



Men's
Coaching
Curriculum

WHY A CURRICULUM?

Many people ask us:

You do coaching online? That's, like, an app, right?

Or:

Why would I sign up with you guys when I can get all that information online already?

Or:

How is this different from some of the other habit-based programs?

Here's what we tell them, and what you can tell your own clients.

IT'S MORE THAN JUST AN APP.

We *have* put a lot of time and effort into making clients' online experience as smooth and easy as it can be.

But this is more than just an app. This is technology + skill-building + real coaching.

IT'S MORE THAN JUST INFORMATION.

Sure, there's a ton of information out there. That's the problem.

There's so much information.

It all seems to conflict. It's not organized. And people don't know where to start or what to do with it.

Trying to change your habits and lifestyle with just "information" is like learning to do your own surgery or fly a plane simply by surfing blogs. Not a great idea.

WHY A CURRICULUM?

Plus, in our experience:

People almost never change just because they get “information”.

After all... we all know smoking is bad, getting lots of sleep is good, and we should all wear our seatbelts, right?

So how come everyone isn't a well-rested, seatbelt-wearing nonsmoker?

IT'S MORE THAN JUST HABIT-BASED.

If you've ever tried a habit-based program or app, you've probably quickly gotten stuck with questions:

- Which habits?
- In what order?
- How should you do the habits?
- What if this habit is too hard or easy?
- Why can't you do four habits at once?

And so on.

Habit-based coaching in general is a great start, and it's a great approach.

But it's not a plan.

PROCOACH OFFERS A CURRICULUM.

A curriculum is:

- A set of strategic, logical lessons and activities that go in a particular order, step by step.
- A purposeful program, plan, and progression for client learning, engagement, and development.

A curriculum gives you and your clients:

- **Resources for learning**
- **A “game plan” for action**

IT'S PROGRESSIVE.

Just like any other curriculum (such as learning math), we start at the beginning.

When learning math, students must learn what numbers are, then how to count, then how to add and subtract them, and so on... before they can start doing calculus or algebra.

In the same way, the ProCoach curriculum ensures that clients start in the right place: with the fundamental skills they'll need to get and stay healthy, fit, and active for life.

Secret coaching tip: Even top athletes and clients who think they're “advanced” often need to review and refresh the fundamentals in order to do them consistently. They start at the beginning too, and we ask them to show us that they can do those basics well before they get to move on.

Over time, clients progress. They get better and more confident at doing the skills. They can take on new challenges and consider new possibilities.

Even if your clients eventually become elite performers, with a solid curriculum and learning progression, they'll never lose those basics.

IT'S PRACTICE-BASED.

Like Nike says, just do it.

When it comes to improving health, body composition, or athletic performance, it doesn't matter what you know or what you say.

The only thing that matters is what you do, consistently.

We give our clients some information to help them understand what we ask them to do, and why.

But mostly, we ask them to do stuff. Experiment. Explore. Experience.

Try things. See what works. Get real-time feedback. Practice.

Only action can create change.

IT'S PERSONAL.

Sure, there are general principles, like vegetables, sleep, and exercise are probably good things for most people.

We start with general "best practices". And then we individualize.

Or more accurately, our clients individualize the program for themselves.

- **ProCoach helps clients take responsibility for themselves – their thoughts, their beliefs, their stories, their environments, and most importantly, their behaviors.** (No more coach-blaming or "This diet / workout plan didn't work for me!")
- **ProCoach asks clients to write their Owner's Manual, or "handling instructions for their bodies".** (No more "one-size-fits all" programs.)
- **ProCoach asks them to observe themselves, test hypotheses gather data, and draw conclusions, just like scientists.** (No more blindly "just following the rules".)
- **ProCoach teaches them how to do this, and what to look for.** (No more "I don't know what happened.")

In the end, don't think of the curriculum as a set of interchangeable habits and lessons. It's not that. It's a skill-building self-discovery tool that we created using state-of-the-art psychological and physiological principles.

HOW THE CURRICULUM WORKS.

To get the basic idea of how it works, ask yourself:

“If I had a year to change someone’s life and health habits... and I could ‘see’ them every day online... how would I do it?”

The curriculum is approximately a year-long program, divided into 2-week habit blocks.

EVERY DAY

Clients log in to a personal home page (called a “Today” page, because it tells them what to do today).

Clients get a lesson to read.

Clients get a habit — a small task to do.

EVERY WEEK

Clients measure and record their progress. This can be body measurements or other indicators that they want to track (such as energy levels or adherence to an exercise routine).

EVERY 2 WEEKS:

Clients get a new habit to try and practice.

EVERY MONTH:

Clients upload a photo as part of their progress tracking.

THE ENTIRE CURRICULUM OUTLINED.

Want to see the entire curriculum at a glance? here it is:

WEEK	HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
0	—	<ul style="list-style-type: none"> Tell us about yourself (Client intake) How to use the coaching platform How we coach and why How to measure progress 	—	—	Workshop #1
1	Make time for PN Coaching	<ul style="list-style-type: none"> Prepare for liftoff Your "Owner's Manual" Ready, willing, and able The 5 Whys Your destination postcard Share your progress Your week in review 	Share your progress (Weight, Girth, Photos, first measurement)	—	—
2	Make time for PN Coaching	<ul style="list-style-type: none"> Now, for something different Find your level PN Coaching's most wanted Running from the bear The 5 chapters of PN Coaching No Lesson Your week in review 	—	Quick question: What's your outlook?	—
3	Eat slowly	<ul style="list-style-type: none"> Eat Slowly Slow down for satisfaction How to gain weight fast In praise of slowness Consciousness raisin Share your progress Your week in review 	Share your progress (Weight, Girth)	—	—

WEEK	HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
4	Eat Slowly	<ul style="list-style-type: none"> Outcomes vs behaviors Notice and name PNers do it slowly Are we there yet? Fireside chat with Dr. Berardi No Lesson Your week in review 	—	—	Workshop #2
5	Eat to 80% full	<ul style="list-style-type: none"> How to eat to 80% full Play the hunger game How hungry are you... really? Hunger signals... or hunger noise? Break the food chain Share your progress Your week in review 	Share your progress (Weight, Girth, Photos)	Quick question: How are YOU doing?	—
6	Eat to 80% full	<ul style="list-style-type: none"> You may experience slight discomfort Difficult-difficult, difficult-easy Nothing to fear but fear itself Hunger is not an emergency Waiting for marshmallows No Lesson Your week in review 	—	—	—
7	Ate lean protein with every meal	<ul style="list-style-type: none"> How to get your daily protein Making protein work for you Can you get protein from plants? Truth or dairy Protein powder and tasty super shakes Share your progress Your week in review 	Share your progress (Weight, Girth)	Quick question: How are WE doing?	—

WEEK	HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
8	Ate lean protein with every meal	<ul style="list-style-type: none"> What's around you? Put on your seatbelt Your PN Coaching pit crew Kitchen makeover Shopping day No Lesson Your week in review 	—	—	Workshop #3
9	Ate at least five servings of colorful vegetables / fruit	<ul style="list-style-type: none"> How to Get Your Colors Just Add Vegetables How To Prep and Cook Your Veggies The No-Waste Challenge Greens Supplements and Powdered Veggies Share your progress Your week in review 	Share your progress (Weight, Girth, Photos)	—	—
10	Ate at least five servings of colorful vegetables / fruit	<ul style="list-style-type: none"> Tomato Travels What's for Breakfast? Who's Your Farmer? PN Coaching Movie Night Are You Over-Processing Your Fitness? No Lesson Your week in review 	—	—	—
11	Make smart carb choices	<ul style="list-style-type: none"> Fuel up with smart carbs The carb continuum A fab five of smart carbs Carb cooking skills Dial-a-carb Share your progress Your week in review 	Share your progress (Weight, Girth)	—	—

WEEK	HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
12	Made smart carb choices	<ul style="list-style-type: none"> The Food Spectrum Game Help! I Need A Grownup! Don't Be Fooled By Fitness Foods Consistency, Not Compensation Weekenditis and Nighttime Overeating No Lesson Your week in review 	—	—	Workshop #4
13	Ate healthy fats	<ul style="list-style-type: none"> How to get healthy fats How To Prep & Use Healthy Fats What Makes Fats Healthy? The Benefits of Omega-3s Cooking with Healthy Fats Share your progress Your week in review 	Share your progress (Weight, Girth, Photos)	Quick question: How are YOU doing?	—
14	Ate healthy fats	<ul style="list-style-type: none"> Be Your Own Experiment Feedback, Not Failure How to "Listen To Your Body" Experiment Day: Snapshot What Is Your Body Saying? No Lesson Weekly Review & Ritual 	—	—	—
15	Planned PN-friendly meals	<ul style="list-style-type: none"> How to get your daily protein The Evolution of Eating Kitchen Essentials Keep Meals PN-Friendly How To Eat Healthy Meals At Restaurants Exercise for the Travelin' Man Share your progress Weekly Review & Ritual 	Share your progress (Weight, Girth)	—	—

WEEK	HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
16	Planned PN-friendly meals	<ul style="list-style-type: none"> The Grind: Motivation Reboot The 3 Ss Who's On Your Team? Nothing Succeeds Like Success Pull the Trigger No Lesson Your week in review 	—	—	Workshop #5
17	Recorded your intake	<ul style="list-style-type: none"> Just Collect Data Why Keep A Food Journal? Go Ahead, Make My Mistake Don't Count On Calories What Else To Track In Your Food Journal Share your progress Your week in review 	Share your progress (Weight, Girth, Photos)	Quick question: How are YOU doing?	—
18	Recorded your intake	<ul style="list-style-type: none"> Consistency Before Complaints What To Look For In Your Food Journal Try a Sample How Food Feels Put Your Coach Hat On No Lesson Your week in review 	—	—	—
19	Created & used a sleep ritual	<ul style="list-style-type: none"> From 100 to 0: Your sleep ritual Sleep more = Get Fitter, Be Smarter 11 Tips For A Great Night's Sleep When Sleep Rituals Aren't Enough Sleep Supplements to Try Share your progress Weekly Review & Ritual 	Share your progress (Weight, Girth)	Quick question: How are WE doing?	—

WEEK	HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
20	Created & used a sleep ritual	<ul style="list-style-type: none"> Mindset Matters Off to Mental Ninja Camp Are You Meaner Than A Hurricane? Chill Out The 3Rs No Lesson Your week in review 	—	—	Workshop #6
21	Drank only calorie-free beverages	<ul style="list-style-type: none"> Think Before You Drink Drinks Should Earn Their Rent Tea or Coffee? How Much Should You Drink? Another Kind of Drinking Challenge Share your progress Your week in review 	Share your progress (Weight, Girth, Photos)	Quick question: How are YOU doing?	—
22	Drank only calorie-free beverages	<ul style="list-style-type: none"> Can You See Me Now? Clear the Clutter Say Goodbye To The Old Guy Choose Your Own Adventure Keepin' It Real No Lesson Your week in review 	—	—	—
23	Took a break	<ul style="list-style-type: none"> Midterm Exam Play Time The Photo Shoot Eat What You Want Day Gut Check Share your progress Your week in review 	Share your progress (Weight, Girth)	—	—

WEEK	HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
24	Used targeted recovery strategy	<ul style="list-style-type: none"> How to chase recovery Good Stress, Bad Stress What Is Recovery? The Body's Building Blocks Fill Your Body's Bank Account No Lesson Your week in review 	—	Quick question: What's your outlook?	Workshop #7
25	Used targeted recovery strategy	<ul style="list-style-type: none"> Supplements Are Supplements Mowing the Lawn With Your House On Fire Workout Boosters What's In That Bottle? Supplements That Work Share your progress Your week in review 	Share your progress (Weight, Girth, Photos)	—	—
26	Ate only whole foods	<ul style="list-style-type: none"> How to play the whole foods game What counts as a whole food? Why are whole foods good? How healthy are healthy foods? Old school whole foods No Lesson Your week in review 	—	—	—
27	Ate only whole foods	<ul style="list-style-type: none"> Ch-Ch-Ch-Changes Fearless leaders Highs and low Obstacle course Seeing is believing Share your progress Your week in review 	Share your progress (Weight, Girth)	—	—

WEEK	HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
28	A little more, a little better	<ul style="list-style-type: none"> How to do just a little better Expectations, revisited Continuum, continued Two wild & crazy questions Learning to fall No Lesson Your week in review 	—	—	Workshop #8
29	A little more, a little better	<ul style="list-style-type: none"> DAIJA view Is there an elephant in the house? Talkin' about my motivation Spring clean for success Improves your moves Share your progress Your week in review 	Share your progress (Weight, Girth, Photos)	Quick question: How are YOU doing?	—
30	Protein & colorful plants with each meal	<ul style="list-style-type: none"> Play the protein and plant game Brush up and branch out Are you a nutcase? Plant-based day To every veggie there is a season No Lesson Your week in review 	—	—	—
31	Protein & colorful plants with each meal	<ul style="list-style-type: none"> Evaluate and individualize Go primal Your owner's manual Ancestral diet day What's your (exercise) type? Share your progress Your week in review 	Share your progress (Weight, Girth)	Quick question: How are WE doing?	—

WEEK	HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
32	Practice 80% full	<ul style="list-style-type: none"> The next level of an essential habit The discomfort zone Superfoods Experiment Day: Low fat or low carb day Working up an appetite No Lesson Your week in review 	—	—	Workshop #9
33	Practice 80% full	<ul style="list-style-type: none"> The hunger Constant craving Good reads Fasting Day Help fight hunger Share your progress Your week in review 	Share your progress (Weight, Girth, Photos)	—	—
34	Do a mind-body scan	<ul style="list-style-type: none"> Tune in to tune up your body Who's driving? What's your function? Know yourself Self-scanning while squatting No Lesson Your week in review 	—	—	—
35	Do a mind-body scan	<ul style="list-style-type: none"> The 4 horsemen of eating issues When working hard is hardly working Your schedule doesn't lie Food and relationships Kummerspeck Share your progress Your week in review 	Share your progress (Weight, Girth)	—	—

WEEK	HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
36	Fitness information vacation	<ul style="list-style-type: none"> The information vacation game Photo shoot anatomy 1 Photo shoot anatomy 2 The information-free experiment Train, don't strain No Lesson Your week in review 	—	—	—
37	Fitness information vacation	<ul style="list-style-type: none"> Nature calls Second verse, same as the first The urban jungle The no-contact challenge Go ape Share your progress Your week in review 	Share your progress (Weight, Girth, Photos)	Quick question: How are YOU doing?	—
38	20 minutes of de-stressing	<ul style="list-style-type: none"> Find your oasis How to meditate (without the woo-woo) Time bandits, time warriors The unistasker Dump your distractors No Lesson Your week in review 	—	—	Workshop #10
39	20 minutes of de-stressing	<ul style="list-style-type: none"> The mirror Keep the hormones humming That's amore Saying difficult things (SDT) Appreciation Day Share your progress Your week in review 	Share your progress (Weight, Girth)	—	—

WEEK	HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
40	Create & practice your fitness mission	<ul style="list-style-type: none"> Start writing your fitness story Unfit person, fit person Find the fit person Do less Now and zen No Lesson Your week in review 	—	—	—
41	Create & practice your fitness mission	<ul style="list-style-type: none"> Come inside for dinner Hand over the feather Stuck in the middle with you It just got real Dream warrior Share your progress Your week in review 	Share your progress (Weight, Girth, Photos)	—	—
42	Picked your own habit	<ul style="list-style-type: none"> How to choose your own adventure Keep the goal the goal Come out of the closet Your food history Bouncing back No Lesson Your week in review 	—	—	Workshop #11
43	Picked your own habit	<ul style="list-style-type: none"> Help wanted BFFs (Best fitness friends forever) Who's your farmer? (Again) Get your head right Get it together Share your progress Your week in review 	Share your progress (Weight, Girth)	Quick question: How are WE doing?	—

WEEK	HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
44	Prepare for final photos	Your journey, your photo shoot Be your best you PN Client's photo shoot experience Anatomy of YOUR photo shoot Going up, coming down No Lesson Your week in review	—	—	—
45	Prepare for final photos	State of the union What do you see? What do you say? Dream it, do it Photo shoot: 1 day out Share your progress Your week in review	Share your progress (Weight, Girth, Photos)	Quick question: How are YOU doing?	—
46	Celebrate your progress	Let's get this party started Give thanks The denouement The shoulds No failure; only feedback No Lesson Your week in review	—	—	Workshop #12
47	Celebrate your progress	After enlightenment, the laundry Maintenance road How low can you go? The feast challenge The tightrope Share your progress Your week in review	Share your progress (Weight, Girth)	—	—

WEEK	HABIT	LESSON	PROGRESS	SURVEYS	WORKSHOP
48	Pay it forward	<ul style="list-style-type: none"> Help others, help yourself get healthy Dear Newbie... Joy division Meal of Meaning challenge More fit friends No Lesson Your week in review 	—	<ul style="list-style-type: none"> Quick question: What's your outlook? 	—
49	Pay it forward	<ul style="list-style-type: none"> 1 week from retirement Don't dwell; do What would you do? The Perfect Day challenge Give back Share your progress Your week in review 	<ul style="list-style-type: none"> Share your progress (Weight, Girth, Photos) 	—	—
50	Pay it forward	<ul style="list-style-type: none"> The station The logistics of leaving PN Coaching Your exit strategy Getting your wings The secret to PN Coaching, revealed 	—	—	<ul style="list-style-type: none"> Workshop #13

SOME ADDITIONAL NOTES.

At first glance, the order of the habits might seem a bit random.

However, each habit (or practice) is carefully placed in a particular sequence.

HABITS AND LESSONS ARE CUMULATIVE AND COHERENT.

Each habit / lesson builds the skills for future habits / lessons. Later habits and lessons return to themes and ideas from earlier ones. Everything is connected to everything else in a logical progression.

For instance:

Week 4: Notice and Name lesson (the importance and basic process of self-observation and self-awareness)

leads to:

Week 14: Experiment Day: Snapshot lesson — a very simple self-tracking exercise that looks at a few items throughout the day (energy levels, mental state, mood)

which leads to:

Week 17: Record What You Eat habit

and eventually:

Week 29: Tune Up & Troubleshoot lesson (analyzing patterns in habits)

Week 35: Your Schedule Doesn't Lie lesson (keeping a time diary)

Week 38: Time Bandits, Time Warriors lesson (reviewing time use and what it says about priorities)

And so on.

“ANCHOR HABITS” COME FIRST.

“Anchor habits” are things you can do anytime, anywhere. They're foundational behaviors.

For example, for fat loss, weight loss, or body recomposition, the two anchor habits are “eat slowly” and “eat to 80% full”. These trump all other habits.

When clients get stuck or overwhelmed with new habits, they can simply return to these “anchor habits”.

CONCRETE, PRACTICAL, PRESCRIPTIVE HABITS COME FIRST.

“Do X in Y way” habits come first.

We tell clients what to do and how to do it for the first several months. This gives them a clear structure and a system, and removes uncertainty.

While clients can still customize all habits to their needs and nutritional levels, early habits focus on clear, unambiguous basics.

Then, we start loosening the reins, allowing more open-ended habits and interpretations of them.

For example:

- **Early, concrete habit:** Eat 5 servings of colorful fruits and vegetables each day
- **Somewhat more open-ended habit midway through:** Use a targeted recovery strategy
- **Completely open-ended habit near the end of the program:** Pay it forward

WE MIX UP “HARD” AND “EASY” HABITS.

Not all clients will struggle with the same habits. However, some habits tend to be harder than others.

We carefully dole out “hard” and “easy” habits so that clients aren't constantly asked to do difficult things.

WE MIX UP “NEW STUFF” AND “REVIEW / CONSOLIDATION” HABITS.

For example:

Habit: Eat whole foods only (a “stretch” habit, fairly difficult, requires learning new things)

followed by:

Habit: A little more, a little better (relaxing the control, scaling back expectations, allowing client to choose the next actions and simply improve slightly on what is familiar)

SOME HABITS ARE “STRETCH HABITS” OR “EXPERIMENT HABITS” RATHER THAN “FOREVER” HABITS.

Some habits are presented as “things to try” for 2 weeks, rather than “you should always do these as specified, forever”.

For example:

- Eat only / mostly whole foods
- Drink only / mostly calorie-free beverages

The idea here is for clients to:

- Try something that pushes their boundaries for 2 weeks.
- Expand their skills and repertoire while doing so.
- See what they learn and discover about themselves and what they like, need, and/or want through this process of experimenting.
- Add this information and insight to the Owner's Manual.

At the end of the 2 week “play period”:

- Clients decide what was most interesting, valuable, and useful for them.
- They decide what pieces of that habit to keep.

Stretch habits in particular are great opportunities for coaching and collaboration:

- For Level 1 clients, stretch habits simply get them outside their comfort zone, trying new things.
- For Level 2 clients, stretch habits encourage them to “up their game”, improve their execution and/or variety, and refine their skills.

