

The Strong Kitchen Goal Setting Guide

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We know nutrition can be confusing. There is so much information, conflicting advice and suggested diets that just *choosing* something to work on can be hard!

We're here to tell you that nutrition plans don't have to be complicated, nor should they be for most people. So we decided to create a 4 step approach to creating your own easy to use system that makes getting results simpler and more realistic.

Most people simply need the following:

1. Simple, straightforward guidelines
2. Making sure you have the skills and tools to implement habits and changes
3. Enough education to understand the process

Here's the process we'll take you through:

1. Goal setting- Lets create clear goals that are measurable, time sensitive and can be broken down into practical daily habits and skills
2. Goals -> Skills -> Habits – We need to break down your goal into a skill that you need. That skill is made up of daily habits and practices that support that goal
3. Food Education – Making sure we have a basic understanding of what food groups/sources like protein, carbohydrates, fats and fiber are
4. Implementation- Deciding what habits we work on first and in what order. This builds your nutrition plan and does so in a way that is measurable, time sensitive, clear and simple to implement

Are you ready to make a change? Let's work on this step by step. Don't skip ahead in the process and follow steps 1 through 4 to create your own unique and achievable nutrition system!

1 – Goal Setting

First, let's pick a goal. We need something clear, measurable and time sensitive. "Lose body fat" does not meet these criteria. A better goal might be, "drop two waist sizes in the next 4 weeks".

Now we've got a clear and measurable goal and a set amount of time to work on it. Remember that not all goals are easy to achieve in a pre-determined amount of time, but a timeline will keep you on course. Just be realistic. One week is not enough time to see something measurable and a year might be too long. Anywhere from 4 to 12 weeks is a great amount of time. Otherwise each goal is too lofty or minute.

At The Strong Kitchen, we love big goals. Having truly awe inspiring and life-changing goals is fantastic and should not scare you away from setting them. But remember that there are plenty of other goals along the way that create a "stair-step" approach to a bigger outcome.

How To Set Successful Goals

If your ultimate goal is to lose 100lbs, bench press 350lbs, run a 6 minute mile or get a visible six-pack; that is awesome! But remember you've got to lose 20lbs, bench 200lbs, run an 8 minute mile and have a two-pack before any of those other things happen. So we simply break down a Long-Term Goal into smaller goals so we can have success along the way, rather than just one giant determinant of success at the end of a year or multiple years.

Example:

Long-Term Goal: Lose 100lbs

Short-Term Goals: Drop 4 pant sizes, lose 10lbs, do a bodyweight pushup from the ground, walk a 15 minute mile, do a 15 minute exercise circuit every day, touch your toes, hang from a pull-up bar for 30 seconds

2 – Goal -> Skill -> Habit

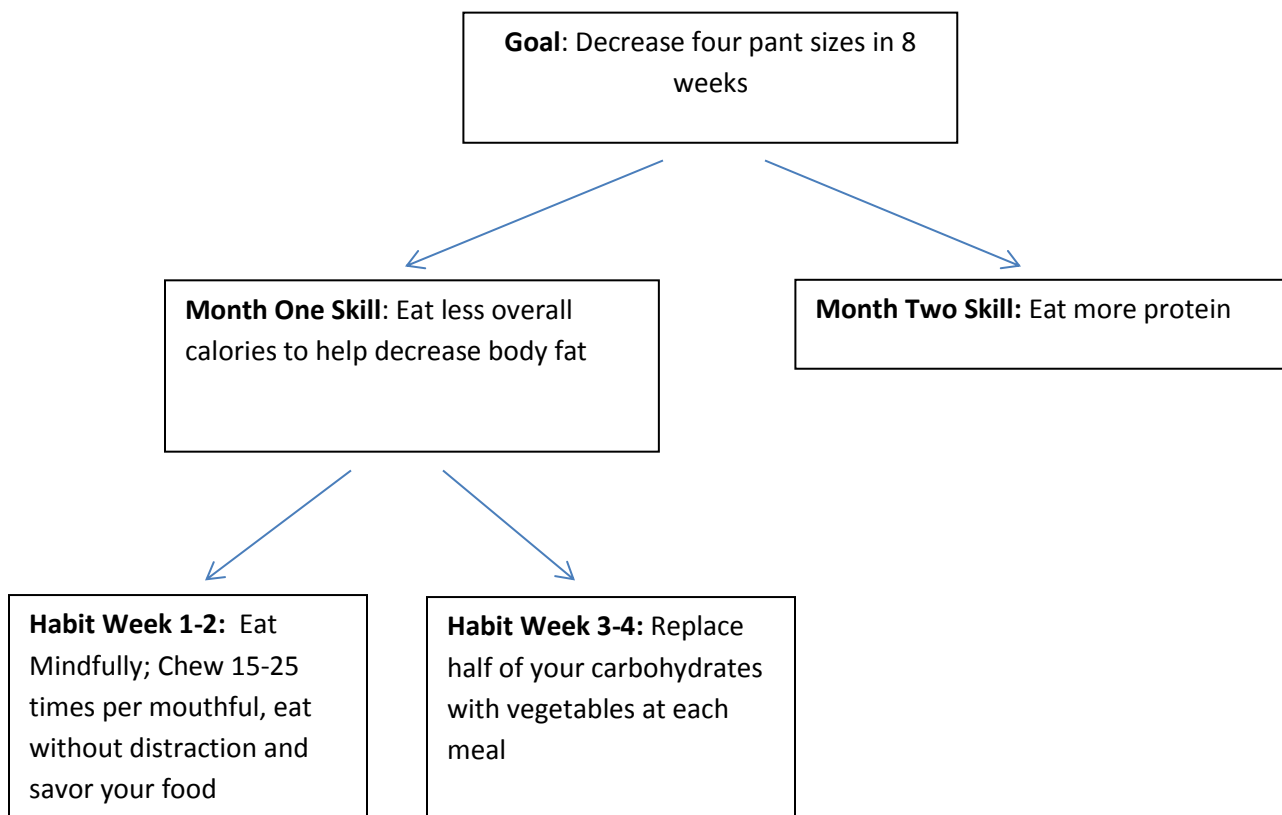
Remember, we are going from Goal to Skill to Habit.

Goal: Some measurable objective you would like to see changed

Skill: A developed trait that directly supports that Goal

Habit: The daily practice that creates your Skill, two weeks in length each

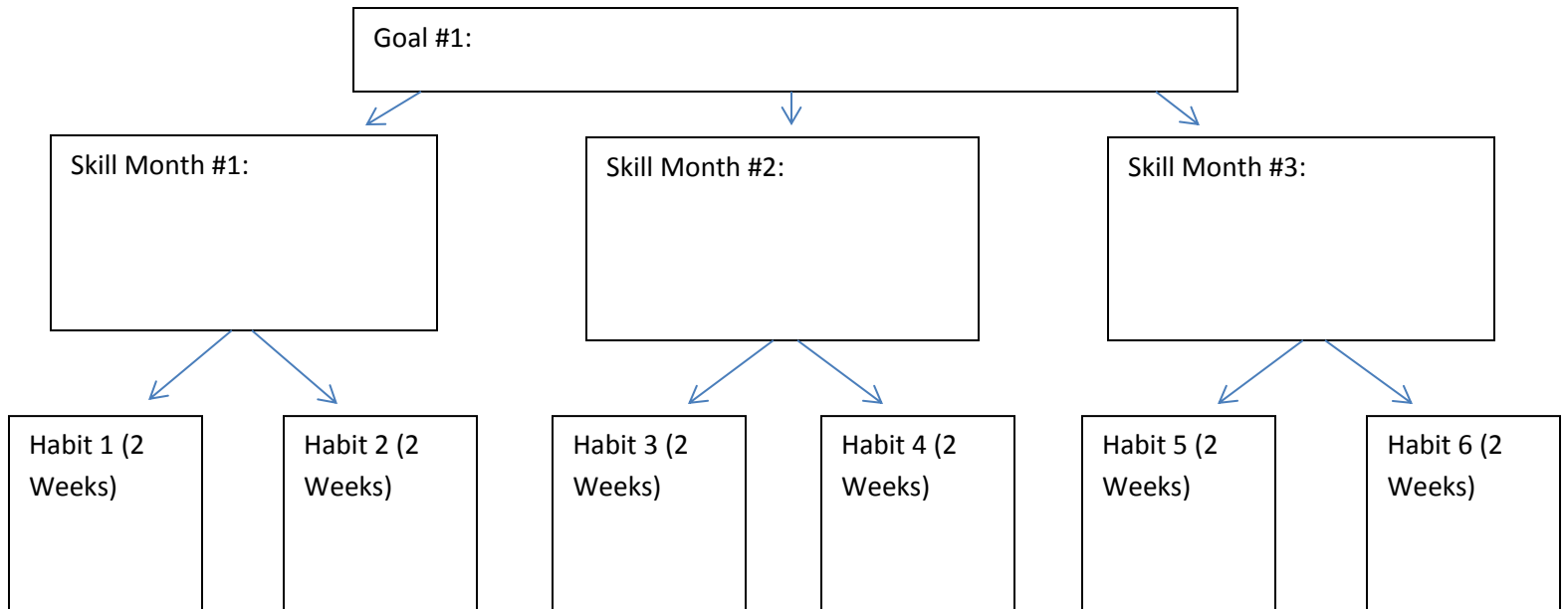
Here's our example:



How did we do this and where can you create your own Goal worksheet? Follow these simple steps!

Creating a Plan

1. Pick your goal - Remember from above we want something 4-12 weeks in length that is measurable and specific
2. Choose your skills – This is where you need to do some self-assessment and brainstorming. What skills do you need to help your goal? Portion control, eating regularly etc. Try to think of one or two skills for each goal
3. What habits can you practice that build your skill? These are your daily habits/practices: simple, straightforward things you do daily that directly influence your skill. Give each habit two weeks
4. Measure and assess- Keep track of your weight, measurements, how often you practice the habit so you can honestly assess if you are progressing or not. Make sure to choose goals, skills and habits you are a 9 or 10 confidence level (out of 1-10) that you can do. If not, choose a simpler one until you are confident



3 – Food Education

Food Sources

Since we're all about education, it helps to ensure clients actually *know* what a protein, carbohydrate or healthy fat is. If you aren't sure or want some clarification, check this list below for great choices for different food sources.

PROTEINS

Lean red meat
Salmon
Eggs and Egg Whites
Protein supplements (whey, milk, vegan)
Chicken Breast or boneless/skinless thighs
Ground Chicken or Turkey
Turkey Breast
Canned Tuna
Ground Lean Beef
Pork Loin

VEGETABLES

Tomatoes
Cruciferous vegetables (broccoli, cabbage, cauliflower)
Root Vegetables – Squash, carrots, parsnips, turnips etc.
Cucumbers
Green Beans
Zucchini
Beets
Greens – spinach, kale, collards etc.
Eggplant
Peppers
NOT POTATOES (a veggie, but starchy)

HEALTHY FATS

Raw, unsalted mixed nuts
Avocados
Extra virgin olive oil
Flax seeds (milled)
Low Fat-Cheese

STARCHY CARBOHYDRATES

Mixed beans
Quinoa/Oats
Sweet Potatoes
White Potatoes (roasted or boiled)
Lentils
Bananas
Apples and Pears
Oranges
Berries
Tropical Fruit
Low-carb wrap
Lavash Wrap or Pita Bread
Whole Grain/Ezekiel bread

Portion Size

What makes a healthy meal? Is it the right food, the right meal timing or the right portion size? If you are generally selecting whole, unprocessed foods such as the ones in the list above, portion size should be your focus.

How many meals a day?

We recommend three to four per day on average. Three is the minimum simply to do the following:

1. Ensure you eat enough daily protein
2. Balance your blood sugar and energy

From there, it's really just based on preference, with four being the average. Remember that meal frequency will change based on schedule, meal availability, hunger and mood so don't hold your self to one set number of meals if things don't always go as planned.

What makes a good portion size?

Portion size should be related to body size. How much you exercise, your job, age, sex and genetics all play a role, but the most important aspect is body size.

The easiest way to do that is judge portion size based on hand-size. Here's our hand-related portion sizes. Women usually start with one of each per meal and men start at two.



4 - Implementation

What Kinds of Habits Should I Practice?

How do you know what to change if you aren't sure what to do? Here's some of our most important habits, make sure you compare what you are currently doing to these – use these as ideas for the skills you want to develop to support your goal

1. Eat a protein-dense food at each meal
2. Eat vegetables at each meal
3. Prioritize fibrous carbohydrates and fruit over simple sugars
4. Eat healthy fats at each meal
5. Drink 6-8 glass of water a day
6. Eat mindfully
7. Exercise 4-5 times per week
8. Eat breakfast
9. Eat 3-4 complete meals a day
10. Make sure snacks include protein
11. Keep a food journal
12. Take a multivitamin and fish oil
13. Replace half of all starchy carbohydrates with vegetables
14. Eat most of your carbohydrates post-workout
15. Keep a goal setting worksheet

These are all great habits and daily practices you can use to build skills like managing carbohydrate intake, eating more protein and veggies or exercising regularly.

Start here to assess what you are missing and then plug it into your Goal setting worksheet.

Need more help? Coaching is a huge piece of the puzzle.

Email thestrongkitchen@gmail.com for information regarding personal coaching or join one of our [6 Month Coaching Groups](#), where we build nutrition habits and success together from the ground up.