

## DAY 1

### Introduction

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

### Health and Nutrition Research in the Media

- Key information when interpreting research, how to spot poor quality research
- Reading between the lines and keeping an objective view point
- Developing a comprehensive library of research for future professional practice
- Peer-reviewed academic journals vs. media application: Should we trust either?

### Nutritional Myth Busting

- Overview of the most commonly referenced nutritional dogmas
- Discussing the research from which nutritional myths emerge
- Understanding how nutritional myths can reduce the efficiency of nutritional support

### Protein, Carbs & Fat: As you've never seen them before

- Using dietary manipulations to influence health, weight and performance
- Carbohydrate: Clearing the muddied waters
- Protein: Balancing the discussion
- The relevance of fat in the athlete diet and fat's associated health-implications
- Client considerations when choosing macronutrient distributions

### The Science behind Contemporary Diets

- A unique look at some of the most popular contemporary diets of the 21<sup>st</sup> 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)

### Supplements

- Making applicable supplement recommendations for health-conscious and sporting clients alike
- De-bunking the myths surrounding popular supplements and the supplement industry

## DAY 2

### Gaining Experience and Improving Employability

- How to set yourself apart in a competitive field
- The application and interview process
- Deciding which direction to take; self-employed consultant or full-time employee
- Building a successful business
- Using social media to your advantage

### Applying Theory to Practice

- Developing a practical language
- Overcoming psychological and social barriers
- Working face-to-face with clients: what do we need to know and how much information do we need to give?

### Food Diary Analysis and Dietary Calculations for Athletes and the General Population

- Interpreting outputs from food diary analyses and pinpointing useful data
- How to provide appropriate feedback to your client
- Learn the practical methods for calculating energy and macronutrient requirements
- Individual needs analysis for the athlete or client

### Practical Considerations when Providing Nutritional Support

- Personality profiling
- Translating numbers to food
- Achieving client compliance and behavioural strategies for long-term adherence
- The importance of motivation and social support

### Developing Professional Practice

What your lecturers don't teach you...how to apply theory to real-life situations, integrating theory and applied practice skills learnt over the mentorship weekend.

We will take you through a host of nutritional scenarios so you can complete your own comprehensive client workup with professional feedback, scientific guidance and problem-solving expertise from the UK's leading consultancy for nutritional advice.