

# the VOICE



Volume 13, Issue 3

Our goal is to make CANNP your ultimate resource for all of your business support needs as you establish and refine your individual practice. We've continued to expand the offerings that we have for you every year and most recently, we have added some exciting new projects.

Have you heard about the Challenge and Accountability initiative? It grew out of a member suggestion in addressing the need for more mentoring support. The idea behind it is as it sounds — to challenge you to take on certain business growth tasks and then be accountable for your efforts with a teammate. Read more about it in this issue and consider whether this is something that would be beneficial for you in the future.

Power Hours are always a big hit and if you haven't participated in one yet, we encourage you to watch our e-news for upcoming dates and topics, and join in if you can. We have had some wonderful and informative speakers touching on a wide range of topics so you are sure to find one that will support you. We occasionally offer a Mentoring webinar, where we bring a panel of experienced practitioners together and you are invited to join us and hear how they run their successful practices. A great opportunity to have your questions answered.

The theme lately seems to be addressing

the tendency of new practitioners to hold off seeing clients for fear of not being prepared. Often we can get into a loop of continuing to prepare for client consultations without ultimately getting to the actual appointment. If this resonates with you, be sure to check out the recordings of our latest Power Hours, read the articles included here in The Voice and consider being part of the Challenge and Accountability endeavor.

Just as we regularly tackle the member benefit side of CANNP, we are also working on your behalf to increase insurance coverage for your clients and government reach out for acknowledgement of our profession. We are making strides with a large insurance company and are at the due diligence stage, so watch for updates. We have had confirmation from the Nova Scotia government that our efforts resulted in practice protection in that province and we have received government notification of progress towards our own NOC code!! All big wins for all of us. Your membership numbers help us achieve these goals.

So enjoy this issue of The Voice; read the informative articles, listen to podcasts in the podcast library and take part in Power Hours and initiatives to get the most out of your membership.

## Mentoring - Optional

On the topic of evolving. When CANNP began we thought wouldn't it be great if our Members were motivated to help one another? We made Mentoring, for just 3 hours a year, a requirement for renewal. With time we learned that, as much as we would love that, it was not realistic and so we made mentoring an optional requirement.



CANNP still believes in developing a strong mentoring culture — we try to pair people when asked, but in an effort to meet the demand, we have developed a Mentoring Round Table that meets a couple of times a year, open to Members, and we put together initiatives like Challenge and Accountability.

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## Pilot Program

CANNP launched a pilot program for 8 participants called *Challenge and Accountability*. The concept is to assist new Members to build a better business foundation and for established Members to revisit and refresh their businesses.

Participants are partnered virtually, and each receives a 2-month calendar of business related tasks, along with descriptives and prompts for said tasks. The tasks are short and easily managed, approximately every other day. Once completed, the pair are accountable to one another. This can be structured any way which works for the pair. Then two times in each month, we all meet virtually just to chat, review and answer questions.

To date those participating have found it to be very gratifying and helpful. Hopefully this is a project you want us to build upon!

Drop us a note if you want to be added to a wait list for next time [info@cannp.ca](mailto:info@cannp.ca)

## Power Hour Know-How

We do our best to make sure that those who have held a spot for a Power Hour have the link days before the event. If, on the morning of, you have not received it, we ask that you let us know as soon as possible. We would like to rectify the situation well before the start of the hour.

Also, remember that Power Hours do count toward your continuing education hours, so keep track.

We do attempt to record the Power Hours, with permission of the presenter, but sometimes technology is not our friend. This happened just recently and there was no way we could manipulate the recorded session so that we could share it. This is always disappointing to us but please know we are making a gallant attempt.

Lastly, if you can sign in on a timely basis, it is less disruptive to those in attendance. This is particularly true for those hours when we are presenting. We appreciate your co-operation.

## Power in an Hour

In celebration of our 15th year in business, CANNP developed 2 special Power Hours. We pulled together a lot of the business advice that we have shared over the years. These two hours were jam-packed with helpful information. We have found over the years that even the most established practitioners benefit from hearing the most important tips again and again.

Melanie Friesen joined us once again with a new Power Hour all about how to add more plants to your diet without necessarily becoming a vegetarian. It was great information which can easily be shared with clients. See page 4 for some of Melanie's tips. Melanie will be joining us in June to share her Meal Planning ideas.

We welcomed an NLP specialist who spoke about the Power of Words and Effective Communication. Dr. Yvonne gave loads of ideas as to how to better connect with your client. She pinpointed little adaptations such as tilting the head slightly makes you seem more approachable and friendly. It was a well-attended and impactful hour. Watch for Yvonne again this fall.

One of our favourite guests, Rebecca Liston, hosted a discussion around the need to perform and how perfectionism can get in our way. She acknowledged that staying on top of all the latest research, preparing protocols and meeting the immediate needs of clients can be overwhelming. It was extremely reassuring to those who were in attendance to know that the need to perform is part of the journey. You are not alone.

## Stop 1,000 Reasons Why

The status of the *1,000 Reasons Why* project has changed. Here is the latest update.

The strategy behind this initiative was to present an overwhelming response from the public, your clients, as to why they sought/use the services of holistic nutritionists. Our intent was to use this information to approach more insurance companies and government with a vast amount of data, that cannot be ignored.

This information is more important than ever! The insurance companies that we are meeting with are asking for data such as this to make coverage decisions. If you want coverage, then you need to help with this cause.

We are keeping and collating the responses we did receive and all is not lost!!! We will revisit it again in the fall and in the meantime, should you want to encourage your clients to participate, it is super easy and we have taken all the guesswork out.

We have a link on the home page of our site called "Take Action." Once the client clicks on it, the client is redirected to a very short survey asking for name, email, province and one simple reason — why.

To assist you in assisting your client, we have compiled a lengthy list of reasons which you and your client can choose from, or come up with one yourself. The list can be found in the For Your Use section of the site, once you log in.

Getting coverage is good for us as well as your clients so it should be pretty easy to entice them to help out.

### Please Note

CANNP is pleased to bring you many discounts and opportunities; we encourage you to use your best judgement and discrimination when choosing to participate. We do not endorse programs; we simply make them available to you as a benefit of membership. We appreciate the generosity of all our supporters.

The content of this newsletter is for the purpose of sharing information only. Readers are encouraged to investigate all ideas, products and/or services before committing to them. CANNP will not be held responsible for any adverse consequences resulting from the use of any information in this newsletter.

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### Nova Scotia — Saved!

For many years the CANNP has been championing the rights of Holistic Nutritionists across Canada.

One of the chief threats to the right to practice in Nova Scotia was a new Dietitians Act which threatened a complete ban on anyone, other than a Registered Dietitian, from providing nutritional counseling services.

The CANNP, with the help of our local members, industry partners, and lawyer Glenn Rumbell CANNP led a meeting with the Nova Scotia ministry to speak against the restrictions in this Act, and to argue in favour of the value of Holistic Nutritionists.

We are pleased to announce that we were successful! We have now received formal notification from the Nova Scotia Ministry of Health and Wellness that, in direct response to our submissions, they have implemented important changes to protect the rights of Holistic Nutritionists. Together we can make change happen.

### Prairie Naturals

Based on a Member request, we compiled a number of Canadian supplement manufacturers. We then proceeded to approach these companies and asked for a CANNP Member discount. Many responded positively and they are listed in the For Your Use section of the site.

We are pleased to welcome Prairie Naturals to our list, offering CANNP Members with a valid NNCP # a 25% discount. Code is in the Members Only area.

### Most Frequent Questions

**Q. Do I need to log onto the Members Only area to renew?**

A. The join/renew applications are on the [cannp.ca](http://cannp.ca) home page. You do not need to log into the members only area to complete the application. In fact, if you have inadvertently let your membership expire, you will be denied access.

**Q. Where can I find client insurance & tax receipt?**

A. Every welcome, and every renewal package, comes with a printed client insurance form. This form indicates the valid expiry date. You will also find certificate stickers in your renewal package reflecting your new expiry date. Be sure to watch for these.

**Q. Can I send you a listing of my upgrading?**

A. Sure send a list to [info@cannp.ca](mailto:info@cannp.ca)

### Free For the Asking

Every month we attempt to offer a free giveaway to our Members. Who doesn't want something for free — especially if it's super useful!

We compiled *30 Tips to Use Your Time Effectively*. Everyone can use a little help improving efficiency, especially as our businesses get busier and busier. Even if you adopt 2 or 3 of these tips, it may be very impactful.

The *Changing Habits* giveaway was very popular. It was intended both for you and for your reluctant clients who are having difficulty accommodating the changes you are asking for. It was based on the 3 R's — reminder, routine and reward.

To coincide with our Rebecca Liston discussion, we prepared a *Just Do It* giveaway. This one was built on the notion that we can prepare and continue to prepare and tweak and hone as a way of postponing actually opening our doors. It provided 8 great hints on how and why you need to just dive in. This is how you develop a basis from which you can constructively learn and gain insight.

If there are any topics that you would CANNP to tackle, please let us know. We attempt to be very responsive to the Membership.

### More Promising News

CANNP fulfilled a collaborative obligation to further our application for a separate classification of Holistic Nutritionist, separate from Dietitians, as a National Occupation Classification (NOC). This was a great step for our position to be clarified and now we wait for final results but it seems as though we may be classified with other alternative health practitioners. Stay tuned!

Sunlife is a company that we have been pursuing for years and they continue to see our position but make no substantive moves. We do however, have some promising meetings coming up. In the meantime, we do now have confirmation that should a client have the option through their employer of securing a Health Spending Account (HSA), the services of a Holistic Nutritionist can be claimed under this umbrella. Essentially this is a portion of the clients coverage which is non allocated to specific services but which the client can use for designated services of their choosing.

## Adding More Plants Can Be Easy

Melanie Friesen was our guest in a recent Power Hour all about how to incorporate more plants choices. Melanie calls it “plant forward eating.” The information she provided is ideal for you and to share/coax your clients.

She suggests to start by adapting the recipes you have and the foods that you already eat. Swap ingredients that you are already using, for example beans instead of meat in a tomato based sauce. Or add to what you are already doing, like add a new unexpected vegetable to your tacos. This way you are keeping the foundation of what you eat while enhancing the plant value.

Melanie suggest to start very slowly, particularly if you or your family or clients have always eaten meat as children. Do not promote a plant based focus. Acceptance will come with time and perseverance because it is as much a mind-set shift as anything else. Also, we all are aware of how important it is to avoid a healing crisis so going slow will be the only avenue to pursue for the long haul. Give the gut microbe time to adjust to this new way of eating.

Melanie shared a great deal of data proving that individuals tend to be deficient in fibre and not so much in protein. The trick it seems, is to ensure a wide variety of foods which results in a balance. For a salad, as an example, ensure a great dressing, a fat source like avocado and a grain source like farro, along with all the good green stuff.

She suggests that when you look at your plate you should see fibre, fat and protein, with the knowledge that the protein does not have to be animal based. Beans, nut and seeds can provide you with a significant amount of protein as well as iron and minerals.

Chickpeas, which she considers a neutral bean, are high in iron and if combined with vitamin C can be highly absorbable. Add chickpeas to soups, chilis, tacos and salads for an added boost of nutrition. In order to make access easy and encourage compliance, go ahead and start with cans of beans as opposed to dried beans. For best adaptability, Melanie discourages simply opening a can of beans and floating them on top of a dish and instead encourages incorporating into the prep of the meal.

Dried beans can come later, once you are more used to plant forward eating. They have no sodium, are not stored in aluminum and are often locally sourced. But, they are not as convenient for sure so for beginners, make it easy and accessible.

A sprinkling of nuts and seeds everyday will provide the three keys — protein, fibre and fat — and nuts can be amazingly versatile. You can make almond or cashew cream which can be frozen for later use. They can be added to almost any salad and can be a great grab and go snack.

Seeds — hemp, flax, chia — are powerhouses which can easily be incorporated into smoothies and baking.

Melanie also spoke about the advantages of plant based milks as a way of plant leaning as well as nutritional yeast as an option.

The big take away was that we don't lack for protein in a plant forward approach and if we take it slow, incorporating it a little bit at a time right into our daily life then we can move faster and as completely as we desire.

Please plan to join us with Melanie again in June for great meal planning ideas.

@melfriesennutrition (instagram)    melfriesen.com (website)

## Members Should Know

1. If there is something that you are interested in taking advantage for which there is a code or other access required — these items are in the Members only area, in order to protect the significant advantages CANNP has to offer.
2. If you want to reach us, the most efficient way to do this is vial email. We do our best to respond quickly, however phone messages will sometimes be significantly delayed due to volume.
3. If you have any suggestions or enhancements you would like us to look into, please let us know.
4. If your renewal expires, you are blocked from accessing the Members only area of the site; you are not included in the lists being sent to insurers monthly; and you will be removed from the Ready, Set, Chat forum. You must request to join again.
5. There are rules and regulations around what practices you can perform and what language you can use which vary from province to province. Reprimands from other health professionals do not serve us well as a profession. Please do not give the impression that you are a medical or other alternative practitioner.
6. We urge you not to share your NNCP number and personal details with non-clients. It seems that some insurers are experiencing fraudulent claims. It is imperative that we stay on the good side of the insuring folks.
7. If you have a client attempting to claim through GreenShield, please register yourself with them using this link <https://www.providerconnect.ca>. CANNP is under “social worker/counselor.” It will take approximately 7 days for the GreenShield system to update.
8. In order to better ensure coverage, always use the CANNP logoed document and be sure to use the words “Nutrition Counselling” as well as your complete NNCP identifier — letters and numbers. This is key!

## Stay Where Your Feet are Planted

The last 3 years have been unprecedented and frankly, tough. They have been tough socially, economically, personally. Stress, anxiety and worry can make it difficult to focus on the present. But those years are over!

Because reviewing the past can cause depression as you rehash things you did or did not do and looking to the future is where anxiety lives, the goal is to live in the present.

According to the wonderful Mel Robbins, this is where we have the greatest amount of control — this is where happiness can flourish. Happiness is actually not tied to the things you do or accomplish — that really doesn't matter. What matters is the attitude, the mind, the thoughts. Mel points out that only 40% of happiness levels are dictated by genetics — meaning that 60% is within your control.

Apparently, you can actually teach yourself to be present and therefore happier. Here is how it works.

First you need to catch yourself drifting into the past or future. 5-4-3-2-1 — once you do this you gain control. You are driving the ship! Then Mel advises to look for something, anything to “savour.” Something in that moment that you can be grateful for. She provided eating as an example. Instead of drifting in time, slow down and savour the food. Be grateful for it, for the person who provided it and acknowledge that.

So to expand your present happiness, simply catch, refocus and savour.

[https://www.youtube.com/watch?v=g9tG\\_Mrj90M](https://www.youtube.com/watch?v=g9tG_Mrj90M)

**Business  
Buzz**

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## Stand Out with a Simple Plan

Full disclosure — this advice has been communicated before, but it is worth repeating because it is that important for business success.

You need to develop a way for you to become both memorable and unique.

Here is a super simple plan.

Set yourself up to stand out both before your consultation as well as after — pre and post.

### Pre

1. Review. However briefly, go over the client file. Do not be that practitioner that doesn't review the file until the client is sitting in front of you, wasting the clients time and seeming uninterested. Familiarize yourself with their main concern and goal as well as progress with you to date. Have a game plan in mind with the notion that you may have to deviate. You want the client to walk in with the idea that you and he or she have a special relationship and you know one another.
2. Prepare. Given what you know to date, prepare something for the client to take away after your consultation. Find a relevant article for them or a supplement sample — something with your name on it that relates to your time together.
3. Personalize. While you will want to develop some boilerplate items to guide you through any consultation, be sure to pinpoint some way to personalize your consultation so that it is geared to the individual sitting in front of you.

Now carry-on with your personal meeting. Be sure to listen intently — often people just want to be heard and often they want to know that what they are doing is correct or that they are on a good path. Find opportunities to acknowledge gains made.

### Post

1. Follow up. Most professionals do not follow up. Let's face it, it is difficult to reach anyone on the phone let alone have them meet with you to discuss a project, either in person or virtually, and then check in to see how it went. Imagine if your health professional followed up with you — what would you think about that individual? You want to be that person!
2. Follow up. It is in your best interest to ensure that the client feels confident in the protocol provided and the only way to truly know this is to touch base after a few days — a quick email will do. Understanding and accepting what you have laid out will be the key to ultimate success for the client and for you.
3. Follow up. It could be the very thing that makes all the difference. A short call or personal email takes no time and will help to keep and your desires for your client top-of-mind.

## Confusion About Egg Language

Choosing a simple egg is no longer that simple! Here is a guide.

### Omega 3

This may be a source of EFA's for people who eat a limited amount of fish. The chickens who lay these eggs eat a diet enriched with omega 3 fatty acids.

### Organic

Hens do not lay these eggs in a caged area and in many cases are free to roam. They are fed an organic diet. Like all Canadian laying hens, they are not given any added hormones or antibiotics. If you see this as part of a marketing campaign, it is just a ploy since all eggs are free of these additions.

### Cage Free or sometimes Free Run

Laying hens are not caged and have free run of an indoor area such as a barn. There is potential of the hens being overcrowded and having limited outdoor access.

### Free Range

These hens are not raised in cages either but unlike Cage Free, they have access to the outdoors. It is difficult to know how regulated this access is and it is difficult to control what the hens are consuming outdoors, in addition to quality feed.

### White or Brown

Both supply quality protein and other nutrients. The colour of the shell is determined by the breed of the chicken. The colour of the yolk does not indicate quality or freshness but indicates the kind of bird and what it was fed. Wheat based feed leads to a paler yolk while corn based feed produces a richer yellow yolk.

## Navigating [cannp.ca](http://cannp.ca)

When you think about a website — think of it like a book. The title of our book is CANNP.

There are **chapters**, and within the chapters are the **paragraphs** and then **sentences**. Words make up the sentences.

**Home:** the entire chapter menu and quick access buttons

**Join:** [Qualifications](#), [Application](#), [Insurance Application](#)

**Renew:** [Qualifications](#), [Renewal Application](#), [Member Renewal Advantage](#) (earn discount on renewal Membership)

**Learn More:** [Benefits](#) - [Insurance](#), [Designations](#), [Business Tools](#) (Professional options, TrueView) [Research Tools](#), [Interesting Products and Services](#)  
[Recognized Programs](#)  
[Q & A](#)

**Take Action:** (1,000 Reasons Why initiative)

**Open House:** (for when we pull back the CANNP curtain)

**CANNP Store:** (login access for optional purchases)

**Member Login:** [Insurance](#) (information on E & O, extended health, coverage of services, 1,000 Reasons Why)  
[Business Tools](#)  
[Research Tools](#)  
[Podcasts and Power Hours For Your Use](#)  
[The Voice](#) (present and back issues)

## Book Review

### Histamine Haven

#### The Essential Guide and Cookbook to Histamine and Mast Cell Activation

by Tracey Reed and Luka Symons

Histamine reactions are a complicated issue and if you are one of the unfortunate people who experience allergic reactions, histamine intolerance or mast cell activation, you know how difficult it can be to find a way forward.

Did you know that foods can be high or low histamine? If you knew that, have you been confused about the lists of foods online with contradicting information? How do you possibly determine which foods are safest and which ones to steer clear of?

This book is designed to be your guide to establishing homeostasis, calming these reactions, and feeding yourself in safe and comfortable way.

Both of the authors have first-hand experience in living with histamine issues and have designed this guide book as one-stop-shopping for those wondering, "what can I safely eat and how do I prepare it." It really is an all-in-one resource.

The book starts with an in-depth look at the latest in histamine research so that you have a foundational understanding of how the body is reacting. The second part offers empowering lifestyle tools to help manage symptoms including questions to ask your doctor.

The final section deals with everything you need to know about food. It shows you what you can prepare in order to keep histamine and mast cell triggers low. There are over 140 recipes in the book with information on swapping out ingredients, and increasing flavour. Just because it's therapeutic, food doesn't have to be boring.

Recipe work arounds are offered for those menu items you love to have that may have been off limits, such as tomato sauce, pesto, pizza, and even bread.

There is an extensive meal plan so that you can batch cook and plan in an organized way. As well, you will find informative hints on eating out and travelling.

Tracey Reed states, "Diet can profoundly help you reduce symptoms and improve your quality of life — few people realize you can use diet to reduce almost any symptom, regardless of condition."

So if you find yourself or a client in need of some histamine support, rest assured that the easy to use guide will be a lifeline.

## Science Catching Up

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A study published in *Cell Metabolism* found that diet alone may be more effective in easing conditions like diabetes, stroke and heart disease than drugs. This is good news for our industry! The study found that nutrition had a greater impact on aging and metabolic health than 3 commonly used medications. Though drugs which work along the same biochemical pathways as food, actually inhibit the effect of healthy foods as opposed to working with the nutrients. The conclusion from this is that people would actually improve metabolic health if they improved their diet rather than taking medication. "Diet is a powerful medicine. However, presently drugs are administered without consideration of whether and how they might interact with our diet composition ...," said Professor Simpson. <https://www.sciencedaily.com/releases/2021/11/21/116103107.htm>

*The Journal of the Alzheimer's Association* published a large scale, long term study which shows that multivitamin supplementation for older adults may slow cognitive aging. The study tracked 2,263 people 65 years and older for three years. They noted that use of this supplementation appeared to slow cognitive aging by 60%. While they claim more study is required, and medical professionals need to be consulted, this may show promise as a low cost and effective means of warding off decline. <https://www.theguardian.com/society/2022/sep/14/daily-multi-vitamins-may-improve-brain-function-in-older-people-us-study>

A US report by Frost and Sullivan set out to determine if health costs can be saved via the use of supplementation. Health costs are soaring Stateside so proving this would be extremely helpful. In Canada to offset increased costs, we seem to be losing coverage of services so this is equally relevant. As it turns out, supplementation can save costs in health services quite a bit. Over the period from 2022 to 2030 it is estimated that use of some B vitamins may save \$109 billion in cognitive decline. Supplements to help with macular degeneration may save \$959 million and probiotics could save \$110 billion in curbing IBS related costs. <https://www.crnusa.org/Supplement-Savings>

We know that vitamin D is helpful for bone health but it can affect heart health as well. A study in the *European Heart Journal* shows that individuals with a vitamin D deficiency are more likely to suffer from heart disease and high blood pressure. Participants with the lowest levels of vitamin D were at risk of heart disease that was more than double compared to those with adequate levels. Severe deficiency is rare and supplementing vitamin D is inexpensive and readily available. Get a little sunshine when you can! <https://www.sciencedaily.com/releases/2021/12/21/206113025.htm>

A study published in the *JAMA Network Open Journal* seems to indicate that children will eat more fruit and vegetables if families take more time at the table. Based on 50 pairs of parents with 50 eight year old children who were studied, the children ate about 10 grams more of the healthy choices by staying at the table only 10 minutes longer — 30 minutes in total. Researchers also noted that the longer meal time did not lead to more consumption of cold cuts or bread or even dessert. They assumed that the bite sized presentation of fruit and vegetables were easier to eat and more enticing. <https://www.sciencedaily.com/releases/2023/04/230418101408.htm>

## www. Wild, Wacky, Wonderful

### **cheatography.com**

Love this site!! You can absolutely get lost in it and find pretty much anything you want. These are pdf, downloadable "cheat-sheets." If it is helpful to you or your client, they are available in a number of languages. There are 18 pages under the home and health category and there are loads of other categories as well. There are topics like what to pack to travel or to take to the hospital when you are in labour. There are sheets on medications and anatomy. There is a sheet on understanding food jargon featuring explanations of, for example, free range and cage free. There is even one on ways to use chickpeas! It is a fun one to check out!

### **yummly.com**

CANNP has secured some fabulous subscription meal planning opportunities but this is one we found that you might also want to check out. It does have a free trial period but not a ton of bells and whistles. You can find recipes within certain parameters and you can meal plan within certain diet types. We love our meal planning partners but if you just want to dip your toes in take a look at this one as a start.

### **sketch.metademolab.com**

This for sure gets our wacky place this issue. Basically you download an image and with a few simple steps you can animate the image. The site seems to suggest it be used for a drawing by a child, a person for example, which it will then animate so that it runs across the page. It seems to be quite limited but for those of you with little ones it may be a lot of fun. It is not sophisticated by any means but it sure is cool!

## NLP and Power of Words

from Yvonne Oswald Power Hour

Yvonne Oswald was a recent Power Hour guest and her focus was the power of words and body language.

We thought we would highlight some of what we learned from her here.

### High-Energy Words

Yvonne believes that we need to abandon all low-energy words and replace them with more positive words. She gave several examples of how to switch this around. In particular, she spoke about almost giving up the word “no” from the vocabulary. Instead she suggests saying, “if this happens then that will be the result.” With her own daughter as a child, she would designate certain actions as “non-negotiable” — like holding hands when crossing the street.

She says that as much as it is important to pay attention to your own words, it is challenging to catch yourself with low-energy words. It works best if you work with a partner and call one another out as required. By doing this you are teaching the unconscious mind which words to delete.

The results can be surprising and can cause you to think differently. When you get used to using high-energy words your language gets very efficient. With practice you will automatically delete the low-energy words. That said, Yvonne says there is a place for “venting” either by you or listening to others, when lots of low-energy words are allowed! “May I vent for 10 minutes?”

### Body Language

Yvonne says that 55% of our communication has to do with body language and she provided some quick and easy tips on how to improve your body language approach.

The first is when greeting someone, present a raised eyebrow. It tends to open the eyes wide and be more inviting. It makes the person you are looking at feel “warm and fuzzy!”

The second part to this greeting approach is to tilt your head slightly, or maybe a lit-

tle bit more. Yvonne says the more you tilt, the friendlier you look.

Finally she says, show your teeth — a nice big and genuine smile. She says this combination develops instant rapport.

At conferences she will often work the audience beforehand, introducing herself using the techniques above and offering everyone a compliment. When she takes the stage, everyone is smiling back at her as though they were old friends saying, “She spoke to me earlier.”

### Complimenting Others

Yvonne says this element of offering genuine complements counters our inbred programming to look for the negative. Instead we are searching for something good and positive. What is really interesting is that the unconscious brain of the complementor thinks that you are talking about yourself. The unconscious brain has no way of knowing anything different.

### Believable Hand Gesture

It is common sense that gesturing and body posture differs between men and women.

When there is something that seriously needs attention and you want to get it, it is important to not be too wishy-washy or too forceful. Yvonne instructs that the best way is to put your hands in front of you, about chest height, in a neutral posture, as though you are smoothing out a tablecloth from the middle outward. “I have something for your consideration.”



Yvonne says that this is neutralizing action and is very effective.

### Goal Setting

Yvonne spoke about the effect of completing an established goal when goal setting. She insists that identifying the tiniest of goals is the key to success. Practitioners have a tendency to always up the ante, raising the bar, making reaching success difficult. Instead Yvonne believes that small achievable goals allow the unconscious mind to imagine getting the prize. She says if your client thinks they can manage adding 2 salads a week, then make that a goal. If they eat 3 per week then don't move the goal post but instead say, “You have reached your goal and have a bonus salad.” This way your client is always achieving and feeling really good about what they had done.

Determine the scope of the goal with your client, watching their body language as you narrow down what is to be achieved. In particular look for a congruent head movement. Sometimes a client will say yes to something but their head is shaking no. She says when you can get the client to the point that they are looking off into the distance, then they are imagining whether that goal can be met — you are on the right track.

### Gratitude vs Accomplishment

Yvonne is not a big gratitude person but instead thinks we can benefit from tracking our accomplishments each day. She says again, to start with the simple, small ones. Once you have 3 written down, others will flood into your consciousness. Writing these down will help make you feel good and will ease anxiety which she says is from incompleting tasks. By the very nature of anxiety, being future based, easing to completion is a challenge.

To further ease anxiety, imagine the task completed and step out of yourself to view it as done and successful.

Disassociating from the actual task will clear the anxiety.

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