

Investigation 1 Assignment 1

Assignment 1

I want to welcome you to assignment one in investigation one. And today we're going to be talking about what is functional medicine. Now realize that that sounds like a very simplistic way to begin the program. But I feel that it's especially important for all of us to have this deeper understanding of what makes up functional medicine, so that we can not only be on the same page about this, but explore our beliefs around functional medicine...so that we can understand it in practice and with clients.

The first thing I want to bring up about functional medicine is that it is a concept. It's a method of reasoning to understand how to support health. That sounds good, but what does it mean? Let's look at this on a deeper level and dig deeper by answering the question, what is a concept.

According to Wikipedia, a concept "is a name or a label that treats an abstraction as if it had concrete or material existence, such as a person a place or thing." When we talk about FM being a concept it is just that...a philosophy of approaching the client with certain concrete beliefs in mind that will support their environment of healing their own body as opposed to us being the healer. To go from what we may believe is a solid truth to seeing something from a different perspective is called a paradigm shift.

Here is an example of a paradigm shift used by Dr. Stephen Covey in his book, "The 7 Habits of Highly Effective People":

"I remember a mini-paradigm shift I experienced one Sunday morning on a subway in New York. People were sitting quietly – some reading newspapers, some lost in thought, some resting with their eyes closed. It was a calm, peaceful scene.

Then suddenly, a man and his children entered the subway car. The children were so loud and rambunctious that instantly the whole climate changed.

The man sat down next to me and closed his eyes, apparently oblivious to the situation. The children were yelling back and forth, throwing things, even grabbing people's papers. It was very disturbing. And yet, the man sitting next to me did nothing.

It was difficult not to feel irritated. I could not believe that he could be so insensitive as to let his children run wild like that and do nothing about it, taking no responsibility at all. It was easy to see that everyone else on the subway felt irritated, too. So finally, with what I felt like was unusual patience and restraint, I turned to him and said, "Sir, your children are really disturbing a lot of people. I wonder if you couldn't control them a little more?"

The man lifted his gaze as if to come to a consciousness of the situation for the first time and said softly, "Oh, you're right. I guess I should do something about it. We just came from the hospital where their mother died about an hour ago. I don't know what do think, and I guess they don't know who to handle it either."

Can you imagine what I felt at that moment? My paradigm shifted. **Let me stop the story right here to say, as practitioners, this is one of the greatest gifts we can embrace for ourselves and listen to why...he says,** Suddenly I saw things differently, and because I saw differently, I thought differently, I felt differently, I behaved differently. My irritation vanished. I didn't have to worry about controlling my

attitude or my behavior; my heart was filled with the man's pain. Feelings of sympathy and compassion flowed freely. "Your wife just died? Oh I'm so sorry! Can you tell me about it? What can I do to help?" Everything changed in an instant."

This is what we will be doing throughout the entire program, which is giving you the opportunity to view things through fresh eyes and new perspectives...a way to see the dynamics of what you are learning and the ability to get solid on your own truths.

Alright, so why is this important to you? Well, we have to identify the concepts that make functional medicine actually functional medicine. You must be clear in your head on what it means because understanding that meaning allows you to focus on that meaning and use it to gauge how you're practicing.

Functional medicine is not necessarily healthcare, it is life care. Why do I call it that? Well, functional medicine supports homeostasis. It supports life and healing. It is not seeking out disease. It is supporting the capability of healing that each body, each person has available to it. Functional Medicine does not rely on testing or supplements to be considered functional medicine. Now, it's imperative that you understand this part of the concept first in order to practice the method so even if you use supplements instead of medications or even if you read and interpret functional lab test results, those things are not the areas on which functional medicine or naturopathy or any modality is based. **It is not suddenly considered practicing "functional medicine" just because you're using these tools.**

Let's continue to reframe our perspective and take a look at the definition of functional medicine. According to the dictionary "it is the practice of medicine that focuses on optimal functioning of the body and its organs", which this is a partially correct explanation, but when compared to the conventional model of medicine, means so much more than this. There are many functional medicine practitioners and coaches who are trying to practice according to the functional medicine model, yet they can't get away from the conventional medical model of treating symptoms, because they don't yet understand the concept of what makes it "functional medicine". And if they don't understand the concept, then they've missed the whole point of what functional medicine is and they are building their knowledge on a very shaky ground. Now, I assume that you're here in this program, because you're already in some stage of practicing functional medicine. And you've looked up good explanations of what functional medicine is so that you can explain it to people when you tell them what you do. Let's take a look at this little comparison for the two so when you say that you are practicing functional medicine these are the concepts that you learn, know and embrace.

Functional medicine recognizes the body's ability to heal. It looks to resolve root cause imbalance. It supports function in the body. It uses symptoms as clues. It looks at the prevention of disease. It reviews optimal lab ranges as opposed to conventional lab ranges that are not necessarily in an optimal position. It reviews and considers lifestyle and nutrition. It looks at the whole person. It knows that physical and emotional components of the body are connected. It knows that everyone is as unique as their own imbalances.

So now let's take a look at what functional medicine is not. If you are "treating" clients, you are not practicing functional medicine. Treatment comes in the form of the conventional medical model and yet what we do in FM is education. If you are seeking for and treating disease you are not practicing functional medicine. Functional Medicine is not a model of conventional medicine. It is not based on

diagnosing or treating symptoms or developing protocols. It does not look at disease only. And functional medicine does not focus on several separate parts of the body exclusive of the whole. So, let's touch on that briefly. Where does this specializing come from? I hear practitioners and coaches involved in functional medicine say that they are specializing in the thyroid or they're specializing in gut health. Well specializing is what medical doctors do. Yes, we can love any specific area of the body that holds our interest but as functional medicine practitioners and coaches, we should be specializing in the whole body. If we do not take the time to understand how the whole body functions, our interest in one isolated area of the body will keep us from understanding how the body works as a whole and may prevent us from seeing other connections that exist.

We have shared some comparisons between what functional medicine is and what it is not. So we have to compare to better reveal the true meaning of practicing functional medicine related to what the body needs. And not just plugging a hole or covering up the symptoms.

There are some very specific thoughts to the differences between conventional medicine and functional medicine. And the real reason that it is so important to contrast them is not to put down or cast a bad light on conventional medicine, because it is an absolute must in acute traumatic situations, and it's something that I feel and I think we all should feel very fortunate to have. Instead, we have to compare these two approaches to better reveal the true meaning of practicing functional medicine related to what the body needs. And not just acting it as a band aid or a way to cover up symptoms. So if we don't know what the difference is, how will we know if we're practicing correctly? How will we understand our own perspective or beliefs?

So, let's take a look at some examples and we can start with pathogens.

Here are two different ways of viewing the pathogens, both through the lens of conventional medicine and through the lens of functional medicine. Those who practice conventional medicine, they are taught to kill pathogens as a way of treating disease, since they believe that the pathogens are the cause of the disease. Now, what we understand from the teachings of Functional Medicine is that pathogens are generally not at the root of the problem. The poor state of health of the body will allow pathogens to live so evicting them, it still doesn't address the root problem, which is why they were there to begin with. Notice that our concern is not with the pathogen itself but we are going deeper and asking what is it about the condition of the body that allows them to stay. So efforts to improve cellular and tissue integrity, in turn, begin to support the ability of the body to stay on a course of healing. It helps the body to strengthen and heal areas that had previously fed and housed pathogens.

The difference here is based on that question of what is the root cause. Pathogens and bugs may cause symptoms, but they wouldn't be able to live in a body that was healthy and functioning properly. So you have to ask yourself, are you rushing into defeat the offender? Or are you trying to enhance the function of that person's body so that it works better, and is able to kill bugs off on its own? Now, killing bugs with antibiotics versus herbal remedies, or antivirals, antimicrobials, that's again, it's trading off one band aid in place of another. So doing that is also not really addressing the entire issue.

Is there an issue with killing off bugs? Again, it is your frame of mind that is most important here. Killing them off isn't the true issue here. It's the belief that killing off bugs will resolve dysfunction and that this is all you need to do when in fact, the paradigm shift, or change in perspective, that needs to happen is to understand that killing off bugs in an aggressive way is ALSO a burden to the body and may

not be in line with the actual needs of the body at that time. Killing off bugs without understanding why they are there is you interjecting your own actions instead of trying to discover what support the body needs for it to get rid of them on its own and for the body to determine its own right levels of bacteria.

Another area of difference is diagnosing.

Diagnosing a disease is only looking at one specific issue in the body and it's just sticking a label on a group of symptoms.

For example, if you have a client with high glucose, high blood pressure and high triglycerides, then according to conventional medicine, you are probably looking at a diagnosis of metabolic syndrome. So, in that case, conventional medicine would say take a medication to lower the glucose in the blood pressure and the triglycerides and then everything should be fine. Well, functional medicine instead wants to know how this started and what imbalances took place for all the symptoms to appear anyway. And in doing so, looking for what changes would allow the body to heal. It looks for the connections that also include the rest of the current symptoms, not just these three, in order to understand how they got there. So if we look at disease as a label, then we end up treating it as a label. And that's where protocols come in. If we step back and look at the underlying function of the body, and what's happening in the body, we stop seeing labels and we stop seeing protocols and we start seeing areas where we can balance and support so that the body itself can begin to heal.

Now every modality has one underlying set of core beliefs. And those core beliefs work to help the client identify what's happening to them and how to balance out dysfunction. This isn't something that is unique to functional medicine and actually started with a movement called vitalism. But it's been shown and proven to be a part of every modality such as orthomolecular medicine, herbalism, traditional Chinese medicine, Ayurvedic medicine, naturopathy, or any natural approach used to support health uses specific tenants that are the entire backbone to understanding the body and how it heals.

These five tenants are first, do no harm, number two, address the whole person, as an individual. Number three, act in cooperation with the healing power of nature. Number four, seek, identify and help the client address the fundamental cause of the illness. And number five, teach the principles of discovering how to live healthy, what that looks like and how to support the body in staying healthy. Now I want you to see how each of these can change how you see your role in helping others as we expand on them. And we relate them to all of the specifics that surround how you investigate health. Some of the takeaways for today, our functional medicine is not a thing, concept or belief in how you approach the client and their healing process. Functional Medicine does not rely on supplements or lab work to be called functional medicine. It is a completely different approach than conventional medicine. But each has their place. And there are five tenants that support our approach to healing and functional medicine. Let's go ahead and move on to assignment two here in investigation one and examine that very first tenant, which is first do no harm...

Investigation 1 Assignment 2

Assignment 2

Okay, welcome to Assignment 2 in Investigation 1. We're going to talk today about the very first tenant of natural healing, and that is first, do no harm. Now, I think most of us have heard that expression before. And today, I really want to explore what that means for us as practitioners and as coaches, from the viewpoint of the client, as well as ourselves and our own practices. So when we talk about doing no harm, we can say yes, that definitely means don't harm the client and we have to look at the different aspects of this. So when we say don't harm the client, well, we might look at each other and just shake our heads like well, who would want to harm client, we're here to help the client. But the point is that you can make some moves that can bring harm to the client without even realizing it. And that's part of what we want to explore today. The other part of this is to do no harm to yourself as a practitioner, and we'll get into that as well during Assignment 3.

So the obvious harm we can bring to a client is giving them information that is untrue, or without resource, or we're guessing at what we are telling them. And again, those are the obvious things, but I want to talk about some more hidden areas of how clients can be harmed.

You could have some data, but you're not sure how to proceed with the client that can be harmful to both.

You are afraid to ask the client to do more testing that you feel would be valuable.

Your clients health is not improving.

You find it hard to know what to do when the client is not improving.

You feel guilty as a practitioner for not being able to help more.

You feel like there are too many puzzle pieces to see clearly to the next step of what you should be doing with your client.

You have a fear of how to recommend supplements

The real answers, the ones that will help you address the root causes of your clients issues so they can feel better, they don't come from some protocol and or some textbook. These real answers come directly from your clients life and their habits and their body, if you are watching for and understanding the signals.

So before we go deeper into this tenant to understand what it means, or to understand what harm may look like, again, we have to have the contrast to this. We have to understand the picture of what a successful wellness professional looks like, because it's hard to know what direction to take if you don't know the outcome you're trying to see. So let's talk about successful wellness professionals.

Outside of the obvious desire to genuinely want to help people, you need the right frame of mind. There are other things for which you really need to strive and some of these things are hard...some of these things that you need in order to be a great practitioner involve boundaries and that can put us into a very uncomfortable situation. So as a practitioner, as a wellness professional, what you're looking for is to see your client achieve their health goals. Okay, now, what is your client looking for? Well,

they're looking for the same thing. They're looking for transformation. So this is the first step to being on the same page and wanting the same outcome. We see where the client is at and we see where they want to be. Helping them get there is the critical piece...it is learning and implementing the steps to bridge that gap, to make that transformation and this is where a great practitioner excels. How do they do this?

Successful health practitioners focus on teaching others how to improve function in their bodies and they do this by using suggestions that are unique to that person based on the client's story and history and symptoms and lab data. That will lead us to investigate and understand what will encourage the body's natural ability to restore balance and heal itself.

Great professionals understand that their clients health issues often have more than one cause. So remember, one cause can have many symptoms, and one symptom can have many causes. So the root of a client's health complaints can contain several seemingly unrelated dysfunctions and there can be many causes of a complaint but we are detectives and we are seeking out the connections that we know are there. How do we know they exist? Because we know the body is entirely connected. Great practitioners don't focus on individual symptoms, but instead they see the whole person and who they are and they let the symptoms show them the connections to help get to the root cause.

Now, another thing that I see in great practitioners is a true understanding of how to use the labs. If you are unfamiliar with blood chemistry work, that should be your first main focus, no matter your current role. And if you're a licensed health professional, how you were taught to use blood chemistry labs is going to be different than how these results are actually used in functional medicine, as there are many patterns and nuances to explore that are not based on a diagnosis. So a lot of people know how to run labs, but they may not know how to interpret them, they look at the labs and the first thing they look for is the answer. Where's the answer that will tell me what is wrong with the client? They believe the labs are going to tell them what's wrong with this person instead of looking at the whole person, and this part, this is truly the key. We're going to be exploring this a lot further throughout the entire program but I wanted to include it here, because it is extremely vital to what makes a great practitioner. So they're looking at this entire person, they're understanding their history, their symptoms, their timeline. They're looking for any kind of clue that's going to reveal changes that can be a part of the client education which in turn, can help that client more readily get into their healing environment.

Next, a great practitioner does all they can understand how their client is feeling, and asks questions in order to monitor this through the healing process but without allowing their own experiences to keep them from seeing the unique experiences of the client. It may seem hard to know what questions to ask if you've not really experienced any kind of severe sickness or illness of your own, and we won't have necessarily experienced all the sickness or illness with which our clients come to us. It's impossible for me to be able to relate to the chronic fatigue of Lyme disease, since I have never experienced it directly. But I've had periods in my life where I've been very exhausted and not sleeping well, and I have to push through the day. So I understand an awful lot of facets that surround fatigue and poor sleep. Therefore, I can have empathy with that client, I can have some understanding of what they're going through. So we do use our own experiences as a way of getting a better understanding of the client and to empathize with them to a certain degree but we can't superimpose our experiences on top of what the client is actually going through and we have to have a separation there so that we don't cloud the picture. By keeping our own experiences in perspective, we're able to ask definitive questions of the

client. Instead of saying, Oh, well, I already know how that feels because I've been fatigued before, we step away from our perspectives and from "our story". The questions are now being posed to the client so that we start learning how they themselves feel in their unique situation of fatigue.

Great wellness professionals know that given the right supporting care, the body can return to optimal health and that picture of optimal health looks different for everyone. Throughout the healing process, they will assess, test and reevaluate the tools that we're suggesting for support. And by doing this on a consistent basis, we're able to make changes and correcting the course as the client begins to make progress. A great practitioner also educates their clients about how to return to a place of improved health. So they teach clients about how certain lifestyle patterns or environments that may have contributed to their health issues and they educate their clients about healthier lifestyle choices and how those choices can help them rebuild health.

As a wellness professional, you want to see your clients achieve their goals. You've dedicated your life to helping others look and feel their best. But when a client struggles, and does not reach his or her goal, despite their best efforts, it can feel like your own personal defeat. So why do the same tried and true protocols that work so many times before now backfire for certain clients? Why do they often seem to be doing more harm than good? We're going to continue this line of reasoning in Assignment 3. Our takeaways from this particular assignment, though, are first, do no harm to your client and then do no harm to yourself as a practitioner. Understanding the things that make a great practitioner we focus on improving function in the body. We understand that the entire body is involved in healing. We understand that symptoms are clues. We understand that lab work can give us plenty of information about how to correlate symptoms and history with the person but they are not providing actual answers. Education is key to helping your clients understand how to return to a place of improved health.

All right now, this is going to end assignment two. So join me over in assignment three, where we're going to talk about doing no harm to yourself as a practitioner.

Investigation 1 Assignment 3

Assignment 3 - doing no harm to yourself as a practitioner

Welcome to assignment three in investigation one. And in this assignment, we're going to be talking about several different aspects of doing no harm to yourself as a practitioner. So let's start with doing no harm with the concepts. Now, when we talk about do no harm, this also includes you as the practitioner, you are the one vital piece of the puzzle that can help educate and guide that client in the right direction. But that vitality can easily be lost if you yourself are not being supported in these next areas of discussion. So that plays a lot into the success of our clients. And why is that? Well, the setup if we set our clients up for success, that includes how we approach the client. So we have to be already set up for success ourselves, in order for that to reflect back on the client. Now, I've talked a lot to a lot of practitioners that have a lot of pain points. And they honestly do not know what direction to take to help people improve their health, and they're in every different stage of this frustration. They become frustrated, they become burned out. So when talking to these practitioners, here are some of the things that I found. I found that they had some data, such as they could do the testing and get the test results back. They could take a history, they could get a list of symptoms and complaints from the client. And they have all this, but they're not really sure how that data fits into the bigger picture.

What does it all look like? How do we combine it? How did these things overlap and what do they mean? What are these connections that exist? And if you've had any training at SAFM or IFM, then you know about mapping and using a matrix. And this is utilizing a piece of paper or an online document, which is structure to pull all of these things together. But sometimes it is still confusing. And I mean, just because you have the information, you have to understand how to use it. It's not just going to give you the answer, you know, just from looking at it or reading it. So another thing that I've seen with practitioners is that they have a client and their clients health is not improving. So using this data, understanding what to look for, when health is not improving, many times comes down to being a good detective. And as we go through this entire program, our focus is going to be on honing those detective skills, honing those investigative skills so that you can learn as much as possible about your client and know how to use it. So in a situation where your clients health might not be improving, you may feel guilty as a practitioner for not being able to help more mean we become practitioners or coaches in order to help people with their health needs.

So the reason behind what we're trying to do is definitely based on kindness and caring and consideration, and that part is not in question. You find it hard to know what to do when the client is not improving. Again, this comes back to being a really great detective, and we have to ask questions. You feel anxious about making recommendations. Okay. That's anxiety. Is that because you're guessing? I feel that that's probably true. Anytime that you're making a step, and you're not certain of that step or it doesn't feel solid, it's going to make you feel trepidation. It's going to make you feel fear. And that fear starts building up, especially as you start building up a client base. And again, here comes more fear and frustration. And you're saying, I don't, I just don't know which way to go. I don't know what steps to take. I don't know which thing to recommend and what's going to fix them, and nobody's getting better. And I'm sitting here, and I'm just completely overwhelmed.

So let's talk about that. You don't fix people. You don't fix clients. The clients body really doing the majority of this work as you educate the client by helping them discover their unique healing needs. So when a client struggles, and they're just not able to reach their goal, it doesn't matter. I mean, even if they put their best effort into this, it can really feel to you, like a personal defeat, like, wait a minute, they just did all this work. And they worked really hard and they were very compliant and nothing changed. So, if we're looking at the same tried and true protocols that you have always used, then we can ask the question, did we need to look somewhere else outside of the standard protocols? Were we just treating the symptom and trying to make that symptom go away. And sometimes, doing something as simple as a standard protocol can be more harmful than good because If you get into the habit of just using standard protocols based on symptoms, you may not be paying attention to what else is going on in the body or in the bigger picture of the connections for that client. And what are the clues that are there? Okay, so they have some inflammation. So we're going to use an inflammation protocol. Oh, and look, they've got fatty livers. So we're going to use the fatty liver protocol or maybe an insulin resistance protocol. And you know, each one of these protocols has five or six supplements and what are we doing? What are we doing here that can cause more harm than good to the client? **Okay, and this is so important. I want you to hear this point. We are ignoring why the signs and symptoms are here in the first place. It is much easier to treat a symptom or change a lab test result than it is to find the underlying cause.**

It also resolves nothing for your client. Because even though the symptom may be gone, or you get the test results back and they've changed, that is not significant of resolving the problem. An example of this would be high blood sugar. So you might use a supplement to bring it down and it looks great on a test result. But why was it high to begin with? The supplement didn't fix the root cause. Now if their high blood sugar is being caused due to lack of sleep, yet you're bringing the numbers down with a supplement, what will happen when they stop taking the supplement if they have not yet resolved that sleep issue? This is so very vital and important for you to understand. And this is also why you have to start with "you" first and become a great practitioner. And then you'll have great clients that are successful with their health improvements. Another thing that I hear from practitioners and coaches is that there are many times too many pieces of information to see clearly to the next step, and so they don't know where to start.

This can feel especially defeating to the practitioner, and it can put them into a place of reacting to fear, instead of stepping forward in confidence. Now, we all set limiting beliefs for ourselves. We tell ourselves that, you know, we have one session to get it all figured out. When the truth is, a practitioner or a coach can only figure out things as quickly as the client. It is a book that we open and we start to read. It's a book that's written by the client, and it tells the story of their health. You're reading the information for the first time and at the same time, you are giving the client a new perspective on how all of their story relates to their health, and you're helping them to improve that health. So this comes down to asking the right questions, and getting the answers from the client and pushing them to recall details of their story and history so that you have all the data. Another area that I have talked to practitioners about, is about their fear of supplements. So the fear comes from not knowing what the supplement will do to the client, and for the client. And I also think the fear comes from not really understanding the truth behind how supplements work because there is a huge gap in the knowledge of how the body works. So we can't build our practice. This is on the methods used by conventional medicine, you are not a doctor in disguise. We cannot hope to resolve symptoms with supplements by

using them in place of medications. Understanding this concept and shifting your paradigm as we go through this program will bring a lot of who you are as a practitioner into a much more realistic view. So the next section is we're going to talk about is "when do we know enough". We've touched on this earlier, and we know that we don't want to do harm to the client by not knowing enough. And that's what we're trying to avoid in every step forward that we use with them. And obviously, that is why we want to know as much as we can about health and the body, but we also have to truly know with what type of client we're going to be working. And in doing so we start to embrace what type of practitioner we are, and how much we need to know, to have a practice. So this is about both us and the client. Because if we're a practitioner that does not have any structured values or boundaries or expectations strongly in place, we're going to end up with clients that are not a good fit for us. And we won't be able to help them. It's not fair to them. And it is not fair to us. But this is a vital circle that happens here.

This allows you to become a stronger more boundary set practitioner to really view this person who wants to be your client. And you'll be able to tell whether or not they're going to be a good match, whether or not their values and expectations match up with you and your practice. Another thing about doing no harm to yourself as a practitioner and knowing enough, is sometimes the beatdown that we give ourselves is overwhelming. And I think that the strongest comment I have ever heard from a practitioner is I don't feel like I know enough. Now I've been in that position when I first started out my practice, and I thought, Okay, let me go to a few more schools. Let me read a few more textbooks. Let me do some more research. But I didn't stop to think what do I need to know? I mean, that would also answer the question of do I know enough. Again, and I want to repeat this because I want you to really consider this, **what do I need to know to know enough?** We know right now that we're not ever going to know everything so let's start at that point and work backwards. We cannot know everything. New discoveries each day and the uniqueness of every individual make that impossible. And wouldn't it be much easier if everybody was just the same. So if somebody had a cold, then they would do steps A, B, and C, or if somebody had insulin resistance, they would just do steps D and F. But this is not how it works. Now, that is how the medical model currently functions. But that's not what we're involved in. We are involved in understanding this client and getting the investigative skills going to determining what's happening in their body. And we do have to know that part. So if this is what you're trying to do, then the question goes back to well, when do I know enough? And you can't, because every single person is different. So now let's turn that around, let's get a new perspective.

If you're trying to learn enough or know enough, then you have to step back and say, what skills do I have as an investigator? Because understanding that client is going to come down to the questions that you're asking, and making sure that you're asking the right questions to get the answers that we talked about earlier, so that you know what's going on with that person. The very simple, basic questions, that's a great place to start. And then we move a little deeper, and we understand what again, might be going on with that person. So putting yourself under the pressure of this question of when will I know enough? is hurting you as a practitioner because that's not the right question to ask. Researching what you need to know is the question. If you ask me now, seriously, I'm going to tell you, I don't know enough. But I don't live my life, I don't run my practice under that question. Because I already know I'm never going to know enough. And I'm really, really cool with that. I don't need to know everything. What I need is the skill to help guide people to improve their health, to teach them what to look for. And I know what to look for. So I'm teaching them what I know. All of us. We need the basic steps to follow to ensure that we're covering all the work that we want to do and the steps in place need to be flexible

enough to encompass the individuality of the client. And it works. Now, how can I do that very successfully, if I don't know everything, if I've not taken every course in the world, if I don't have everything stored in my head, you can do that. Because of the other skills that you build, the skills that nobody wants to talk about, such as how advanced you are at being an investigator, how you're looking at those fundamental basics of the client, and understanding how the body works. These are the critical pieces to getting away from thinking that you have to know enough.

So like I said, we're going to come back to this, we're going to talk about this feature throughout the entire program because this is what this is all about for you. It's learning the steps but I want to set this up now so that you're aware of the question, you can start getting your head around this and really start contemplating and thinking about it.

Now another way that practitioners can get harmed is by allowing ourselves to get into a bad position. And this bad position means that we are on the defensive, we're not on the offensive. And the defensive looks like this: I've got this new client named Mary Jones. And Mary just texted me three times that she's got diarrhea, and she's throwing up and now she's nauseous. And now she can't sleep and you're running around putting fires out. How do you feel? You feel anxious and concerned and may think that something you recommended created this situation. That right there is being in the wrong position. So let's try turning around our perspective: we are not doctors, we're teachers. So we teach. We ask Mary Jones, Mary, what has changed? What do you think is creating the symptoms for you right now? Were you sick yesterday? This is a complete paradigm shift...we are telling Mary that, just like her, we don't know what is causing the problem BUT, we are here to walk with her through discovering what may be behind it. So Mary says, I am not sure what has changed...I did go out last night and I overate and I knew that I shouldn't eat so much. And then, I had a piece of cake. You might ask if it's a gluten free cake and Mary might say, No, no, it was full of gluten and full of sugar. And I had a couple drinks. Then you ask Mary, Do you think that might have had something to do with it? You have here really thinking about her actions now and she says, Well, maybe, because what I had was really, really greasy. You might say, Well, we know your symptoms and have seen your stool test and we know you've got an issue absorbing fat. You have been taking ox bile with your meals to support your digestion...did you do that? Mary says no and realizes this could be the missing piece to why her gut is upset. This is teaching...this is getting Mary to rely on her own knowledge and empowering her to learn how to figure out what may be going on with her symptoms. So now we know the issue. But as much fear as it brings into your heart, when you hear how bad they're feeling. I need you to take a breath and step back and say "what do you think has changed Mary, or John, or Bill"... you need to bring them into this and make them participate in the investigation and stop running to put the fires out because we don't even know what the fire is. And we don't know the origin. So take your time and ask the questions. Investigate the statement. Help them see what you're doing because Mary is just as worried as you are so by doing this, by teaching her this simple approach, you are helping her to not rush to judgment and learn what steps will help her.

Now this brings me it's a great segue into this last last point I want to make to you about doing no harm to yourself as a practitioner. So we are not magicians with crystal balls. And you cannot hold back on telling clients that you don't know what's wrong with them. We are not supposed to have all the answers. Yes, we can give answers based on some of our knowledge of the case. I'm looking at a case and this woman's hair's falling out and I know that she has a lot going on with her labs, and what she has also shared with me in her history and her timeline. And she wants to know why her hair is falling out. This is our first session together since she signed up. Truthfully, I don't know, I don't yet know why this is

happening but we're going to explore that together. I have some suspicions and I share those with her but I also tell her that we're going to investigate everything so that we both can get a better understanding. We are not magicians with crystal balls, so don't ever pretend that you understand the real reason that a symptom is present if you don't know. There is no quick fix in this scenario, because of all the things going on. And based on what I see I'm not convinced that it's her hormones that are causing her hair to fall out. But we need to do more work together to figure this out. So this is your part, as a practitioner, as a coach, it is up to you to set these boundaries, to set out expectations, that you're not going to be pushed into giving an answer that you don't know. And don't make it up, don't throw out some words quickly to just kind of brush it over. Just say I don't know, I don't know right now but we are going to work together to find out. And you might feel when you're starting into this, that you're saying I don't know all the time. They need to see who you are and they need to see that you don't have a crystal ball with immediate answers and that you are both using the clues from their body to answer questions for both of you. This is really what they need to understand, so that they can do their work with you, feel better and leave you while having learned enough to still continue to build their health because you taught them how to investigate. You taught them that they might not get an answer right away. So it's really critical that you are not trying to act in role of a doctor in these situations. What does acting like a doctor look like? If you are acting like a doctor, then you're teaching clients to come running to you whenever there's an issue, making them believe you can resolve acute care situations for them and this scenario will not serve you best. Because if you're going to intimate to them that that's your job or your role, that you fix everything, then this is how you will be treated. And honestly, we don't fix anything.

Another section that I want to discuss is coming back to this magic bullet. So, I hear a lot of this, it's not spoken to directly but coaches and practitioners that are new, they have a tendency to look for the magic bullet. And this can be very harmful to the practitioner. So this magic bullet, they're looking for a test result to define the answer of what's wrong with their client. And they're hoping that they can take that answer and then they can treat it with a supplement. Did you follow that? Very easy steps here? Well, when they do that they're now looking for a diagnosis. It's as simple as that. And we can't work in that realm. It's not just because it may or may not be out of our scope. We don't do this because it doesn't help people. Now, this is how the current medical model works. And outside of acute care, it does nothing to encourage investigation. Now that model is there, and it works extremely well in traumatic situations. Surgeons are very necessary ER Doc's are very necessary. Yet the rest of the model isn't nearly as effective. And if it were effective, we would not see these numbers of disease continually raising every single year. It's also not for lack of information. It's not because we are a country full of whiners who don't want to do the work on our health. That's absolutely not true. My clients come to me and they're devastated because they truly don't understand why they're not in a healing environment, especially when they feel like they have done everything right. This is why we are so desperately needed with our own particular unique approach. There are no magic bullets. The real answers, the answers that will help you address the root causes of your clients issues so that they can feel better, these don't come from textbooks. They don't come from schools, they don't come from this course, even...these real answers come directly from your clients life, their habits, the clues that the body gives. You are here to learn how to understand those signals, how to be a detective. You have to understand the questions that you're asking. And even more important, why you are asking them? How does the answer to that question apply to your client? You must understand what you're trying to discover, in order to figure out exactly what you're asking and what the answers mean.

So a very famous old quote, that I will use here is when you hear hoofbeats think horses, not zebras. How many times have we seen one simple little thing one symptoms such as dehydration and we have the steps to healing Getting distorted by guessing at where we need to start with the client. How many times have you been seeking out the answers? You know, among your practitioner friends, such as on a Facebook practitioner group, and you were met with the recommendations that just really didn't fit the picture that had nothing to do with understanding who this client is. And the guests is include, maybe we should detox metals, maybe you should check for Lyme. Have they tested their hormones? Maybe they should have acupuncture? Maybe they should quit eating meat so that they can give their liver a breast. How about we ask the questions and find out why they dehydration exists, instead of throwing out the labels of disease. first clue, oh, this client has improved their diet. So in other words, they're only eating whole real foods and second clue. Eat That way many times doesn't provide enough sodium to the diet. Did they have this issue before they change their diet? Nope. Just after they change their diet, yes. So that tells me I should be educating them about their mineral intake and see how they feel. We're listening to our client. We're listening to the symptoms. We hear hoofbeats in the distance, and they're getting closer and closer. And those hoofbeats represent dizziness and heart palpitations and skewed lab work. So it's a horse. Don't let your mind travel to all the other animals that could be. We start basic. We're looking for something common and expected before jumping to a huge basket of possibilities.

Now, the last section in this assignment that I want to talk about doing harm is about protocols. And again, this is a very short section, but we're going to be talking about protocols throughout the entire program. So protocols, there is no one size that fits all. That's the issue that I have with protocols. A protocol is not based on the needs of that particular unique client. A protocol is a treatment for a symptom. It is a treatment for a diagnosis of disease. And there is no such thing. You can get some rapid relief sometimes, especially if we're talking about sleep or imbalance in bowel movements like constipation or diarrhea and you can support finding relief but sometimes you still have to understand what's going on underneath all of this. So what we have to do as great practitioners is we have to step beyond that protocol, and figure out what each individual supplement could possibly do in the way of support.

Now with that same word that we're used to supporting our clients, great practitioners know that the body can have optimal health, given the right support and care and that doesn't include the word protocol. And this is generally why I don't use them. Now, sometimes I get clients that their previous practitioners had put them on a protocol six or eight months ago, and they're still on it, because no one ever told them anything different. Now, this is not a protocol. This is a hail Mary pass. (And for any non football fans, that's a pass thrown in a last ditch effort to score some success.) Just basically they threw a supplement at the client to see what would stick. Now this is the wrong answer to help somebody try and heal their body. Supplements can certainly offer support and I use them in that way. But we still have to do the work to discover exactly what support is needed by that body. So evaluating each client as they go through the healing process, assessing, making changes, you can change course at any time if something's not working, you have that right. And not only do you have that, right, but you owe that to the client. When you see that something is not working for them because they may not know any better. But this is all part of the learning process to make changes where changes are necessary. They're going back to the basics of "you are not a doctor". You must absolutely must educate your client. They have to understand where they are at with their health issues, and where they're trying to get with their health issues and getting into that healing environment. And the bridge, the richer resources and

the tools along the way that help them get into that healing environment, are critical to know when they leave you and they move out on their own. They're going to need to rely on these tools and this bridge so that they can continue to stay healthy. They don't have to have a degree in biology and understand blood chemistry work. But you can certainly provide resources that help explain the markers that you're looking at, the patterns that you see in those markers, the picture of their biochemistry, the picture of the physiology, you can explain all of this to them in terms that actually makes sense to them. That's how I do it. I explain it to them in terms that actually make sense to me. So I'm not using big words with my clients, I'm not showing my ego, I'm not showing my schooling. All I care about is getting them to understand what's actually happening to them, and all the connections that we can see in this dysfunction and imbalance. Once they understand that they can apply that to themselves. And it is up to you to provide the solutions to your clients so that they can learn how to heal their bodies. They're counting on you to help, these clients. There is a no fear in education. But if we're acting in the role of a doctor, we're not educating the client and instead what we're doing is we're making them dependent on us and we are denying them the right to learn to heal themselves. Now this is going to wrap it up for Assignment 3, and we have one more assignment to cover so I would like you to join me over there in Assignment 4.

Investigation 1 Assignment 3

Assignment 4 - choosing clients

this is a very important area of perspective and shifting our beliefs.

regardless of your current position, whether you are in a period in time where you don't have a client, or you just have a couple clients and you want to do a great job for them, you want to be able to help somebody and you're a little nervous. You want to get started, you've got all your admin figured out. So you have the health history forms and you have the different methods and tools that you need to sign them up your LinkedIn to PayPal or stripe, and now they can go online and pay for your services. And so this is all good. This is all good. It is a part of owning your own business. It is a part of being a practitioner, that you have that in place. ****But how do you decide what client to choose?*** Well, this is probably one of the most critical things that you'll ever do and you might be saying, of course I will take on all clients who contact me. But if you don't have the right client, not only will they not have success, but you will not have success, you will not be a great practitioner. Why? Because they're not a client who is ready or able to do the work yet. Now, we're talking about the different attitudes of people. People are just in it every different place every different stage of what they are ready, willing and committed to do to change their health. Some might be what you would call a tire kicker, they're going to come along and they want to see what you can do. But you know, they're just not ready to make changes. And they'll tell you that up front. Thanks, just checking out the site, you know, I enjoy reading your blogs and your articles and the information that you share. And thanks, but no thanks. And that's cool. Because they're straight with you, they're telling you what you need to know. But what about the ones who kind of think that they can do this, but they're not really sure. Their heart is just not in it. And they talk to you. And they are convinced that you can change their life. So they sign up with you. Well, this is where it all starts. And you can talk chicken and egg day long. But how you sold them on your services has a lot to do with the client with which you ended up. And the client that you want is a client who will be successful. So let's break this out into different sections. Let's talk about the client first. So I keep talking about a successful client. And what does that mean? What does that look like? Well a successful client is a client who does all the work that's necessary to improve their health. And they do the work and their health actually improves. Okay, that's great. We all want that. This is why we do what we do. We want to help everybody achieve that. But not everybody is ready to achieve that. And so let me be very clear on the opposite spectrum of this is the client who's not fully committed, they're not fully committed to doing the work. They're not really sure what you're doing. They're looking for you to offer advice and supplements and information that they can just do. They just need you to tell them what to do. Just tell me, tell me and I'll do it. Really, they're looking for a doctor. They have that mindset. Now here, you come along the great practitioner. And you say, Well, I'm not going to tell you what to do. I'm going to teach you how to be healthy. And that client says, teach me?? I don't have time to learn all this. Just tell me what supplements to take. I don't care about the test results. Tell me what to take. I will take it and I will get well, and you say, well wait a minute, wait a minute, there is no supplement to fix all that. And then they say, Well, why didn't you tell me that when I signed up, I thought this was going to be easy and you were going to fix all my problems. And now you just lost that client. They feel failed. You feel failed. They didn't understand. So now let's say you had this big promotion and you talked to a whole group of people and you signed up 10 people the exact same way. Well, now you have 10 clients that are not committed, who are not really trying to improve their health, because they don't really understand what they should be doing and they're waiting on you to be the

doctor and fix all their health issues. You didn't tell them any different. You didn't change the story. So you have 10 clients that were not successful, and that will ruin a business. I'm not kidding about this. I know you want to help the world. And there are plenty of clients to go around. But we must choose the right client if we are going to build a prosperous business. And I need you to really think about this. Do you want 10 clients who are not ready to experience this transformation as you are laying it out? Do you want 10 clients who will go away unhappy and not know how to change their health? Of course you don't. You want 10 clients that understand what you mean, that understand the work that's necessary. And they're going to do the work. And they're going to feel better, and it's all linear, they're going to feel better for a little bit, maybe get you know, have a couple days, bad days or a bad week in there, then they're going to improve even more. And this is over time. And they're happy. You keep reassessing along the way. You keep restating the progress that they have specifically told you that they have made because they do forget, you have a client that is learning as they go as they improve their learning what to do when they don't need you anymore. And when those 10 clients are done with you, and they've all improved their health, you don't you think they're going to tell somebody, hey, you need to go work with Bob Smith or Jane Smith over here. Because they turned my health around, they completely changed my life, or he. And that's what you want to hear. Now back to the scary part, you don't have a client, you're afraid. And so you reach out and grab hold of the first person that comes along that is willing to pay you for your services. And your palms are sweaty, before the phone call. You go into this phone call talking to them, trying to convince them that you can change their world. You tell them all about your schooling. And possibly create a scenario where you've helped other people. But technically you weren't a practitioner, and technically they weren't your clients. But that was early on in your health work. And you convince them to go ahead and sign up with you. You sign that client out of desperation. We've all been there. Because we think we'll never get another client. And that is such a self-limiting belief. You can have as many clients as you can handle. And people are like, Oh, well, where do you get them from? Where do you get it from? word of mouth is the best way to get a client. People trust their friends.

And people can look at their friends and say, my goodness, you have made such an improvement in your health. How did that happen? Who helped you with that? Did they give you a pill? And that person is going to say no, there's no pills. But we did a lot of work. And if you're not ready to work, you might not get the same outcome. And that's what people are looking for. They're looking for ****outcome****. They don't care anything about where you went to school. I mean, they might check. But that's not in their mindset when they are determining if you're going to help them or how you are going to help them. They are looking for outcome. So how does the client get a good outcome and improve their health? Well, one way is, if a person is not in their healing environment, meaning that their habits and their lifestyle and their diet is probably not good, then we know that just making these small changes can make them feel better.

Notice I haven't talked about one symptom, all I've said is these changes can improve their health. So I don't speak in terms of absolute, as in, you will feel better in four months guaranteed because we don't know that. No one can guarantee that. But I CAN guarantee that if you quit eating a standard American diet and start eating foods that serve your body, you're probably going to feel better in many different ways but even more than that, you will be giving your body what it needs. This is a true statement, that if you make healing changes, if you work to get to your unique healing environment, where you are practicing eating hygiene, and sleep hygiene, and nutrition that is optimum for your body and you're

working on the gut, and you make all of these changes that you should resolve some issues. I just have never met a person that did these things that didn't feel better. We suggest the change but the client is implementing the change. They feel better, because that's what their body was crying out for. You know, stop feeding me McDonald's, please get off of the couch and move. So this is what you also have to keep in mind. Okay, now we're talking about clients. And this first consultation. So what do you say? How do you sell what you do? How do you convince somebody to sign up with you. And I would tell you that if you have to convince someone to sign up with you, you don't need them as a client. Please stop and consider this and we will also be discussing this in the Live Classroom. If you have to convince somebody with any kind of sales talk or sales technique in order to get them to sign up with you, then you have just signed on the wrong client. You need the client that is right there, fully committed and ready to do this work. That word commitment needs to be strong. I asked people what is your commitment level to doing this program? And if they tell me a six, they're not my right client. And why do people say six? or seven? Why not 10? I'll tell you why. Because they have busy lives. Yeah, they say, I want to commit, I really do want to feel better, but you know, I have to take a little Johnny to soccer practice, or, you know, I'm on the road for five days a week so that makes it really hard to make any changes and get exercise and take a supplement. Okay. So why would you waste words, convincing somebody that their lives could change if they just did this program? They're just not in the right place at this moment. Now, do they deserve help? You bet they do. I've got little programs that are able to help those people learn in a much smaller way, some of the changes that they can make, and everybody deserves that. But they're not right to work with me one on one or in a group because they are still looking for the magic bullet. Because if I sign them up, I'll have a practice full of clients that don't feel better. And that's not good for them, it's certainly not good for me as a practitioner. So the commitment is truly what needs to be in place. And you must know what that commitment is. And some will tell you, I'm committed, I'm committed. But there is language that we can use, investigation that we can use during that first consult to really figure out if this person is wanting to be committed, if they are the person seeking out true help and ready to do the work and we will explore that more in our Live classroom work.

Now you are not restricted to choosing a client based on what is wrong with them. And I would say that you can work with any client that comes to you with any symptom or diagnosis. How is this possible? It is possible because we have put ourselves into a position of teaching and a position of helping the client get solid on the fundamentals of health. Functional Medicine is really about teaching them how to find out what's going on with their own health. This is a solid base on which to stand as a practitioner....I guarantee that I am going to teach you how to discover your own health truths. That's what they're paying for. So what I'm giving them, I guarantee that I'm going to guide you to learn, I'm going to educate you on how to make these changes and how these changes are very unique to your own biochemistry. So I'm not giving just some general eating hygiene tips but I am going further, I'm exploring with that individual. But if we are choosing the client based on what's wrong with them, meaning that you may have a client or potential client that comes to you and they have four autoimmune diseases, or they have some genetic disease, like cystic fibrosis, or they've got cancer, then maybe your perspective of your role needs to be adjusted. You might say, but I don't know anything about cancer. I don't know anything about CF or lupus or Hashimotos? What can I do for that person? Stop and think about this...we're not doctors, are we? We don't have to worry about treating that disease and we are only seeking to learn about the basic imbalances for this person. You're looking at lab work, you're finding imbalances that can be corrected, patterns of markers, where we know we

could add some support. Oh, look, there is a pattern for low stomach acid. So maybe they're not really absorbing protein? Can we educate them to improve that? Of course we can. We absolutely can.

Does it change the ailment with which they came to you? Sometimes it might but we cannot promise something like that because we are not specialists in disease. Our role is to teach clients how to have good health, not to cure their disease. If somebody with Type 1 diabetes or MS is eating a standard American diet, and they don't have the right sleep hygiene in place and maybe they have different gut issues, don't you think that they would feel better, too, if they had all that all figured out? Of course they would. We're going to talk about this a little bit more. But choosing a client based on what is wrong with them doesn't really make any sense. It's the same program for everybody that program is very individualized. We don't know what each individual client will end up needing but it's all still going to be based on finding health. When you're choosing clients, you are explaining to them that they will be moving from one environment to another, to a healing environment. That's what people want to know, they want to understand this transformation. You've got to show them the picture. That here they are now. And they've come to you with these complaints. And you can list those complaints right back to them. You've got headaches, you've got fatigue, you don't sleep at night, you're constipated. Everything that you eat, makes your stomach hurt. And then, where do they want to be? They want to be able to eat without any stomach pain, and go out with their friends, maybe to a restaurant, which they can't do now because when they eat out at a restaurant, they go running to the bathroom, and they've got three hours of diarrhea. Take what they're telling you and make them understand in a true fashion that if they can make the changes, then there is a lot of hope for an improved outcome that they could see in their life. By addressing these health matters, you become that bridge, you bridge that gap between where they are and where they want to be and if they can learn to get there, they can ALSO learn to stay there. As a practitioner, you understand the steps that need to happen. And we have so much more to discuss about the basics. But this is what needs to happen, so when they ask you, Well, when I get healthy, can I go back to the way I was living and eating before? You can easily say, "of course you can...but isn't that how you got to this point in your health?" This also may be a clue that all somebody wants to do is get a quick fix, and then go back to being as comfortable in their life as they were before. And unfortunately, healing is tough. Staying healthy is tough. It takes work to stay healthy. That's what they don't know yet. They think that when they have finished with you, there's nothing left for them to do. So let's order a pizza and a beer. And yet, that's your responsibility to teach them. That in order to stay in the healing environment, they will have to work, they will have to continue to work and do the things that support that healing. This is why you must be a teacher and you must teach them all they need to know.

This is the end of Assignment 4 so you can now move on to reviewing the Takeaways and the Exercises to practice as you prepare to join us for the Live Classroom.