

# Licensed Practitioner

## Schedule May - December 2024

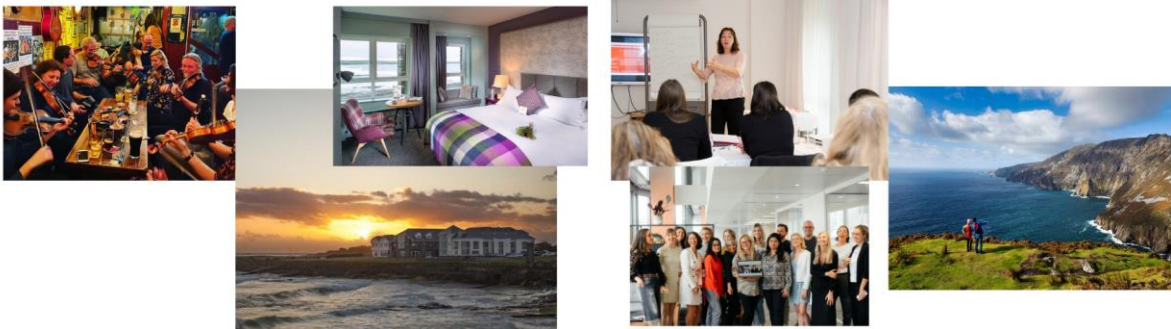
12 - 18 May 2024 - In-Person Intensive Week

Part training intensive, part business development bootcamp, we spend the week together to:

- **Introduce** the Eating Freely model and program to you - how it works clinically.
- **Show** you how our Done-For-You programs and offers will fast track your practice growth
- **Guide** you to set your 1, 2 and 3 year intentions for your business
- **Engage** in experiential exercises to ensure you are ready, inside and out, to intentionally start a journey to growth and success!

This is a unique opportunity to be trained in-person by Emma Murphy, our founder and CEO, who stepped back from training several years ago to focus on running our organisation.

<https://www.armadahotel.com>



### To Do ....

Book flights to and from Ireland, to arrive at the Armada Hotel on Sunday 12th May. You may want to arrive a day or two early and see some sights in either Dublin or from Ennis before arriving to the Armada on Sunday 12th. American Airlines and Aer Lingus fly from most US / European destinations.

**Airports:** Dublin or Shannon

**Transfers:** From **Dublin** you can pre-book a bus on [flightlink.ie](https://flightlink.ie) to bring you to **Ennis**, or hire a car if you wish to have transport during your stay.

From **Shannon** you can take a bus or taxi to Ennis, or a taxi direct to the hotel if you wish.

**Once we know everyone's travel arrangements, we will provide a transfer bus from Ennis to the hotel.**

Pick up time and location TBC.

**We depart on 18th May**, and you have a full two weeks to begin working with your first case study client(s), with full session-by-session support and guidance on the Online Portal AND from us and your group via the Slack Channel.

Please see the attached schedule for full details of what's happening during your week.

## **27th May - 16th Aug 2024 - Clinical Training Support**

12 weeks of support and deeper training as you begin working with clients and delivering the Eating Freely Program. Comprehensive online modules, all handouts and resources and ongoing support from your Study Buddies and our dedicated Slack channel.

**Friday 31st May - Friday 16th August** Weekly 90 minute live group calls.

**Weekly live calls** 10 - 11.30am EST, 7 - 8.30am PST, 3 - 4.30pm GMT+1

Practitioners must attend a minimum 10 of the 12 training calls live, calls are not recorded.

**You will begin working with 1-2 paying case study clients straight away, and can easily have 5-8 paying clients on your new specialist program by the end of this 12 weeks.**

## **10th June - 26th August 2024 - The Business of Coaching**

1 Developing your specialist packages, offers and pricing structure

2 Defining your 'Aligned Client' and crafting your communication to ensure you speak directly to them

3 Systems for success - leveraging technology to make marketing and selling easy

4 Putting yourself out there - challenges and tasks to get comfortable with showing up and speaking to your Aligned Clients!

Every two weeks you will have a 2 hour live call with Denise Wogan, Licensed Eating Freely Practitioner and Mindset Coach. Between live calls, you will be expected to implement key marketing and business systems and supports for your practice. You will be buddied up with a partner in your group so you can both help each other and keep yourself accountable.

Between weeks 3 and 8 there will be an additional 3 live group calls for the practical support you need on implementing systems and automations - from learning how to use Canva and Chat GPT for content, to setting up sales funnels on your website - and lots more. These calls are facilitated by the Eating Freely Tech Team.

The time and day that suits the majority of the group best will be decided on the residential week.

All group calls for this program are recorded and made available indefinitely.

## Sept - Dec 2024 - Practitioner Connect Calls

Each month, our international network of Licensed Practitioners have the opportunity to connect on a live group call. Discussions on best practice, role play, case studies, hot seats... it all happens here!

**Dates:** 27 September, 25 October, 22 November, 20 December. All calls are at 10am EST/3pm GMT

### Practitioner Feedback!

*The Eating Freely training course is one of the best I've ever taken. The teaching provided by the therapists, coaches and nutritionists was top-notch - insightful, practical, and delivered with so much compassion.*

*As a coach, I started applying the tools I learned with clients during the training, and they experienced huge breakthroughs, a testimony to the power of what I learned in this training. And as a physician, I appreciated the evidenced-based nature of everything we learned and the expertise demonstrated by the instructors.*

*I wouldn't hesitate to recommend this training to both physician and coach colleagues working in the binge eating space.*

**Michelle Tubman, ER Physician and Health Coach - Alberta, Canada**

### Chrissy Shuey Nutrition Coach KK Wellness

What I love about this program is taking the weight loss component out of the picture, clients immediately feel a sense of ease with this.

I myself struggled as an anorexic years ago. There is so much of this program that hits home with me, and I feel I can reflect back to my clients to really help them in their binge and emotional eating struggles. What I really like is the program does not feel rushed. As a society we are always rushing from thing to thing, never truly giving ourselves the grace to stop and reflect. This program allows clients to do so.

Thank you so very much for all the time you have taken with us and our company. We are truly grateful for your expertise. I also love how candid you are in the videos and how you made me laugh out loud! You made the program very enjoyable to learn.



## Tony Shaked Licensed Eating Freely Practitioner Cape Town

Toni is one of the first Social Workers to take our training!  
She said:

"I have thoroughly enjoyed working through the various practical tools shared week after week. This has allowed me to bring useful tools into the space with my clients, allowing for a focused discussion.

I really feel that this is a 'done-for-you' specialist program, and that is why the training and licensing is definitely worth the fee - I started working with clients during the training and have already started to generate new income as a specialist in this new area. I am excited to be part of an international community of like-minded professionals too - that support is invaluable for me."

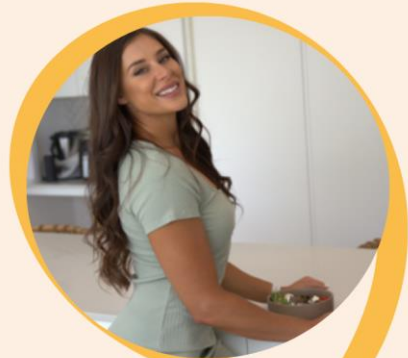


## Alice Leemhuis Nutrition Coach Gold Coast Australia

**Not only has this program brought a whole new level to my coaching business, but it's given me the ability to really understand health and food relationships from a whole new angle for me coming from a nutrition background.**

**The course was brought together so well, especially for the amount of information given. It would be easy to get overwhelmed with learning so much, but Eating Freely has really set this out well so we can pretty much hit the ground running when it comes to using this program with clients.**

**I have gained a lot more in this course, than any other course I have done - which have all been more expensive. This training is worth every cent!**



# Eating Freely Residential Week

12 - 18 May 2024

## Important Information for new Licensees

### What's involved?

**Part training intensive, part business development bootcamp, we spend the week together to:**

- Introduce the Eating Freely model and program to you
- Guide you to set your intentions and vision for YOUR successful practice
- Engage in experiential exercises to ensure you are ready, inside and out, to intentionally start a journey to growth and success!

**At the end of this week together:**

You will be ready to begin working with your first paying clients as case studies using the Eating Freely Program. You will be fully supported with access to our comprehensive online training portal, weekly live group calls, your Study Buddies AND the 24/7 support of both our team and your group on Slack.

You'll have your Successful Practice Plan to begin executing on. We do this through our structured 12 week Business Growth Program. This is where the magic happens - everyone wins here! You'll work together to complete practical marketing and other challenges that GET STUFF DONE.

### What you need to know

The weather in Ireland is unpredictable! Pack clothes that can be layered, a rain jacket and hat and waterproof footwear. You may also need sunscreen and teeshirts - who knows?!

Dress code for the week is business casual (daytime) and smart casual (evenings).

\*Wild swimming is popular on the West Coast so if you are feeling brave, pack a swimsuit - the Atlantic Ocean is right outside the door of the hotel!

The currency in Ireland is the Euro, almost all places accept credit/debit cards and phone apps like Apple and Google Pay.

Wifi is free in most places and is free in the hotel.

Parking is free at the hotel.

Accommodation, all meals and all scheduled activities are covered by your licensing fee.

**Alcoholic drinks are NOT included** unless specified at certain times. For example we may buy a round at the pub, and we will provide some bubbles and wine on our final night.

Your travel to and from Ireland and the venue is not included. We will endeavour to provide transfers where possible from Shannon airport and Ennis, but this is not guaranteed.

Due to our cooler climate, air conditioning is not standard. Our hotel has some climate control but it may not be what you are used to.

**Smoking and vaping is not permitted in any indoor areas in Ireland.** Venue has a designated outdoor smoking area.

## Schedule

### Arrival and Departure Dates: Sunday 12th May - Saturday 18th May

#### Key Information

**Venue:** Armada Hotel, Spanish Point, Co Clare, Ireland

**Nearest Airport:** Shannon (c. 50 minute drive)

**Alternative Airport:** Dublin (c. 3 hour drive, or Flightlink coach to Ennis)

Once we have confirmation of everyone's arrival times, we will endeavour to arrange transfers from Shannon Airport and Ennis or can advise of your best transport options.

Uber is available in Ireland.

### Sunday 12th May

**Pub supper and traditional Irish music session - Johnny Burke's Pub, 7pm.**

### Monday 13th May

Breakfast in your own time

#### 9.30am - Session 1 Pearl Suite

Introductions and agenda for the week - and beyond!

Introduction to the Eating Freely Program and ethos.

Looking at your WHY - beginning to anchor your vision of your ideal practice and clients.

#### CLINICAL TRAINING STARTS!

Positioning yourself as the expert from the start – pre-assessment and discovery call.

#### CBT #1

Reducing episodes of emotional eating and exploring triggers

#### 1pm Lunch

## **2pm - Session 2 Pearl Suite**

### **Nutritional rehabilitation #1**

Unlearning unhelpful food rules

Laying the foundation for intuitive eating

### **Neuroscience #1**

Breaking the Autopilot of emotional eating

5.30pm Session Close

**EVENING:** Free time - Dinner at your leisure in the Ocean Bistro

## **Tuesday 14th May**

Breakfast in your own time

## **9.30am - Session 1 Pearl Suite**

### **Nutritional Rehabilitation #2**

Finding pleasure in food

Understanding the role of the gut

1pm Lunch

## **2pm - Session 2 Pearl Suite**

### **Going Deeper**

Exploring the family of origin

The impact of values, beliefs and filters

Barriers to change and payoffs for not changing

5.30pm Session Close

**EVENING:** Free time - Dinner at your leisure in the Ocean Bistro

## Wednesday 15th May

Breakfast in your own time

**9.30am - Session 1 Cove Room, located beside the Ocean Bistro.**

**Guest Facilitator: Amanda Delaney, Business and Mindset Coach**

YOUR vision for your successful, specialist practice

Exploring and breaking through limiting beliefs.

1pm Session Close

### **AFTERNOON/EVENING:**

This afternoon we will travel to Doolin and have lunch ahead of a Cliff Cruise to see the spectacular Cliffs of Moher from the water, followed by dinner at a local restaurant.

## Thursday 16th May

Breakfast in your own time

**9.30am - Session 1 The Stables. Located across the road from the hotel**

**All about body image.**

Boundaries and self-care.

1pm Lunch

**2pm - Session 2 The Stables**

Radical self-acceptance, letting go of what no longer serves.

Audits and forming new habits - how to prepare clients for 'maintenance'

Next Steps to begin working with clients straight away!

5.30pm Session Close

**EVENING:** Pub supper and trad music session - Johnny Burke's Pub

## Friday 17th May

Breakfast in your own time

**9.30am - Session 1 The Stables**

**Guest Facilitator - Deirdre Geraghty, Founder of Art Jam Ireland**

Experiential session to connect deeply with your purpose.



1pm Lunch

### **2pm - Session 2 The Stables.**

Bringing your week's work together into an actionable plan.

Setting the scene for success - The Business of Coaching

Finish at 4pm today

**EVENING: Final celebration dinner together - fine dining at Aileen's Restaurant.**

## **Saturday 18th May**

Breakfast in your own time

Check out and depart.

Transfers/transport options will be provided where possible.

## **Your First 6 Months in Brief**

**Jan - April 2024 Apply for a place** on our Licensed Practitioner Program, and be accepted.

**Applications close on 30th April** or as soon as group is filled - 8 participants maximum.

**May 2024** - there will be a live group call via Zoom to introduce the group and the Eating Freely team. Your online learning portal will open and you will have access to the pre-training materials.

**12th - 18th May 2024** Week long in-person training and preparing for licensing - in Ireland.

**Monday 24th May - Friday 9th August**

### **YOUR FIRST 5 CLIENTS - WORKING WITH THE EATING FREELY PROGRAM**

12 Weeks online training and support as you begin working with clients using the Eating Freely Program. Combines comprehensive online modules to guide you step-by-step with clients, weekly 90-minute live group calls, working with case study clients.

Your 36 CPD/CE credit Certificates are issued once you finish working with your first case study client(s).

*Weekly live calls are on Fridays 10 - 11.30am EST, 7 - 8.30am PST, 3 - 4.30pm GMT.*

## **Monday 10th June - 26th August THE BUSINESS OF COACHING**

**12 weeks of practical work to implement key strategies for success.**

1 Designing your specialist packages and offers

2 Defining your 'Aligned Client' and crafting your communication to ensure you speak directly to them

3 Systems for success - leveraging technology to make marketing and selling easy

4 Putting yourself out there - challenges and tasks to get comfortable with showing up and speaking to your Aligned Clients!

*Weekly live calls day and time will be decided by the group during the residential week.*

## **Sept - Dec 2024 - PRACTITIONER CONNECT CALLS**

Each month, our international network of Licensed Practitioners have the opportunity to connect on a live group call. Discussions on best practice, role play, case studies, hot seats... it all happens here!

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