

Anou Mirkine – Coaching Manifesto

The game

“The game” is a phrase used to express your goal, plan or desire regarding a life change. It is part of the coaching language. It is much easier to play at our life goals than to work at them. So the name of the game is whatever you want it to be. As your health coach, I will help you, the player, define the game, which could be something related to health, or to life, but I will not know what that is until I meet you. You may have to think for a while to determine what game you want to play at in your life; but it should be something that would bring you joy, happiness and a sense of well-being and health.

As your health coach I will help you to develop greater consciousness of your health and create a healthier lifestyle. This may include learning how to make healthy food choices that will provide your body with enough nutrients to strengthen the immune system so you can avoid disease, lose weight, and be happy. As your coach I will help you get to the core of unhealthy eating patterns. I will also help you to incorporate all aspects of a healthy lifestyle, which include exercise, drinking pure water, breathing clean air, getting enough sleep, connecting to spirit, and having fun.

The players of the game have a desire to avoid disease and to help themselves and the world around them. They have discovered that eating in an unhealthy manner comes at a price, and they are not willing to pay that price any more. They are aware that alternatives are available, but they do not know where to begin or how to construct a regimen to get them where they want to be.

The JUICE in the game

“The JUICE” is a phrase that describes why you would play the game, and how you would benefit from playing it. When you are healthy, you can operate at the top of your game, no matter what it is. It’s hard to play at life when you don’t feel well.

The JUICE in the game is that it’s fun, rewarding and empowering to play because having energy and good health enables you to function at your full potential. It’s fun when you have enough energy to do a lot of things in one day, such as hiking up your favorite trail, riding your bicycle to work, or dancing the night away, to name a few. It’s rewarding when years go by without illness. It’s empowering to know that you can go anywhere and resist the temptation to eat unhealthful food or partake in unhealthy activities.

It is important to play and master this game so that you can live a long, healthy and happy life. You will know that you have done the best you can to stay healthy.

The challenges in the game

On the whole, society does not support a healthy lifestyle. There are lots of tasty processed foods on the market, promoted by very seductive advertising campaigns. It’s hard to resist their appeal. Alcohol is fun, pizza is fun, and hamburgers are fun. It’s challenging to develop the self-discipline to give up such foods -- foods that can lead to serious health problems. And although it is well established that many illnesses are diet-related, most medical doctors are ill-informed about nutrition, and tell their patients suffering from conditions such as high cholesterol,

diabetes and heart disease that their only options are drugs and/or surgery. For people with such medical conditions, it is an additional challenge to buck the conventional medical wisdom.

Eating out is another challenge for many people. In a restaurant or as a dinner guest, people often have a hard time asking for what they want, which makes it difficult to stick to a healthy diet.

What keeps people from playing this game?

- The belief that it is too expensive
- The belief that it is too time consuming
- Old habits die hard
- The belief that cooked food tastes better
- Laziness
- Lack of interest
- Ignorance
- Willfulness
- Fear
- Resistance to giving up the one food that hurts the most

Why do people quit or fail?

- The belief that it is too hard
- The belief that it would affect their social life
- The belief that there is not enough time
- Lack of willpower
- Lack of support
- Lack of funds
- Lack of knowledge
- Lack of motivation
- Lack of interest
- Addictions
- Lack of discipline
- Lack of perseverance
- Not valuing health over pleasure as in a short term gratification versus long term gain

My Coaching Solution

My coaching solution will show you how it is possible to eat in a healthy fashion on a tight budget; how to make quick, healthy meals; and how to make healthy food taste delicious. One thing to keep in mind is that as the body adapts to healthier foods, the palate will adjust as well. There is nothing to be afraid of. Once the ice is broken, healthy eating becomes as easy and automatic as tying your shoelaces.

My coaching method also addresses some of the issues that make people quit or fail. How can healthy eating be seen as the easiest choice rather than the most difficult? Eating socially can be tricky, but it can be done. The key is to enjoy the health game and not feel ashamed of it. Once some of these issues are addressed, the discipline and motivation will follow.

My coaching method helps people to make incremental changes in their diet so that the effects of detoxification can be minimized. Many people are not aware that the foods they eat can contribute to weight gain, digestive discomforts, stressful emotional states and other health issues. My solution is to inform and educate the player as well as to give positive support during the transition period. Making these changes can be challenging and can stir up some difficult physical as well as emotional sensations. My game as the coach is to be there as a resource and support system. Also, I will teach the player as much about nutrition as they are willing to absorb, and offer guidelines for making healthier choices. There are negative emotions behind unhealthy dietary habits, and life choices. We will work to release those issues that lead to pain, and find new and positive outlets for better results. A supportive environment is essential for healthy habits to develop. We will collaborate to create the most positive environment in which to play this game.

Asking questions and listening attentively is the best way I can address the biggest challenges of the game for you. We will get inside the emotions that drive the resistance to be healthy. Every inch of progress is a milestone to be championed along the journey to health.

The benefits for the player

Life will improve as the player begins to feel better, healthier, lighter, clearer emotionally and mentally, and more energetic. The player will have the confidence to eat healthier in social situations, and will have the knowledge to make healthy choices at the grocery store. Being coached while learning how to eat in a healthier manner can help provide the strength and willingness to persevere during this lifestyle change.

The benefits for the World

The world will be a better place when more people can play this game at peak performance.

When people eat healthier the planet gets healthier too. Through healthy eating, there will be less toxic waste, less garbage, and less pharmaceutical waste in our drinking water. When people practice healthy eating they feel better, increase respect for themselves and humanity and as a result, engage in less harmful behaviors.