



COURSE GUIDE

- Introduction
- An introduction to the 'Mac-Nutrition Mentorship Weekend'
 - Ice-Breaker activities
 - Establish baseline aims for the weekend

Dissecting Research: Spotting Inconsistencies & Training a Critical Eye

(Lecture)

- How to draw your own unbiased conclusions from published literature
- How to be the first person in the know when it comes to evidence-based practice
- Key information when interpreting research, how to spot poor quality research
- Science vs. Application: Translating research into practice. How and why should we use both?

Know Your Client

(Seminar)

- Overcoming psychological and social barriers to initial client buy-in
- How much client information do we really need to know?
- Preliminary assessment process and personality profiling

Biochemical & Hormonal Effects of Macronutrients

(Lecture)

- Macronutrient metabolism
- Macronutrient timing, type and quantity: implications for sports performance, health and fat loss
- The research you don't hear about but the best practitioners should really know
- How to affect hormones/hormonal interactions through nutritional manipulation
- Client considerations when choosing macronutrient distributions

The Science behind Contemporary Diets

(Seminar)

- A unique look at some of the most popular contemporary diets of the 21st Century
- Should we simply be dismissing Paleo, Intermittent Fasting and Alkaline Diets or can we learn something from them?
- The metabolic effects, scientific foundations and practical considerations of extreme dietary methods (success rates, variability and absent or flawed research methods)

TO GET IN TOUCH ▶

 enquiries@Mac-Nutrition.com

 Mac-Nutrition Online Community

 +441 509 400 150

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Supplements

(Lecture)

- The theoretical underpinning of commonly used supplements in sport
- Making applicable supplement recommendations for health-conscious and sporting clients alike
- De-bunking the myths surrounding popular supplements and the supplement industry

Marketing Yourself

(Lecture)

- Find out how Mac-Nutrition became the number 1 (of ~43million) Google.com search term for 'Online Nutrition Advice' without paying a penny
- How to establish a reputation/brand and progress within the industry
- Building a successful website
- Using social media to your professional advantage

Food Diary Analysis Workshop

(Workshop)

- How to set up your own dietary analysis software package
- Interpreting outputs from food diary analyses and pinpointing useful data
- How to provide appropriate feedback to your client

Dietary Calculations for Athletes and the General Population

(Workshop)

- Learn the theory behind setting up a full individualised nutrition plan
- Learn the practical methods for calculating energy and macronutrient requirements
- Introducing goal/sport-specific nutritional manipulations
- Needs analysis for the athlete or client

* Developing Professional Practice *

Throughout our Mentorship Programme, we will share case studies related to the session, to encourage group discussion, debates and sharing of personal experiences. These case studies, will allow you to practice, hone and advance your newly-developed knowledge and skills in a non-pressured environment, with professional feedback, scientific guidance and problem solving expertise from the UK's leading consultancy for nutritional advice.

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