitian

I work with clients who are challenged by emotional eating and this program is exactly what I needed to have a framework to work off of. This truly is a world class program and I highly recommend it!

—Maria R., Holistic Coach

A fantastic program for dietitians working one on one with clients struggling to normalize their relationship with food. The facilitators are amazing role models when it comes to supporting clients in an empathetic and empowering way.

—Lauren F., Dietitian

Licensing Requirements

In order to maintain our high standards, training and licensing is necessary for health professionals using the proprietary Am I Hungry? approach and Mindful Eating Cycle model in group or individual settings.

- Am I Hungry? is protected by copyright and trademark. Programs and services can only be offered by trained and licensed Am I Hungry? Facilitators, Instructors, Coaches, and Therapists.
- You will be required to sign a Licensee Agreement to follow the protocols and maintain the standards of Am I Hungry? with an Addendum specific to the Training for Mindful Eating Coaching. The Agreement and Addendum will be provided in advance for your review upon request.
- Trainees must demonstrate knowledge of foundational Am I Hungry? principles and concepts early in the training process. This requirement may be met through prior successful completion of Am I Hungry? training (see <http://amihungry.com/train-with-us/>), or through successful completion of Phase 1 of the training (reading the *Eat What You Love, Love What You Eat* book and successfully passing a brief assessment).
- After completing Training for Mindful Eating Coaching, complete a post-test demonstrating understanding of essential Mindful Eating Coaching concepts.
- The fee for this training includes all materials, access to the online training for Mindful Eating Coaching, and an initial 15 month license (which includes three months to complete training). The annual relicensing fee is \$500 and includes program updates, marketing support, quarterly training, monthly Skill-Building webinar, and up to 75% off additional mindful eating trainings. (You pay only one licensing fee even if you participate in multiple Am I Hungry? trainings.)
- As part of your licensing agreement, a Participant Fee must be paid by or on behalf of the client or patient. This Participant Fee includes materials, access to the Member Portal, and other intangible benefits and services. The Participant Fee is \$25 to \$50, depending on which program you are working on with your client or patient. (See FAQs.) If they have previously participated in an Am I Hungry? program and a Participant Fee has already been paid on their behalf, no additional fees or materials are necessary. Details on payment options and materials shipping will be covered in the training.

Register for Am I Hungry? Training for Mindful Eating Coaching

Am I Hungry? Training for Mindful Eating Coaching fee includes all your materials, access to the online Training for Mindful Eating Coaching, and your initial 15-month license.

Complete Training and Licensing Fee **\$1599** * **

***Organizations:** We also offer a 15% discount for each additional training participant from the same organization (valid on the single payment option only). Please email Training@AmIHungry.com for the link to apply this discount.

****Current Am I Hungry? Licensees:** See the Licensee Marketplace for discounted pricing for this training.

You have several convenient payment options. You may pay by credit card online using our secure shopping cart with the option to make one, three, or ten payments. If you prefer, you can pay by check or use a purchase order (single payment only).

Credit card

Click [here](#) then select your payment method:

- 1 payment of \$1599
- 3 monthly payments of \$545 (1st payment on registration then every 4 weeks)
- 10 monthly payments of \$164 (1st payment on registration then every 4 weeks)

Pay by Check

If you prefer to pay by check or purchase order, email Training@AmIHungry.com and we'll send a registration link. This option is available only for a single payment.

Cancellation Policy

Registration is non-refundable. Under certain emergency circumstances, license may be extended.

Frequently Asked Questions

Q – What coaching skills should I have before participating in this training?

A – Am I Hungry? Training for Mindful Eating Coaching is designed for health and wellness professionals who have formal training in coaching and/or strong coaching skills and experience with the coaching process. The training does not provide basic coaching skills and should not be considered a substitute for primary coach training. Health professionals who do not have coach training or fundamental coaching skills will still benefit from the knowledge gained in this training, but may not be able to translate the structure provided directly into their client or patient interactions as effectively as those who do.

Q – How do I know if the Training for Mindful Eating Coaching is appropriate for me?

A – We do not credential our Licensees. In other words, you (and your organization, if applicable) will decide if you are qualified to provide mindful eating coaching. We will provide you with the appropriate training and complete materials.

This training has been designed based on the following assumptions:

- Trainees are familiar with and have practical experience with basic coaching concepts such as asking open-ended questions, reflective listening, goal-setting, Appreciative Inquiry, and Motivational Interviewing. These concepts will be frequently integrated into training modules but not specifically taught.
- Creating lasting change in one's relationship with food, activity, and self-care is a complex process that requires time, support, and practice. The structure provided by this training will be most effectively utilized in settings where an ongoing coaching relationship can occur between the health professional and his/her clients and patients.

If you need help deciding which [Am I Hungry? mindful eating training](#) is the best fit for you, email Training@AmIHungry.com.

Q – What’s the difference between Training for Mindful Eating Coaching and other Am I Hungry? mindful eating trainings?

A – While other Am I Hungry? trainings focus primarily on techniques for delivering mindful eating programs in a group setting, Training for Mindful Eating Coaching provides the structure necessary for successful integration of mindful eating principles in one-on-one settings with ongoing coaching. Health professionals who wish to do both group and individual work should complete both this training and the appropriate Facilitator, Therapist, or Instructor mindful eating program training. (Significant discounts are available for multiple trainings; email Training@AmIHungry.com for questions and links.)

Q – Can the coaching concepts learned in this training be applied to Am I Hungry? programs other than the Mindful Eating Program?

A – Yes. If you are licensed in any of our other programs including Mindful Eating for Binge Eating, Mindful Eating for Diabetes, and/or Mindful Eating for Bariatric Surgery, you will be able to apply the concepts you learn in the Training for Mindful Eating Coaching to your work in these areas. For clients or patients with these specific needs, you will pay the Participant Fee for that program and use those materials.

Q – Can I coach clients or patients using the Am I Hungry? model without completing this training?

A – No. In order to coach clients or patients using the Mindful Eating Cycle model and other Am I Hungry? proprietary concepts, you must successfully complete this training and maintain an active license.

Q – How does this online training work?

A – Below is a general outline of what happens once you register for Am I Hungry? Training for Mindful Eating Coaching.

- When you register, you’ll receive a Licensing Agreement and MEC Addendum to review, sign, and return. You’ll also receive a link to an information form so we can learn more about you.
- As soon as we receive your signed Licensing Agreement and Addendum, we’ll immediately ship your training materials (see page 5).



Eat Mindfully, Live Vibrantly

Training for Mindful Eating Coaching Frequently Asked Questions

- We'll email your log-in instructions for our www.AmIHungry.net Member Portal where you will find all of the training recordings. You can complete these sessions on your schedule, at your pace.
- When you've completed the training, you'll take an online post-test demonstrating understanding of essential Am I Hungry? mindful eating concepts.
- As a bonus, you also have access to our comprehensive Business Planning and Marketing Curriculum—a series of 12 audio modules and written activities that you'll complete in tandem with the other training sessions. When you're done with the B&M curriculum, you'll have a detailed business and marketing plan to work from.
- After you fill out a Training Evaluation form, we'll mail your License and Continuing Education Certificate.

Q – What are the technology requirements for online training?

A – For an optimal experience, we recommend that you have a computer with speakers or headphones; a fast Internet connection; and, optional, an MP3 (iPod) player.

Q – What materials will my clients or patients need?

A – As part of your licensing agreement, you (or your client or patient) will pay a Participant Fee that includes their materials, access to the Am I Hungry? Member Portal and Forum, and other benefits and services. For most clients, the materials will be a copy of *Eat What You Love, Love What You Eat: A Mindful Eating Program for Breaking Your Eat-Repent-Repeat Cycle* and the *Am I Hungry? Mindful Eating Program Companion Workbook and Awareness Journal*. If you are licensed in one of our other mindful eating programs (Mindful Eating for Binge Eating, Mindful Eating for Diabetes, or Mindful Eating for Bariatric Surgery) and you are coaching clients or patients in that specific population, you (or your client or patient) will pay a Participant Fee for that program.

Clients and patients who have participated in another Am I Hungry? mindful eating program (for example, a retreat or a workplace wellness program) and who have already paid a Participant Fee will NOT need to pay another Participant Fee if they already have the appropriate materials.

Q – How will my clients and patients benefit from using Am I Hungry? materials?

A – Resolving a difficult relationship with food, physical activity, and self-care using the Am I Hungry? Mindful Eating Cycle model involves both an educational and a coaching component. It’s important that your clients or patients have the opportunity to learn fundamental mindful eating concepts in order for your coaching relationship to be most effective. In most cases, it will be outside the scope of your professional role (and likely require too much time) for you to “teach” the concepts *and* provide coaching. It’s best to encourage your clients to read the program materials on their own before or as your coaching work progresses so you can spend your time coaching rather than teaching.

Clients or patients who have completed a live or online Am I Hungry? mindful eating program will already have the foundational information they need but will continue to reference the program materials during the coaching relationship. For all clients, many of the questions, exercises, and issues you use or encounter with your clients or patients will be supported by the program materials during and after the coaching relationship.

Q – How is the Participant Fee paid? Can I have my clients pay for their Participant Fee? Do they get their materials?

A – You may pay the Participant Fee (plus shipping and handling) for your client or patient through the Member Portal and pass the expense along to them as part of your professional fees. Another option is for the organization that you or your client work for to pay the Participant Fee. Alternatively, licensees will have access to a link which allows their clients or patients to pay for the Participant Fee directly. In either case, the materials can be shipped directly to you or your client or patient. This will be covered in greater detail during training.

Q – What is the private Am I Hungry? Member Portal?

A –The password protected Am I Hungry? Member Portal (www.AmIHungry.net) is for participants and licensees. From the Member Portal, you’ll be able to communicate with and encourage your clients and patients through posts, emails, newsletters, web pages, and resources. They will also have access to a private online journal, a forum to communicate with you and others, and access to the Am I Hungry? Mindful Eating Virtual Coach (also available as an app). This portal also allows you to share ideas and questions with other facilitators and coaches, read updates, order participant materials, and access other valuable resources.

Q – Will my clients or patients lose weight with this approach?

A – Evidence indicates that focusing on weight loss as a primary goal may be ineffective and counterproductive. For this reason (and many others), Am I Hungry? is a [weight-neutral approach](#) (also known as Health at Every Size® approach). Our goal is to guide participants to transform their underlying thoughts, feelings, and beliefs about eating and physical activity, leading to meaningful and sustainable behavior change. For many people who practice mindful eating, sustainable weight loss may be an outcome—but it is not the primary reason to use Am I Hungry? programs and services. For more information on this topic, please review our white paper, *Mindful Eating: Shifting the Focus from Weight to Well-being*, available here: <http://amihungry.com/mindful-eating-white-papers/>

Q – Why do you require licensing and relicensing?

A – Our goal is to offer high quality mindful eating programs that remain effective, current (in content and format), and consistent from one location to another. This necessitates ongoing commitment and contact with those who offer Am I Hungry? Mindful Eating programs. Specifically, you will be licensed to use our brand, logo, and most important, our Mindful Eating Cycle model. We are committed to continuous quality improvement so our programs have evolved significantly over the last seventeen years and our Licensees have been kept up to date with fresh perspectives and materials on an ongoing basis. In turn, your clients can feel confident that as a licensee, you are in step with the most recent developments.

In addition, the License Fees enable us to provide ongoing support and marketing, quarterly materials updates, Licensee Updates, monthly Skill-Building webinar, up to 75% off our other mindful eating trainings, and access to all of our resources and a community of individuals around the world who work with these life-changing concepts.

Q – What will the Licensing Fee be after 15 months?

A – The annual License Renewal fee is \$500 and includes quarterly Licensee Updates, materials updates, monthly optional Skill-Building webinars, ongoing support, up to 75% off our other mindful eating trainings, and access to all of our resources and a community of individuals around the world who work with these life-changing concepts. Depending on what you charge for your workshops, most people

cover their licensing fee with just two or three participants a year. (There is only one Licensing Fee per person, no matter how many trainings you do with us.)

Q – What evidence do you have about mindful eating that I can share with the decision makers here?

A – We have a partial list of Mindful Eating Research for download at: <http://amihungry.com/resources/>. You may also download our referenced white papers: <http://amihungry.com/mindful-eating-white-papers/>.

Q – Does this training provide support for marketing and promoting my coaching practice?

A – As a bonus, your training includes access to our Business and Marketing Curriculum consisting of a business and marketing plan and twelve audio modules. Our licensees have found this to be a highly valuable resource! You will also have access to flyer templates, press releases, articles, social media graphics, and other tools to simplify your marketing. In addition, health professionals with formal coach training who complete this Training for Mindful Eating Coaching are eligible to become part of our Coach Referral Network and receive referrals for paid coaching clients.

Q – Do you have corporate or organizational licenses available so we can train multiple coaches?

A – Yes, we offer organizational Am I Hungry? training and licensing. These are structured to meet the specific needs of your company or organization. Please contact us at Training@AmIHungry.com or 480 704-7811 to discuss the details.

This program brings in a dimension to one's relationship with food and physical activity that gets to the essential principles of trust, honesty, and compassion with self in order to live a whole and vibrant life.

—Cheryl D., Health Educator, Health and Wellness Coach

Prepare to be amazed by what you learn about yourself, both personally and professionally. The facilitators' model good coaching behaviors and positive, supportive attitudes throughout the interactive workshops. They share their depth of wisdom while assuring us that they always learn from their students, as we will when we are present and listening.

—Betty N., Dietitian