Whenever needed …

We all have reservoirs of life to draw upon, of which we do not dream.

William James

Mentor goals:

- To declare what is possible and establish a commitment to that possibility
- Address personal and professional barriers limiting the ability to serve
- Evolution of vision/mission/ethics that drive success
- Create immediate action steps to apply learning and growth
- Construct the round table of applied trophologists
Mentoring the mentor:

- Who are the mentors? – Practitioners
- Who are we mentoring? – Patients and GAP
- What’s the purpose? – Optimized life
- How does it work? – Whatever you learn you teach someone else (anyone else)
- Who’s is included? – Self selection, you pick yourself

Review - Distinguish yourself

- It is more apparent why people are choosing alternative health care professionals who specialize in a functional approach
- No matter you specialty or technique you must distinguish yourself as an expert – people are just seeking to understand and they need you to do so
- Typically in the healthcare industry people are receiving shallow answers that leave them puzzled with the mystery of “Why is this happening to me?” and “What can I do about it?”
- Trends research over 10 years ago identified a number of factors essential to being successful in the nutritional field – one of those was establishing yourself as an expert
Review - Explanation as hope

- The practitioner’s ability to explain health issues and therapeutic outcomes creates an inflation of understanding in the patient which feels like hope.
- Today in the professional world there is so much avoidance of ‘giving false hope’ that often we end up offering little hope at all.
- I propose another model that bolsters hope and expectation and subsequently practices accountability as to whether the therapeutic endeavors are achieved or not.
- As long as the hope that has been instilled is revisited and acknowledged as being accomplished or not, the betrayal of false hope can be avoided.
- So as an example, if a practitioner was describing the potential for nutritional intervention through supplements and diet modification to improve the lipid profile, then she would need to revisit to success or failure of the experiment within a reasonable period of time.
- Our community is starving for legitimate hope, as a starting place, as empowerment to begin, as an idea to act upon.
- There is genius in hope.
Mentor Considerations

Basic considerations of glandular function and burdens of infection and allergens

The Sequence of helping people discover a healing lifestyle as a way of life

Practice architecture and development
NeuroEndocrine Complexity

Endocrine Balance

Gut Brain Interplay

Glycemic Balance

Cytokine Immune Inflammatory Status – Immune & stealth pathogenic burden

Neurotransmitter Brain Status

Food Allergens

- Blood type sensitivities
- Most food allergies are delayed sensitivity reactions – difficult to objectively determine
- Elisa Act lymphocyte response assay
- elimination is the most accurate and labor intensive - 2 week elimination then reintroduce and watch for 4 days for reactions
- Histaminic Reactions (rash, red eyes, serous secretions) vs. Immune Activity (fever, catarrhal, lymphatic congestion, aching)
- Basic 4 allergies that most complicate healing process – wheat (gluten), corn, soy, milk (casein)
  - Additionally suspect chocolate, peanuts, tomatoes, beef

Determining Food Allergies
Food Allergies – Now & Later

<table>
<thead>
<tr>
<th>Immediate response within hours or next day</th>
<th>Delayed response onset 2-7 days later</th>
</tr>
</thead>
<tbody>
<tr>
<td>Histaminic</td>
<td>Immunological – viral, bacterial, parasitic</td>
</tr>
<tr>
<td>Red, burning eyes, serous secretions (clear)</td>
<td>Colds &amp; Flu – WBC mediated response</td>
</tr>
<tr>
<td>Tiredness, sleepiness</td>
<td>Achiness</td>
</tr>
<tr>
<td>Headaches</td>
<td>Catarrhal, phlegm (colored)</td>
</tr>
<tr>
<td>Mood changes, irritability</td>
<td>Fever</td>
</tr>
<tr>
<td>Rashes, hives</td>
<td>Eczema</td>
</tr>
<tr>
<td>Nausea, cramps, diarrhea</td>
<td>Emesis</td>
</tr>
<tr>
<td>Loss mental acuity</td>
<td>Elevated C-reactive protein, SED rate, AA:EA ratio</td>
</tr>
</tbody>
</table>

Allergic Events schematic

Generalization of allergen
- Milk allergy is primarily casein protein intolerance commonly seen in respiratory and atopic symptoms
- Wheat allergy is primarily a gluten protein intolerance commonly effecting GI symptoms and hyper tension & siderosis
- Corn allergy is primarily a zein protein intolerance commonly effecting neurological symptoms
- Soy allergy is more acquired and therefore can be unlearned commonly effecting acne rosacea and paranasal rashes
Cytokines – Immune Messages

- Immune response results in the release of cytokines meant to direct local and distant immune function
- These cytokine messenger molecules also drive HPA status and thus determine global brain status
- Cytokines subsequently cause the release of WBC inflammatory mediators to direct the inflammatory process of repair
- Therefore immune status and activity determine HPA/brain settings
- Hypervigilant or depressed immune states reflect in brain states

Cytokines – Immune Messages

- The HPA Axis is the conductor of homeostatic symphony
- This system additionally intertwines with virtually every aspect of physiology through the production of CRH and ACTH — indeed resistive and “hard-to-treat” conditions all share the described cytokine cascade disturbance
- The take away is that any chronic perturbation to one element of the system will ripple through other components of the web
- Persistent stressors without relief continuously stimulate the CRH-ACTH-cortisol axis resulting in high levels of cortisol and some neuronal disruption and death in the negative feedback loop (hippocampus and hypothalamus)
- This may lead to depression and behavioral disturbance
Cytokines – Immune Messages

- So the immune modulation and unburdening is required to achieve HPA and endocrine balance
- The concept of immune sparing and unburdening is essential to any long term concept of HPA integrity
- The sequential immune up-regulation is the avenue to HPA strength and health
- The HPA axis will not completely balance and limbic health will not be achieved without immune and cytokine support

Immune Tolerance

"Don't be so Reactive"

- If it weren't for tolerance we would constantly fighting a war with the foreignness everywhere
- Complex feedback system developed through reactor and moderator substances activating and suppressing immune/ inflammatory response creating an immune capacity of tolerance
- Net reactor chemistry x net moderator chemistry = immune tolerance
- Especially strategic to the autoimmune circumstance – goal is to reduce immune burdens and promote immune tolerance and thus reduce immune reactivity
- Infections, infestations, toxicities, allergens, injuries, inoculations, etc. create a burden teasing out intolerance and excessive reactions
Sequential Immune Up-Regulation

- Especially under the teeth, diverticulosis, severe infections near or in bone, body cavities like sinus, ears, pelvic, intestinal
- Sequential immune bolstering protocols for one month each at therapeutic dosage – “deep cleaning”
- Up regulate immune system gradually with graduated protocols addressing upstream events first and then downstream immune burdens (infections, infestations, toxicity)
- This reduces the requirement of reticuloendothelial tissues (lymph, spleen, bone marrow) to respond to the immune burden and this spares the immune system
- In turn this is an anti-aging strategy as it prolongs and vitalizes immunity – and liberates it to other more immediate needs

Principles at work

- Sufficient clinical observation allows mechanisms to be revealed that will remove the idiopathic mystery of hypertension and return it to a simple physiological modulation and resultant augmentation in function, balance, tissue fortification and promotes healthy genetic expression
- This allows the symptom resolution to occur as a result of system ‘mosaic’ change, and then of course the downstream events occur
- The longing in the public is for this sort of detective work to find the cause and make the correction – increasingly food is seen as medicine and people are asking more and more for what foods will change their health patterns
A goal -

- To have nutritionally-minded health care professionals as the first reliable source for health and healing for their communities.

Goals as destinations -

- The goal is a target
- It defines distance, time and success
- If you achieve it, it ends as a goal and becomes a success
- If you don’t achieve it, it becomes a failure
A Purpose -

Creating and supporting successful nutritionally-oriented health care professionals that save lives and improve the quality of life.

Purpose is velocity -

- It drives you and you practice
- Endlessly, 24/7
- When you sleep it continues
- When you pass on others carry it forward

Paradox for Masters

- People with a high level of personal mastery are acutely aware of their ignorance, their incompetence, their growth areas, and they are deeply self-confident.

Peter Senge
Practical Alchemy

Be ye not conformed to this world,
But be ye transformed by the
renewing of your mind.

Romans 12:2

Rubber hits the road -

- Measurable changes include the following:
  - PV follow through
  - Sales
  - Visits / New patients
  - Reputation and knowledge
  - Personal development
  - Skills
  - Attitude

Name the product!

- What are we actually doing in this type of practice?
- Not symptom suppression and control
- So what?
- Symptom completion by system promotion
- Promotes physiological activity and up-regulation which makes change and evolution over time
- Transformative process is the product!
- Teach it, rep it, promote it ...
Perfectionism -

- Antidote to perfectionism is the sequential formula of transformation
- The more we realize that higher states of evolution are achieved by going through sequential events the less we will be obsessed with the destination and the more we will be consumed by the gradual and sure process
- So a complicated case compels many considerations – and formulaic approaches (7 pillars) simplify step by step process
- As well the healer is a sage – observing self, the practice, patient, world – seeing flaw with compassion

Patient Follow-up

- Compliance/Adherence to recommendation
- Start in visit #1 by interviewing what are the patient’s goals and reasons for initiating – write those goals down and own them as your own
- Never stray from those original objectives
- The first interview is a template for future work – it is about identifying the known and less known hopes and desires of the patient
- As the patient reveals these write them down as primary objectives – just like a navigation system

Therapeutic Dimension

- Dimensionality of therapy must be demonstrated on each visit to engage compliance
- Navigation systems (GPS) start by entering the destination as a goal, identifying where you are now, then calculating a route, and then clicking down toward the destination and the time duration involved
- “You have reached your destination”
- Interview is greatest tool for tracking, reinforcement and instilling compliance
Tracking the process/ progress

✓ Even difficult resistive cases become exciting and rewarding when the interviewing reveals steps achieved toward the destination
✓ Most fulfilling part of my practice is interviewing and reviewing and declaring progress – or not!

Increasing stats

- The practitioner assessment rubric that we will review is a simple mirror for seeing what stage of development you are in = conscious change process over time
- Comparing consultation numbers to supplement sales can help reveal to what degree you have admitted that you are a nutritionist
- The 3 realms of nutritional practice are consultations, lab assessments, supplement sales – where are you developed and diminished?

Appetite

- Complex mosaic of influences culminating in choices and ambitions
- Appetite can be distorted by cravings and stimulants and depressants that alter the nature of desire
- To reduce sugar cravings and render the appetite satisfied by protein and vegetables one must address hypoglycemia and insulin dysregulation
- Likewise other aspects of appetite are modulated by changing the internal state – HPA axis and limbic responses like passion and ambition
- So the question is can you make this apparent to the patient as you are changing the chemistry and thus changing the appetite
Purity of Appetite

- Creating balanced states liberates the patient from usually lifetime appetites that they have struggled with
- To include this endeavor and management as part of your service is attractive to people and often beyond what they expect from you as a practitioner and thus they experience a ‘wow’ factor in your practice
- People talk about what ‘wows’ them – other people listen
- Our work as practitioners must be to bring to light and manage many of the unseen and therefore unnamed and unknown aspects and thus increase the value and ‘wow factor’ of our product

Resonance drives compliance

- Many times people will identify:
  - I can’t take pills
  - I’m not very disciplined
  - I have trouble swallowing
  - There are too many pills
- And then the take the supplements perfectly never missing a dose - ???
- It’s cellular and tissue resonance
- This is an important part of our service and success

The 5 P’s

- Presence
- Pitch
- Passion
- Protocol
- Procedure
The 5 P’s as pathway -

They point you
They develop your abilities to serve purpose and mission
They describe your vehicle no matter what velocity or destination
They shine when waxed and maintained – all glitter is here

The 5 P’s

Pitch
Passion
Presence
Protocol
Procedure

Observed thought changes
Approach to success

All our knowledge has its origins in our perceptions.

Leonardo da Vinci

Statistics:
- There is an old saying, “Liars figure, but figures never lie”
- Looking at the figures of our practice is a good way of learning what our practice is demonstrating
- New patients (NP) per month can reflect the magnetic nature of the practice and also the character of risk taking in the practitioner (word of mouth referral is the reflection of this core practitioner attitude)
Statistics:
- Total visits can state how mission is being served (is a practitioner working full time or part time)
- Patient visit follow through (PVFT - number of total visits divided by number of new patients per month) expresses how the patients initiated and followed through on the care
- It can indicate where the practitioner is on or off – for example if the total visits are 300/month and the NP are 30/month the PVFT is 10 indicating that the average new patient is following through with care 10 visits
- Mature practices seek to extend PVFT and above 9 is considered successful – the giant practitioners realize upwards of 15

Statistics:
- With computers we can also keep track of money billed and collected, and categorize that income to determine the average of each visit and each case, and the over time these numbers can be assessed for increase or decrease and the practitioner’s evolution can be charted
- Statistics can be a harsh and naked view in the mirror, so reflection and interpretation must be built around the numbers to extract what is really being realized
- These numbers are where ambition meets the road, and these numbers are the encounter where the brave practitioner looks deeply in the mirror

Practice Architecture
Getting results - quickly

- Initial changes are seen within days if we know what to watch
- Patient compliance is high when progress is demonstrable
- People love to be measured

Formula for Success – The ‘I’s have it

1. Introduction – be transparent and rational
2. Interview – be mutual and intimate
3. Investigate – measure and record
4. Initiate – report of findings and correlate
5. Inquiry – check for conception
6. Itinerary – scheduling and treatment plan

Every visit includes every ingredient

Introduction -

- Show your philosophy
- Share the mission
- State what you are going to do
- Enroll patient in why you are doing exam
Interview -

- Make notes, remind people you care by remembering
- Build intimacy – this is the foundation of the partnership
- Mutualism – match the level of disclosure
- Demonstrate comfort in the topic

What matters -

More important than knowing what kind of disease the patient has, is knowing what kind of patient has the disease.

Dr. William Osler
#1 Practitioner jam

In almost all assessments of other practitioner effectiveness the number one fetter to success and growth is lack of accountability and detailed assessment.

Symptom survey as a measurement of success conveys:
- Scope of therapy
- Progress towards complete correction
- Expands the intention for healing
- Enrolls the practitioner in the issues
- Groups symptoms and identifies system issues

To not measure is to miss the global nature of nutrition therapy

Survey review is primarily for the practitioner – the number one way to build confidence and maintain passion.

The interview as blueprint

- Comprehensive interviewing with notes infers the scope of practice and care
- Subsequent interviewing creates feedback on success or failure of nutrient intervention and so builds understanding
- Understanding imparts confidence and encourages willingness to go further
- Interview is where the practitioner shows their make up:
- If you are timid to ask the questions and know the details of another’s life you are not ready to begin altering their biochemistry and initiate the transformative journey wherein you will become more than intimate

Interview: Symptom Association

Post it note System -

- Post it – Jot the ideas down as they arise while interviewing/surveying
- Verify it – Find the ideas within the physical findings – use the examination to select the best path
- Prioritize it – Leave the other ideas for next time – also to review which ideas worked and which didn’t
Investigate -

- Utilize analytical tools to measure wellness and anomalies
- Educate as you proceed – why, what is learned
- Practice vocal anesthesia to offset test anxiety (white coat syndrome)
- Correlate major complaints/symptoms with findings

Initiate -

- Report all the findings and correlate with symptoms
- Simply read all positive findings and explain all changes since last visit
- The therapeutic use of rationale – describe how each supplement works and its objective
Inquiry -
- Confirm understanding and comprehension
- Detect present or future problems
- Employ preventions to avoid foreseen issues ($, vegetarian)
- Complete one's issues - close patient up so they are not leaving with everything hanging out

Itinerary -
- Treatment plan says how long, how often, and how much
- Identify re-evaluation along the way and introduce scope of the program/project
- Headline the immediate goals – succinct and frank

Deemed Physiological Priorities
- **Endocrine balance**
  - Supplementation & lifestyle
- **Glycemic regulation**
  - Low carb diet
- **Reduce immune burdens**
  - Supplementation, detox, allergy removal
It doesn't cost anything to speak with the doctor

- Write a few lines about how speaking with the doctor about upstream functional physiology might help health status

- This becomes a single page flyer that posts in the bathrooms, waiting area, treatment rooms

Nutrition strategy patient flow

Patient enters 1st visit:
- Introductory information
- Nutrition strategy patient flow
- Nutritional procedure/protocol from start to finish
- Whole Health Associates
- Vision statement: To encourage the expression of the deep longings and aspirations that catalyze and open into the service of higher purpose

New Patient

1st Visit:
- Patient enters
- Introductory information
- Identification of goals and objectives
- Case history
- Examination & report of findings
- Explanation of scheduling and payment options
- Supporting literature given

Established Patient

2nd Visit:
- Review first month, changes and experiences
- Explain causes of changes
- Examination & report of findings
- Repeat positive findings from 1st visit
- Supporting literature

3rd through 8th Visit:
- Review the past month
- Examination & report of findings
- Review positive findings from 1st visit
- Supporting literature

9th Visit:
- Review and determine readiness for maintenance
- Nutritional protocol from start to finish
- Whole Health Associates
- Vision statement: To encourage the expression of the deep longings and aspirations that catalyze and open into the service of higher purpose

Maintenance Care

- Interval between visits lengthens (4-6 months)
- Ongoing review and support of chronic conditions
- Discuss longevity and vitality concepts
- Discuss services such as vital force, scars and personal work
- Send letter congratulating graduation to maintenance care
Eternal Truth

→ The four cardinal virtues of Lao-Tzu

Reverence for all life
Natural sincerity
Gentleness
Supportiveness

Sequential Intervention

→ By giving hope through discussion of therapeutic rationale and then accountably determine if the therapy had efficacy it is possible to initiate activity that may assist a person to make the changes that result in healing
→ Sequential intervention and accountable follow-up can show what has worked and what may still need to be employed
→ Promote an understanding of intervention that creates evolutions in individual physiology and show the effect of that intervention
→ Allow every condition to become a strategic consideration of possible etiology and therapeutic rationale – people are in search of experts – reveal yourself
→ The comprehensive nature of nutritional therapy means there is always more physiology to optimize and support leaving an individual constantly refining as long as they wish to further improve their status
→ If the practitioner is accountable s/he will be allowed to experiment with reasonable ideas

The greatest use of your time

Think New Thoughts
Change the world
It wants to