

#SatisfactionSchool

5-Day #Moderation365 Experiment

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What Is #SatisfactionSchool?

5 Days of Learning + Trying Out #Moderation365

- **Monday Feb 15th** – live training (hello!)
- **Day 1 - Tuesday Feb 16th** – post on IG a single meal and/or food that represents (to you) a moderate meal – share why – use hashtag #SatisfactionSchool tag me @jillfit
- **Day 2 - Wednesday Feb 17th** – same as Tuesday
- **Day 3 - Thursday Feb 18th** – same as Wednesday
 - AND show up for an **IG Live at 6:30pm EST/3:30pm PST for a discussion on mindfulness** because I know you are worried that you're going to "overdo" it ;)
- **Day 4 - Friday Feb 19th** – post on IG a single meal and/or food that represents a moderate meal – share why – use hashtag #SatisfactionSchool + tag me @jillfit
- **Day 5 - Saturday Feb 20th** – same as Friday
- Maybe let your friends and family know what you're up to! ;)

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- For every share on IG, you'll get a point (up to 5) and an entry into a drawing for 3 incredible prizes:
 - A 6-week 1:1 #Moderation365 Coaching Experience with a certified #Moderation365 Nutrition Consultant (\$400 value)
 - Package of my all-time fav protein bars + shakes (\$150 value)
 - 1:1 Nutrition Audit with Jill (\$375 value)
- This training is coming straight from the #Moderation365 Certification so literally you'll learning what I teach my pros!
- **THIS FRIDAY Feb 19th:** I'm opening enrollment for the next round of the #Moderation365 Nutrition Certification – major discount for you, and only 19 spots available – starts March 1st 🙏🙏

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Intro to #Moderation365

#Moderation365 is ...

- A solution for unlearning dieting rules, strict protocols and old food narratives and learning to eat normally (again)
- A solution to reduce food obsession for those with a history of chronic dieting
 - The goal is to minimize the mental energy and actual time spent thinking about food so you can free those up for other pursuits/life
- Learning to eat the same on Saturday that you do on Monday
- A series of tactical tools for navigating the middle with food, never following an all-or-nothing approach ever again
- Quantifiable not by counting macros or calories, but by “counting” mindfulness cues like hunger, cravings, satisfaction, fullness, energy and more.
- Another word for “satisfaction”

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#Moderation365 Theory Overview

Tenets and background info - why this exists:

- Obsessive, neurotic eating starts with deprivation, not overindulgence
 - Volley Effect (or boomerang)
- The all-or-nothing approach begins when someone diets for the first time
- Perpetuates:
 - Scarcity – “This might be the only time I can have this, so I need to do it up right.”
 - Urgency – “I start my diet on Monday so I have to get all my ‘fun eating’ in before then.”
 - Illicitness – “I can’t have X food in the house, I don’t trust myself to be around it!”
 - Moralization – “I was bad/good.” OR, “I fell off the wagon.” OR, there’s only one right way
- Dieting perpetuates the idea eating needs to be hard and you have to sacrifice for results
- The Expectation Gap: instills shame, guilt and self-loathing = discouragement

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#Moderation365 Theory Overview

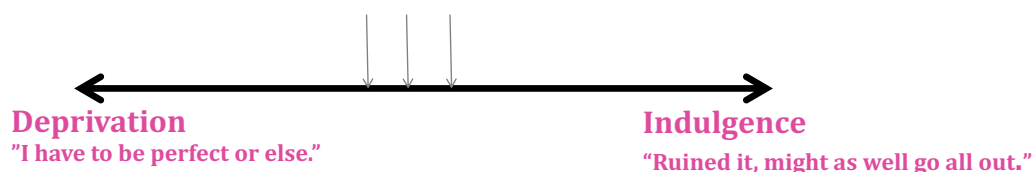
Tenets and background info - why this exists:

- We like control! And rules are about control, they feel **organized**, and as humans who crave certainty, we like this ... at first: “Just tell me what to eat and I’ll eat it!”
- The problem becomes that dieting makes us dumber because it replaces our natural biofeedback (hunger, cravings, fullness/satiety, satisfaction, energy, etc.) with arbitrary rules and “best practices.”
- Best practices are ONLY as good as their ability to be consistently implemented
- Traditional diets have a terrible track record:
 - Over 95% of people who diet and lose weight gain it back within 2 years
 - Over 60% gain MORE back

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#Moderation365 Intro to Strategies

Introducing the Deprivation Indulgence Scale (DIS)

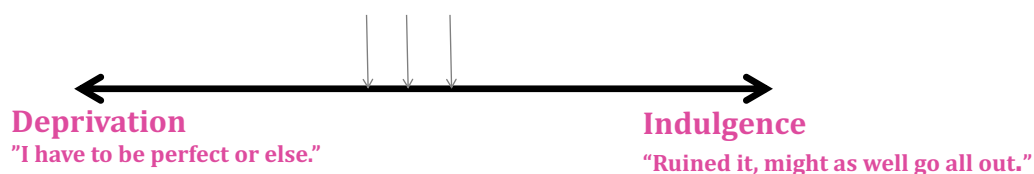


- The key is navigating the middle of the DIS every time we eat
- There will always be an equal and opposite boomerang into overindulgence, whether it's this weekend, next week or next month
 - We can never win a battle against our physiology and our psychology
- Highs and lows in our eating perpetuates food scarcity
- Putting foods on "off limits" lists makes them more illicit, confirms we can't trust ourselves around them, perpetuates urgency and boomerang

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#Moderation365 Intro to Strategies

Introducing the Deprivation Indulgence Scale (DIS)



- Your job will is to "navigate the middle" between feelings of deprivation and feelings of overindulgence every time you eat
- In this way, we're evening out the highs and lows in our eating so we can start to feel satisfied (not stuffed) every meal, and throughout the day/week

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Why moderation?

THE COMPLAINTS ARE THE STRENGTHS:

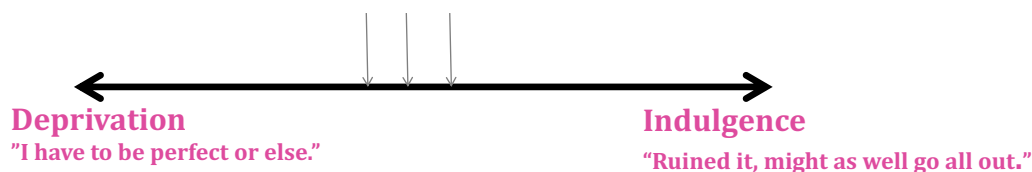
- Hones mindfulness
- Learn about yourself (e.g. *feel* hunger again)
- Get back in touch with biofeedback signals
- Eating as a *practice*, rather than something you either do “right” or “wrong”/good or bad
- And most importantly, unlike traditional diets:
 - **MODERATION DOESN'T HAVE AN AMOUNT, IT HAS A FEELING**
 - And that feeling is *satisfaction*

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What does “moderation” look like?

For those of us with a chronic dieting history:

- We know what deprivation looks like
- We know what overindulgence/binge behavior looks like
- They are two sides of the same coin, they are extremes
- We represent them on the Deprivation-Indulgence Scale (DIS):



- "Moderate" choices cut to the middle of the 2 extremes

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Another word for moderation is SATISFACTION

Satisfaction does not mean stuffing ourselves

- Stuffing ourselves isn't satisfying, it's *stressful*
 - Deprivation isn't satisfying, it's *stressful*
- Satisfaction cuts to the middle of the DIS, and *that feeling* should be the goal every time we sit down to eat
 - "Navigating the middle" is the mantra/cue/affirmation
- We do this by increasing the **#SatisfactionFactor** (1-10 scale) of the meal
 - This is important because **meals don't happen in isolation**
 - What you choose for breakfast impacts what you will choose for lunch
 - What you choose to eat on Monday impacts how you will eat the following Friday
 - This is a preventative approach where we are constantly "taking the edge off"

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Another word for moderation is SATISFACTION

How can you increase the #SatisfactionFactor of your meal?

- Using **dietary fats** as condiments
- Using **dairy** as condiments
- Focusing on the **taste** you want to experience
- A pleasant **mouthfeel** (e.g. chop, crunch, smooth, creamy, frothy, etc.)
- A pleasant food **ritual** (e.g. eating with a loved one, increasing the volume, eating slowly, savoring the flavor, takes a long time to eat, etc.)
- Focusing on **alleviating a craving** (maybe finding a healthier workaround)
- Eating to **80% fullness** (mindfulness)
- **Incorporating "Nutritional relief"**

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TOOL: Nutritional Relief

How to take the edge off all week long

- “Nutritional relief” or non-negotiables
 - We use these to achieve eating the same on Saturday that we do on Monday
 - We eat to the same level of *satisfaction* every day
- These are food items placed strategically throughout the week to give a sense of satisfaction, taking the edge off feelings of deprivation
 - Not traditional “dieting foods” but also not all-out “cheats”
 - These will be individual, but examples include: cheese, cured meats, dietary fats (avocado, butter, coconut oil, etc), protein bars, shakes, dark chocolate, alcohol*, cream in coffee, diet soda*
 - The goal of this is to never reach the point of feeling so deprived that we need to binge - prevent more and worse binging later

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TOOL: Nutritional Relief

Homework:

- Identify 3-5 nutritional gimmes for yourself and describe how you use them
 - E.g. “I need to have a little cream in my coffee every morning or else I end up craving later.”
 - E.g. “I use a few squares of dark chocolate after each of my 3 main meals to give me the taste of sweet I crave and take the edge off so I don’t crave more and worse crap later.”
 - **Post your moderate meal/snack/choice on social media and tell me HOW this choice will help you feel more satisfied and stay the course better @jillfit**

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