

# Intrinsic Coaching **MORE** Than Just Information



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**It's** about information. As registered dietitians, we can give out information on everything from diabetic diets to sports nutrition. We have creative hand-outs for every possible nutrition-related topic. We have learned so much information from our nutrition courses in college to our dietetic internships. And we continue to learn more from journals, conferences and colleagues. Ultimately, we are the nutrition experts and we have a better understanding of nutrition than personal trainers, chiropractors and the clerk at the local nutrition store. Then why don't people come to us first for help with their nutrition issues? The answer is simple. Information alone just doesn't get the results we want. It's about more than just information.

**As** registered dietitians, we provide information and advice that should make a difference – if only people would act on it. Although we have the best of intentions when we give out information, after awhile we become discouraged and lose faith in telling the same thing over and over – advice we as registered dietitians often do not follow. When we focus on the information, it becomes our responsibility to get results. And if we don't get results from our clients, we just continue to try harder and harder to get better results. This often leads to patterns of one step forward and two steps back with our clients. We often become tired and frustrated with our clients, our jobs and ourselves. Why do we continue to do the same thing over and over again? We genuinely want our clients to succeed. We are happy when they start a program, only to become disappointed and frustrated when they quit. We celebrate their successes, only to discover they were temporary. Our resources of information, advice, programs and compassion have been exhausted. We see that we want something different for ourselves and our clients, but we just don't know exactly what it is or how to get it.

**What** if there was a communication tool that could build on your expertise as a registered dietitian? A tool that would allow you to have a personalized interaction with your clients. A tool that would enable your client to make behavior changes. There is, and it's called Intrinsic Coaching®.

**Intrinsic** Coaching® is a conversation that elicits best thinking and decision making. It's a coaching methodology that is based on a science of thinking and produces results that have been proven over time – results that stay and multiply. Research has shown that the most efficient way to get the best performance is to build on people's strengths, not focus on their weaknesses. It is not about the information we give them, but instead understanding that people cannot achieve their fullest health potential until they can make good decisions about the things that impact their health. By eliciting people's best thinking about their decisions rather than telling them what to do, it becomes clear that people have a lot to learn, and teach us, about themselves. Intrinsic Coaching® enables people to have more control over their lives, and that directly impacts their ability to make healthy choices.

**By** focusing on information here is what happens: When a client comes to us with a problem, we focus on their limitations and try to think up ways to correct them – often giving information about what to do and how to do it. The client's "limitation" now becomes the focus of attention because this presents a problem that needs to be fixed. Meanwhile, the client's strength's and resources are ignored because there's no problem there. With Intrinsic Coaching®, clients build upon their own resources and insights about what it is that they are wanting and what is important to them.

**Intrinsic** Coaching® is about helping people to create results that are important to them, one step at a time, with each step informing the next. With this approach, people feel that they matter. When you approach a person with the mindset that they are capable, creative and complete, people feel respected and do not fear failure. With Intrinsic Coaching® there is no failure, only learning.

**Because** people tolerate our ideas, but they act on their own we need to do two things: (1) listen a lot, and (2) elicit thinking from the client instead of wasting time answering questions that no one is asking. If this approach makes so much sense, then why isn't it something that we just do? Because we have been doing things the same way for so long and old habits are so deeply ingrained that it makes it difficult to do things differently.

**Despite** our best intentions, we continue to give information and advice and tell people what to do even if it is not what they want and even though it doesn't work. This is not what we want for people, but it is all that we know how to do. Intrinsic Coaching® provides an opportunity to learn how to do things differently.

**We** need to support our clients in creating behavior changes that support their health goals instead of just giving them information and expecting them to do something with it. If you keep doing what you're doing, you'll keep getting what you've got. Intrinsic Coaching® is more than just another coaching approach, it's a logic you can depend on to get you better results and far more satisfaction with your work.

**For more information about Intrinsic Coaching® go to :  
[www.totallycoached.com](http://www.totallycoached.com).**

**Tracy Siravo, MS, RD** is a Sports Nutritionist and Certified Intrinsic Coach®. Her sports nutrition coaching practice is based in Dallas, Texas. Tracy can be reached [Tracy@SportsNutritionCoach.com](mailto:Tracy@SportsNutritionCoach.com).