

Uncommon Sense for health & performance

5/7 Nutrition for energy, performance, and health

by Ollie Martin – 17 May 2023
for Nick Thomas Associates



Objectives

- Understand how to balance energy levels throughout the day for sustained performance
- To understand nutrition as part of a holistic approach rather than in isolation
- To help delegates build a personalised way of eating that aligns with their individual requirements
- To support optimising body weight

Ollie Martin

Human Performance Consultant

- Over 20 year health & performance coaching experience
- Background in professional sport (rugby) as both a player and management
- Author of two health & performance books
- BSc. (Hons.) Sports Science, CHEK Practitioner, American College Sports Medicine



Normality

versus uncommon sense

- 1.6 billion adults in the world are overweight and one in four adults (650 million) are obese
- 264 million people worldwide are chronically depressed, with Britain the fourth-largest user of antidepressants among wealthy nations
- there was little or no chronic heart disease before 1920, whereas it is now the biggest cause of death globally
- in 1900, one person in 30 would get cancer now, it is one person in two
- nearly 10 million Britons suffer pain on a daily basis, impacting their quality of life
- half of the UK's population takes prescription drugs – UK pharmaceutical sales £54.6bn [2020]
- medical error is the third leading cause of death (2016, BMJ)

Polls

Which is better for you

- Which is better – butter or margarine?
- Which is better – diet drinks or full fat?
- Do you read food ingredients labels – yes or no?
- Which is better checking calorie count of food & meals or focusing on type of food?
- Which is better high fat/lo carb or lo fat/hi carb.
- Do you 'eat to live' or 'live to eat'?
- Do you know how food makes your feel? Yes / no

Uncommon Sense nutrition

- Application not information - 40 mins to cover the worlds biggest subject
- KISS
- Keep it integrated
- Keep progressive - don't run before you can walk - 5 phases
- Are you a Panda bear?

Outcome

- Choose whatever food you want when you want
- Sustained awesome energy levels
- Dream weight/bodyfat
- Feel what is right for you without having to think about
- Enjoy food and life
- You have that animal ability – let's find it

5 Phases

1. Does the food nourish me? Eat food not food products
2. Personalise you diet
3. Quality not quantity
4. Fasting
5. Feel

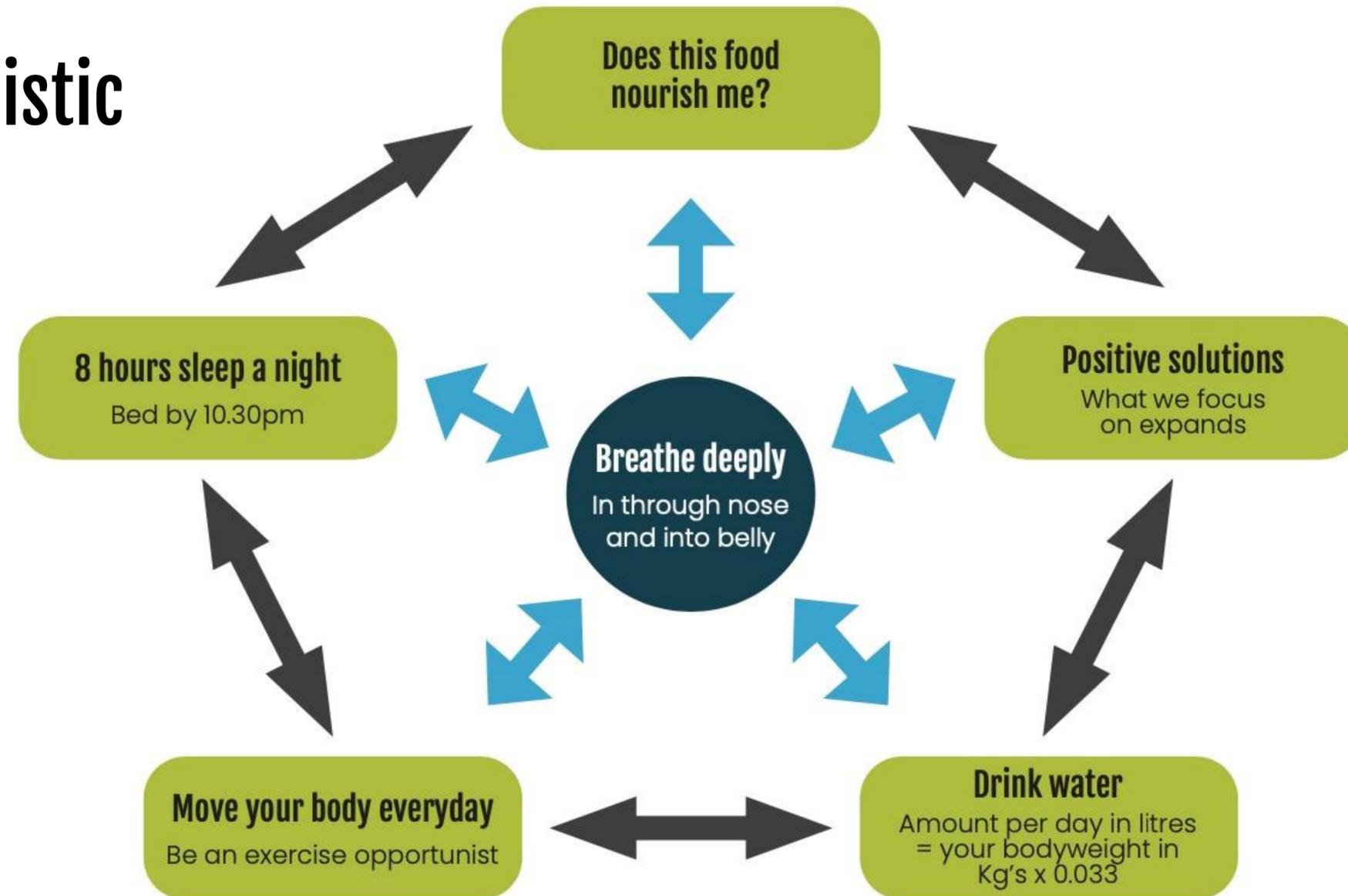
6 Action areas

daily modifiable

1. breath
2. thoughts
3. movement
4. food
5. water
6. sleep

6 actions

inter-connected / holistic



Autonomic Nervous System

Parasympathetic Nervous System (PNS) "Rest & Repair"

Regeneration
Immune system
Digestion & elimination
Rational & creative brain
Hormone regulation (e.g. sex and sleep hormones)
Thermoregulation
Blood sugar regulation

Sympathetic Nervous System (SNS) "Fight / Flight"

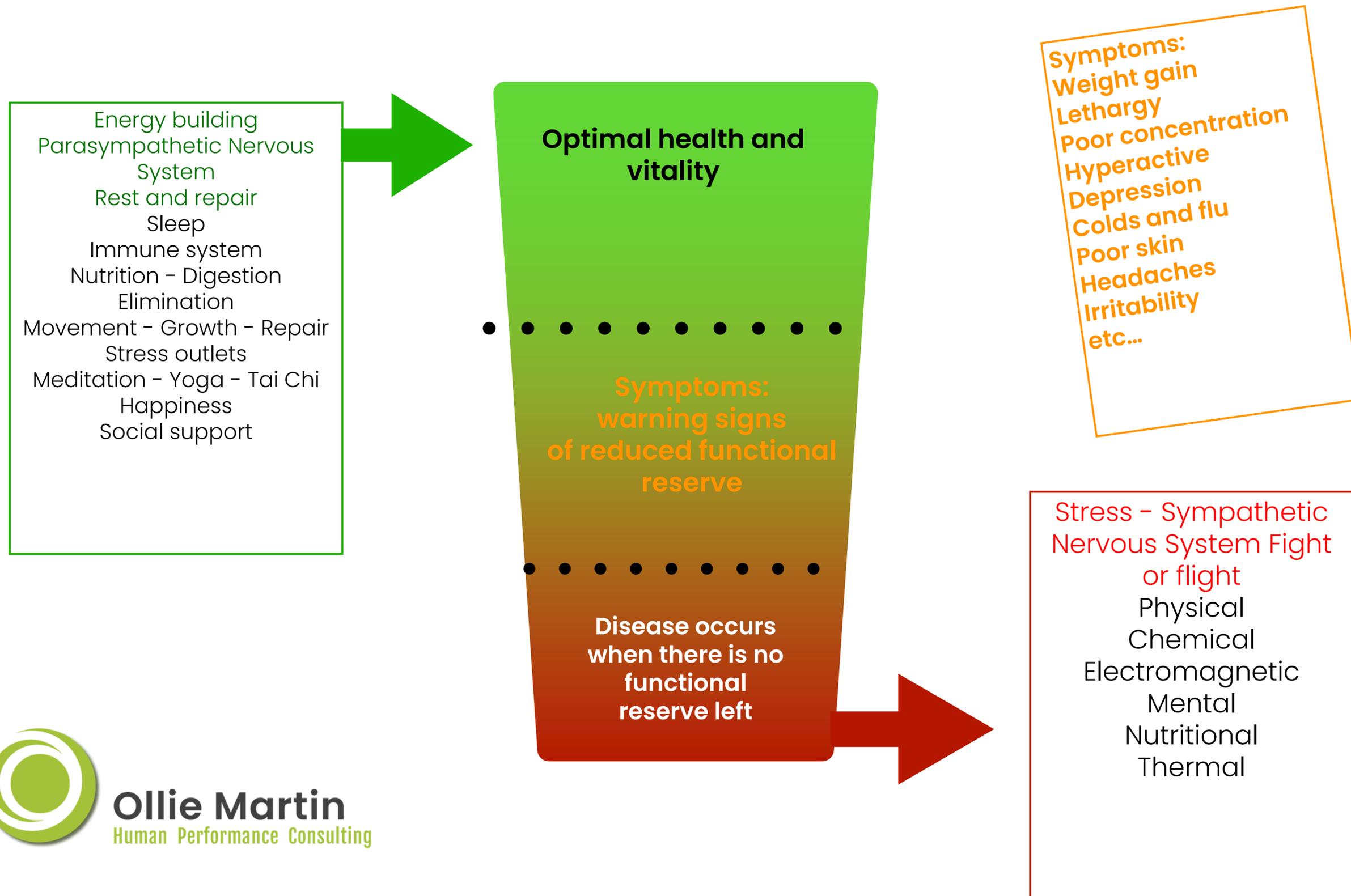
STRESS - immediate action - saves lives and get things done!
All blood flow / energy goes to muscles to fight or run!
Instinctive brain takes over
For occasional use only



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 **nick thomas**
+ associates

Functional reserve



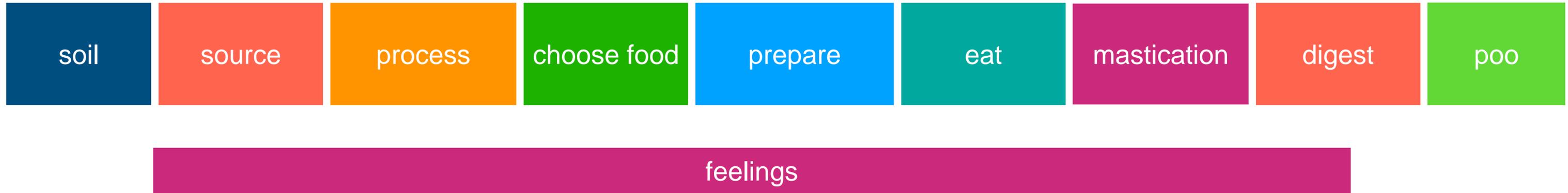
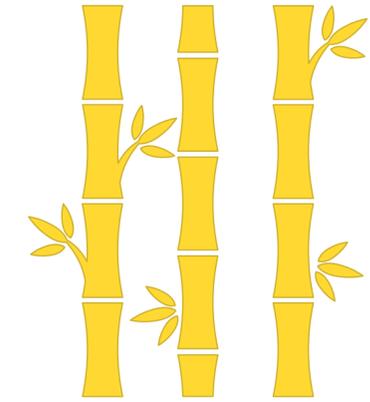
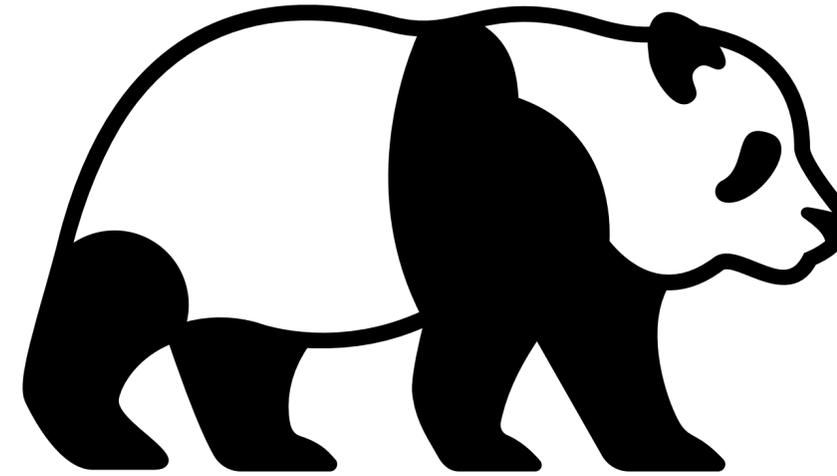
Irrelevance of calories

- 95% of people put back on the weight lost in a diet within three years – 90% of these people put on more- the only scientifically guaranteed way to put on weight is to go on a diet!
- A six-year study conducted on the US weight-loss reality TV show, The Biggest Loser found that most of the 16 contestants have regained much if not all the weight they lost so arduously. Some are even heavier now.

“What was surprising was what a coordinated effect it is. The body puts multiple mechanisms in place to get back to your (pre-diet) weight. The only way to maintain weight is to be hungry all the time.” Dr Joseph Proietto (University of Melbourne)

- Inaccuracy of label calories counts – average 30%
- You have to get healthy to lose weight, not lose weight to get healthy

where do you come in?



Butter vs margarine poll

Pure is Better!

Only natural ingredients
go into making our butter.



Ingredients:
Pasteurised cream from cow's milk
Salt



Ingredients:
Potassium Sorbate
Sodium Benzoate
Monoglycerides
Soya Lecithin
Citric Acid
Beta Carotene (colour)
Emulsifier (vegetable)
Artificial flavours
Interesterified vegetable oil
Water
Soyabean Oil
Salt
Buttermilk
Vitamins D3 and A
Vegetable Oil

Food vs food product



6 - 1.2 OZ (35g) BARS NET WT 7.4 OZ (210g)

Carbohydrate Choices: 1

Nutrition Facts
Serving Size 1 bar (35g)
Servings Per Container 6

Amount Per Serving	
Calories	170
Calories from Fat	80
% Daily Value*	
Total Fat 9g	14%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 150mg	6%
Total Carbohydrate 19g	6%
Dietary Fiber 2g	7%
Sugars 11g	
Protein 4g	
Iron	2%

Not a significant source of vitamin A, vitamin C and calcium.

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,100	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	30mg	30mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

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Biochemical individuality

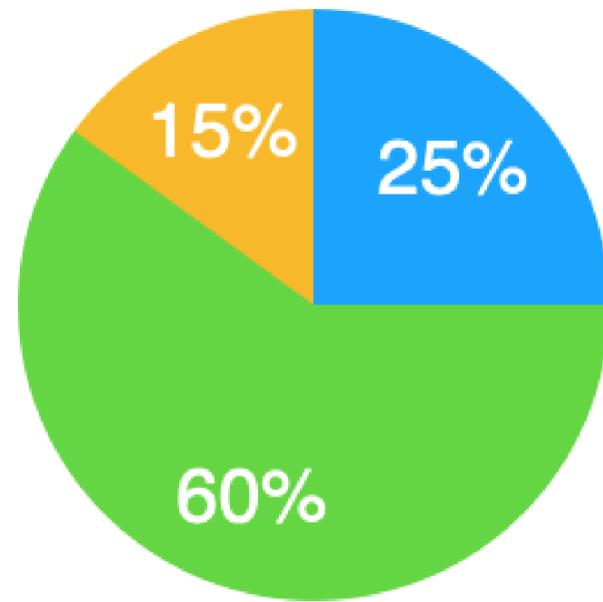


Biochemical individuality

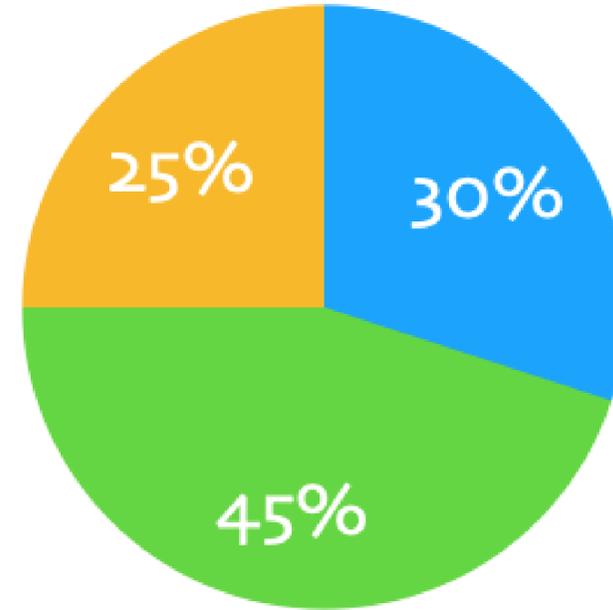
- Evolutionary heritage – Weston A Price
- Your current situation – physiological load / stress
- Temperature
- Menstrual cycle
- Monitor energy levels & poo

Biochemical individuality

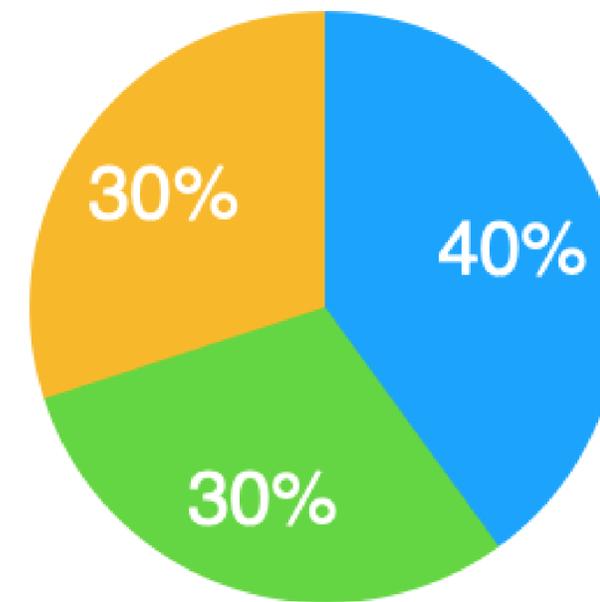
● Protein ● Carbs ● Fat



Carb Type



Mixed Type



Protein Type

Digestion & elimination



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Blood sugar regulation vs fasting

Blood Sugar Regulation

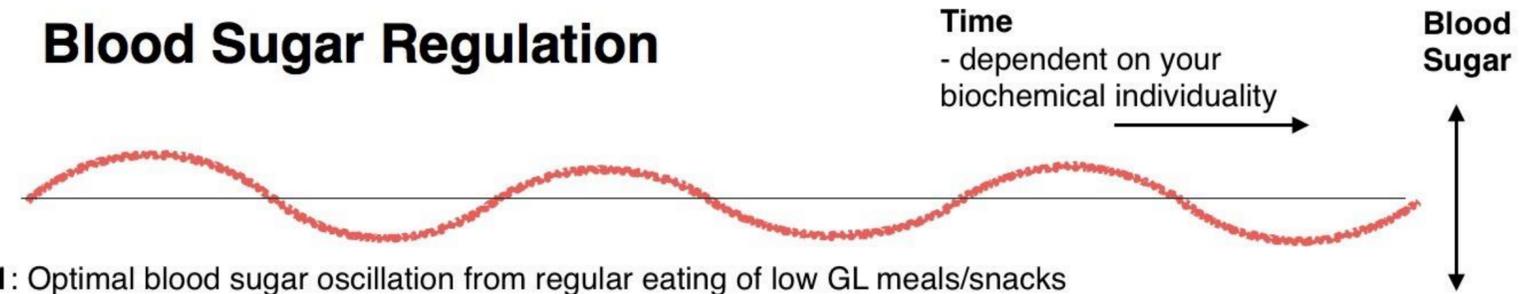
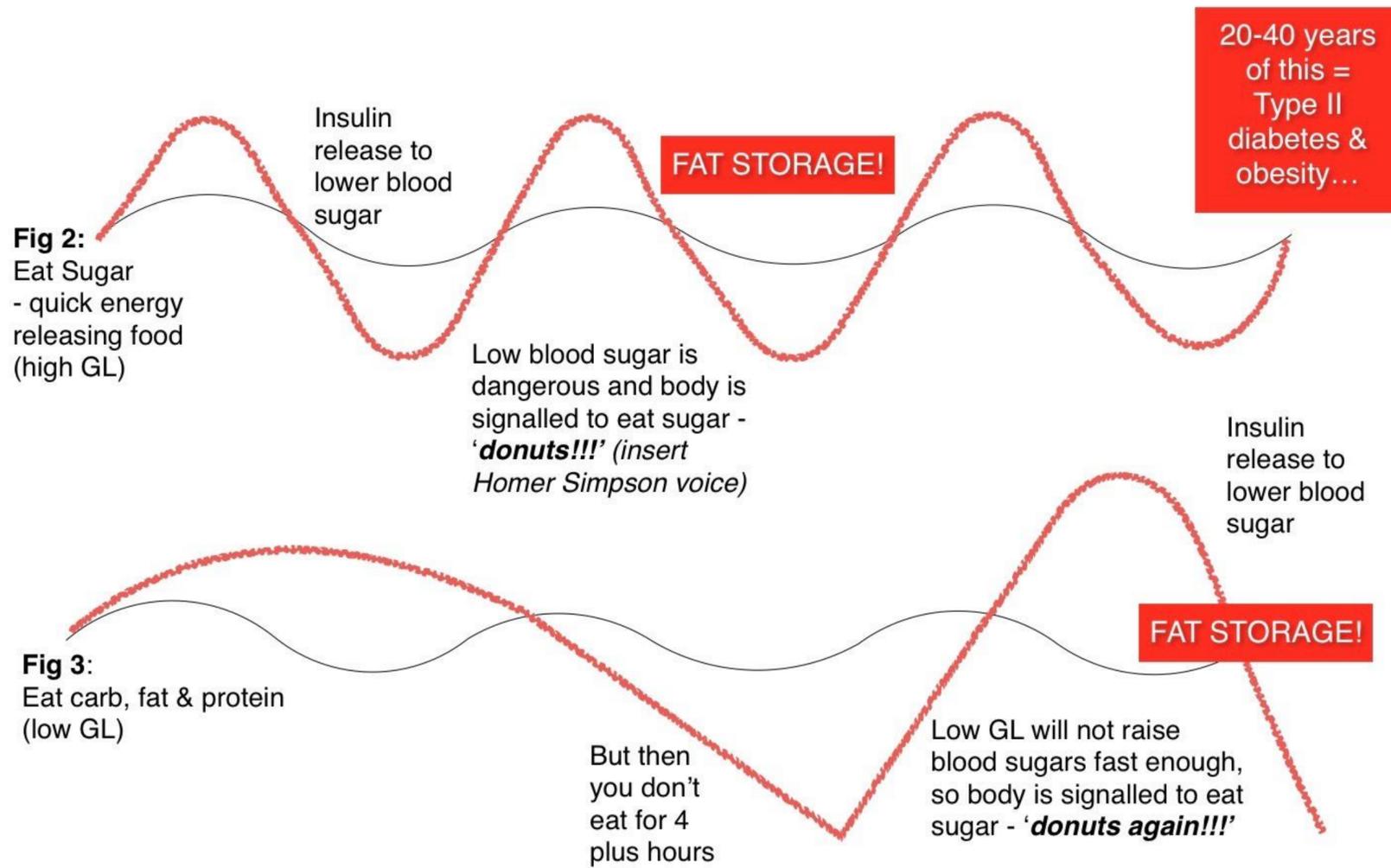


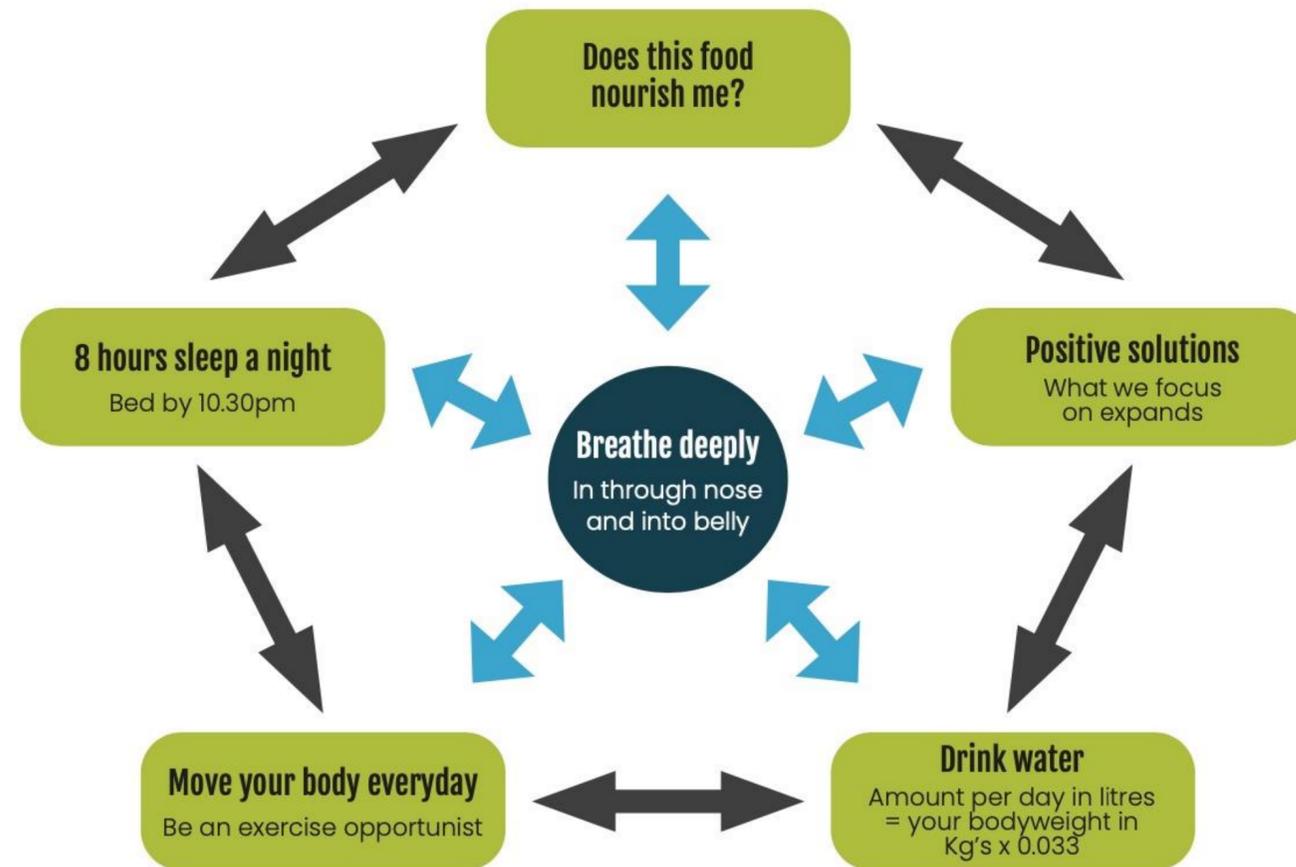
Fig 1: Optimal blood sugar oscillation from regular eating of low GL meals/snacks



5 Phases

1. Does this food nourish me? Eat food not food products
2. Personalise you diet
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6 daily modifiable actions for long-term performance

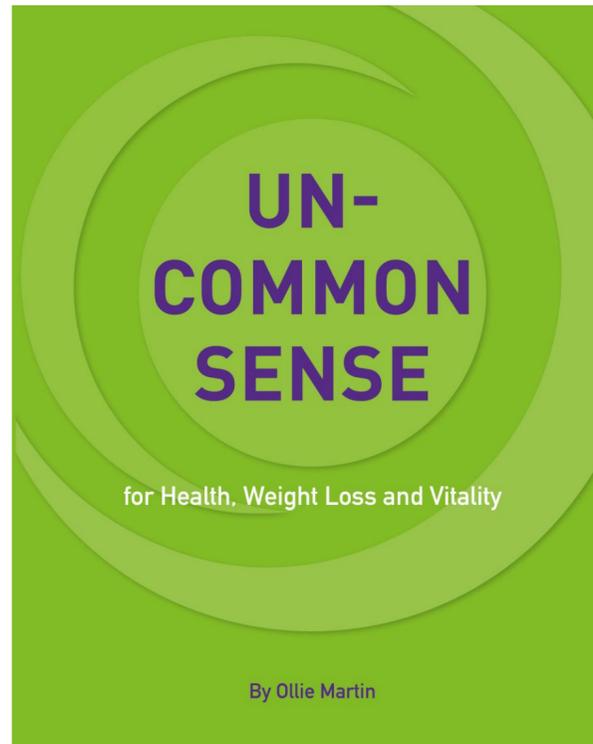


Objectives revisited

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Find out more

olliemartin.com



Available at
amazon



Ollie's seminar series

1. Uncommon Sense for health and performance – the six actions
2. Finding the right movement for you
3. Everyday Movement Sequence (EHS) for optimal posture, core strength and stress management
4. Live your Dream
5. Nutrition for energy, performance, and health
6. The importance of hydration for energy, performance, and health
7. Hack your circadian rhythm

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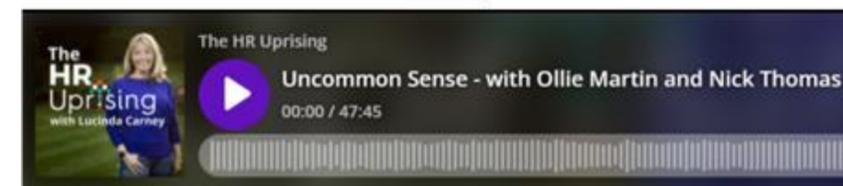
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