

Coaching Digitally

NEPPE 

Welcome!

Let's see if I can introduce myself in less than 3 minutes 🤪

- Copenhagen
- M.Sc. In sport & Exercise
- Ex Professional Basketball player
- Co-founded my own company TrainAway
- Lenus



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🌐 <https://www.linkedin.com/in/mikael-vincents-nielsen/>

Agenda

Part I - Setting the stage

- 1 Introducing Lenus
- 2 Why I'm I here today?
- 3 Coaching (digitally)
- 4 Why use a digital platform / tool for health promotion?

Part II - The (digital) Coach Journey

- 5 The coaching journey & how a digital tool can support this

Part III - Self-care & Time Management

- 6 How a digital tool can support you as a coach or health professional

Key takeaways

01

Why (digital) coaching?

Understand why the coaching role and the role of the health professional is SO vital in today's world and why digital coaching is a part of the way forward.

02

What can a digital tool do for you?

Understand how doing some of your practice, coaching or tasks with a digital tool can be super beneficial both for you and the individuals you work with.

03

Do you remember to care for yourself?

Understand why it is important for yourself and for the people you work with, that you take care of yourself.

Part I

Setting the stage

Topic #2

Who are Lenus?

A introduction to the mission and the platform

“Lenus partners with the world’s best health and fitness coaches to power their growth. Fusing together our innovative tech, strategic expertise & human connection, we’re fully equipped to handle the business of coaching, so that coaches can focus on delivering real value to their clients”.

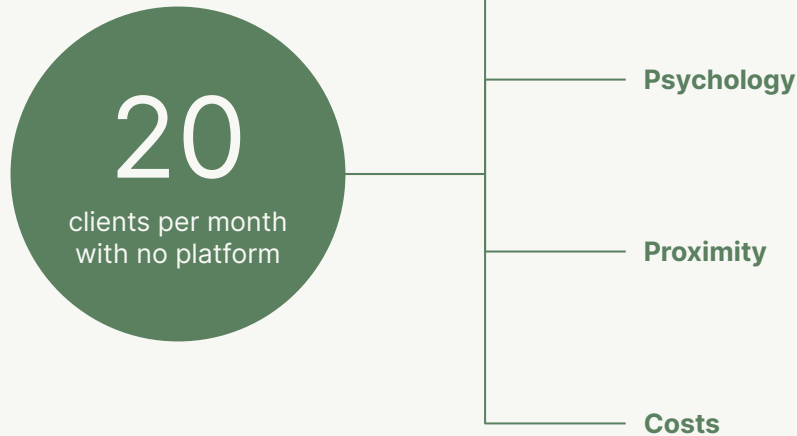
*“Lenus partners with the world’s best health and fitness coaches to power their growth. Fusing together our **innovative tech**, strategic expertise & human connection, we’re fully equipped to handle the business of coaching, so that coaches can focus on delivering **real value** to their clients”.*

Why? Coaching is effective but is a scarce and expensive resource

Coaches are limited by capacity constraints to scale their support sufficiently, making it a scarce resource with a hefty price tag only available for the few.

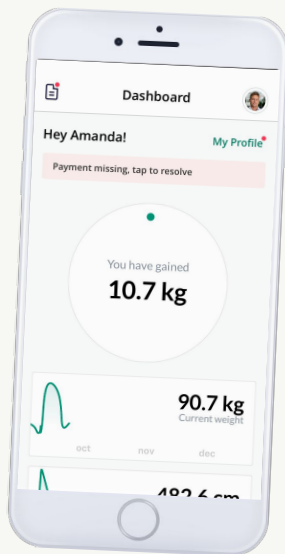
Capacity constraints

Scaling traditional coaching is limited by numerous factors such as time, psychological barriers, distance and high costs.



Client app

iOS and Android applications that the client uses to communicate with the coach and track their progress.



Activity tracking

GPS tracking

Habit tracking

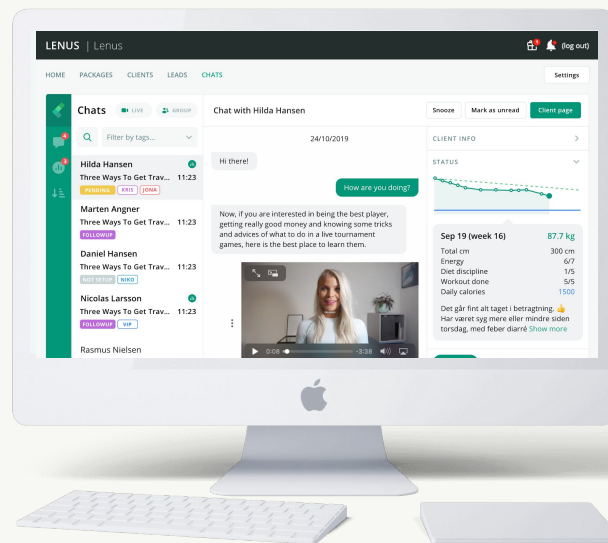
Check-ins

Chat / Messenger

Client integration

Coach tools

Meal planning, workout planning, administration, communication, and more.



Activity schedule

Meal planning

Goal planner

Webinars

Habit planner

Lessons

Questionnaire

Chat / messenger

Administration

Client integration

Making an Impact!

+50.000

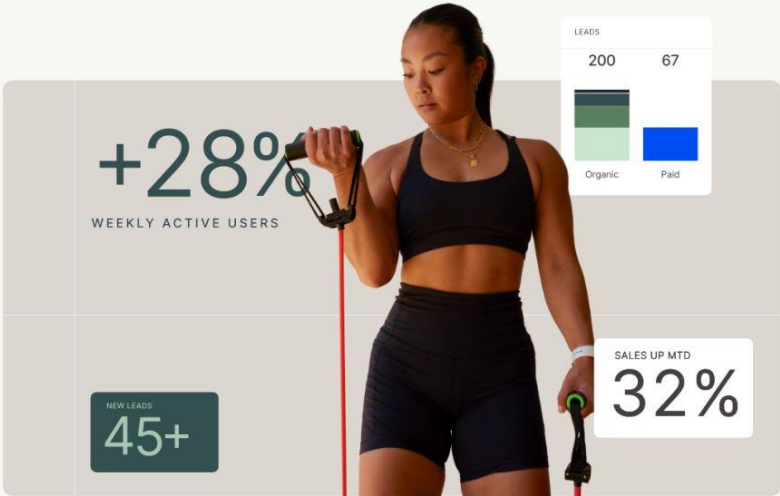
People helped last year

178.973

Kg lost last year

9.1/10

Average NPS Score from clients

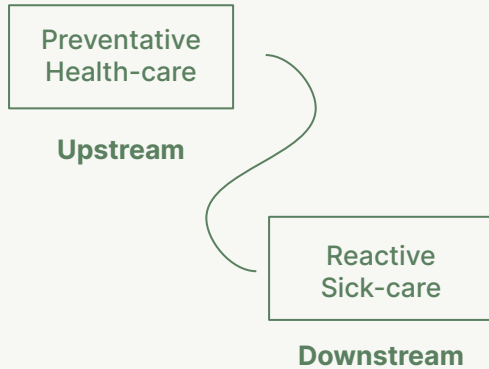


Topic #3

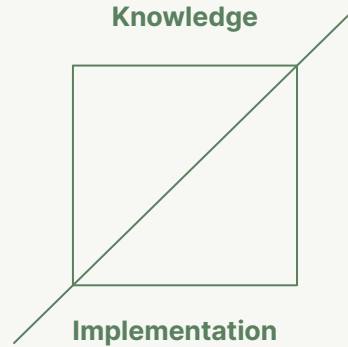
The Challenge at hand

We need to rethink the approach to health interventions

We have never had more information available and never invested more to advance our healthcare systems.



Prevention is better than a cure

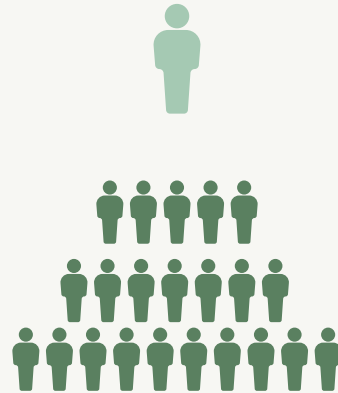


Strategy is easy
Execution is difficult



Health is holistic

One coach pr. 20.000 obese

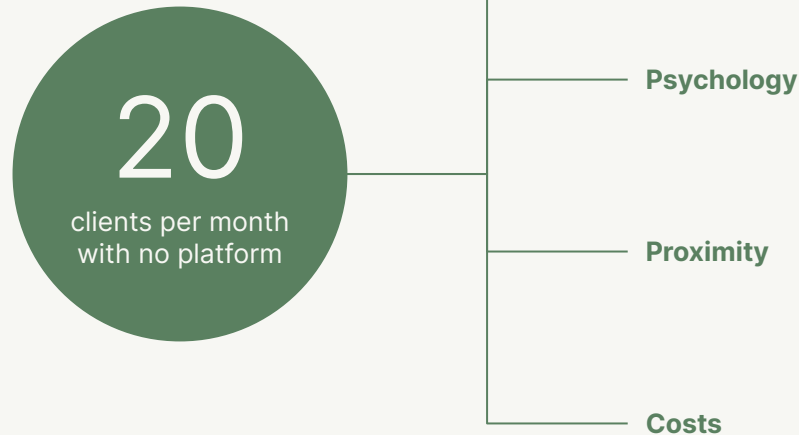


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Topic #1

What am I doing in Lenus?



At the forefront of the global health revolution

Lenus is a forerunner within health technology. It's a powerful position, endorsed by our in-house Health Innovation team, consisting of medical physicians, psychologists, physiotherapists and nutritionists. The number one goal of this group is to accelerate positive health impact by strategic collaboration, thought leadership and evidence based product and business development.



Why am I here?

- Working on our online holistic coach school
- Attended Europe Active International Standards Meetings in Prag
- Now working together with Europe Active on a new occupational role - Health & Wellness Coach
- I had the pleasure of meeting Anna



“We are all advocates for
digital health promotion &
interventions”

Topic #3

(Digital) Health promotions

Why Health Promotion?





240.000 y
10.000 ye
50 years



Evolutionary mismatch!

Digital health promotion



1. What can health promotion in real life do that digital health promotion cannot?

2. What can digital health promotion achieve that health promotion in real life cannot?

What changes for the coach-client relationship when you go digital?

Category

Face-2-Face Coaching

Digital Coaching



You can help
more people
more of the time
if you use digital tools

*“It’s not about the digital tools,
it’s about how you use the
digital tools”*




A laptop is shown from a low angle, displaying a data analytics dashboard. The dashboard includes a line chart on the left, a heatmap on the right, and a world map at the bottom. The heatmap is titled 'COHORT ANALYSIS REPORT' and shows data for 'All Users' across five weeks. The data is as follows:

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100%	3.9%	3%	1.6%	0.3%	1.2%
Jul 16 - Jul 22	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Jul 23 - Jul 29	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Jul 30 - Aug 5	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Aug 6 - Aug 12	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Aug 13 - Aug 19	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Aug 20 - Aug 26	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue

The text 'What are the benefits of a digital tool for health promotion?' is overlaid in large green font across the center of the image. A blue circular graphic is positioned behind the word 'tool'.

What are the benefits of a digital tool for health promotion?

Three main reasons

-  **Time management** - save time on day-to-day tasks
-  **Data** - know your client/patient better
-  **Adherence** - support your client/patient with a digital tool

Administration and time management

Use a digital tool as time management system to help more people and spend time on what you love!



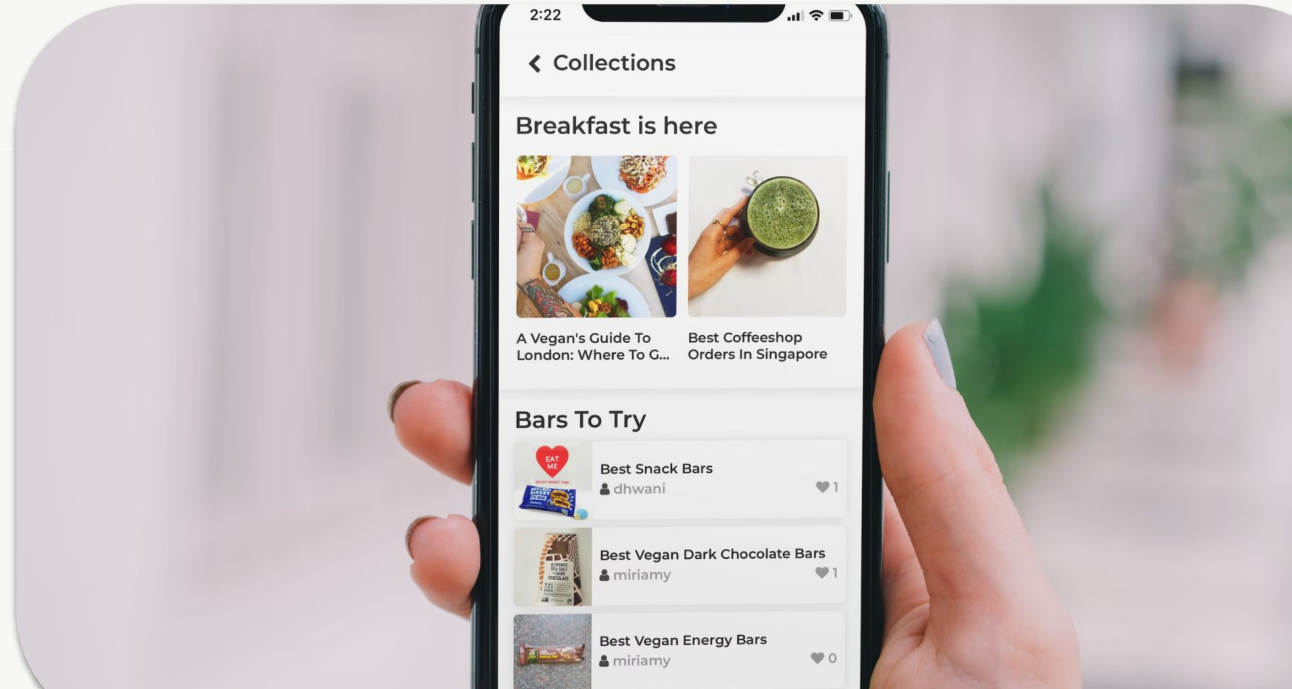
Data!

Know the individual you work with and keep track of of them



Client tool

A digital tool for your client is an absolutely amazing tool for clients to be able to engage with their process, track their process, be curious about their process, take ownership of their process, have structure on their process ...



ANY QUESTIONS?

Part II


The coach journey & how a digital tool can support this

Topic #4

What can a digital tool do for you?

eROI  -
'Emotional return
on investment'

“Feeling better”

DCL  -
'Decreased
cognitive load'

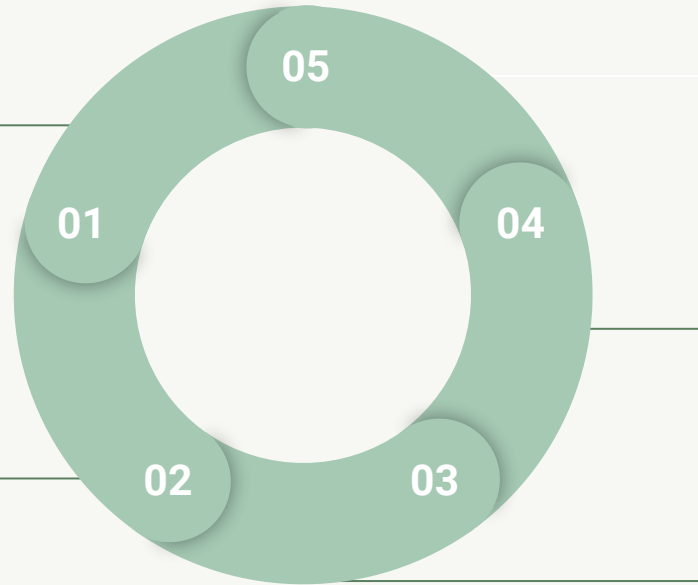
“Feeling easier”

The neverending client journey

Phase 1: Establishing trust

Phase 2: Expectation alignment

Align plan and goals and how to get there. The ratio between “soft” (eROI & psycho-social support) and “hard” coaching (DCL & structure)



Phase 5: Evaluation and next goal setting

How did the intervention go? How was the whole process? What's next? And how should it be coached? More structure or more support? Harder or softer? How does the overall level of self-efficacy seem?

Phase 4: Tracking and adjusting

Tracking impact through “hard” and “soft” data points:

- DCL: Plans, shopping list, lessons and habits.
- eROI: Chat, groups, video messages, sentiment.
- Adherence: Screentime, goal progress.

Adjust if needed

Phase 3: Working with goals

Initiate the first partial goal ensuring success to start building self-efficacy, detect easiness and the client's readiness to change.

A close-up photograph of two hands clasped together in a supportive grip. The hands are positioned in the center-right of the frame, with the fingers interlaced. The skin tone is light and the lighting is soft, creating a warm and encouraging atmosphere. The background is a plain, light color.

Step #1

Starting a coach-client relationship

Starting a coach-client relationship



Coach

Trust
Empathy
Compassion
Sincereness
Transparency



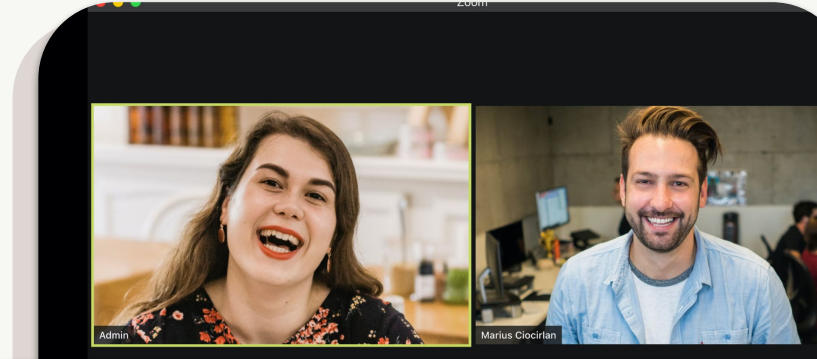
Client

Do you associate these things with online tools,
platforms and digital communication?

Starting a coach-client relationship

eROI

- The initial talk!
- Co-creation / illusion of choice / client centered
- Accountability



Step #2

Designing a plan for change

DONE

DOING

To Do

Everybody loves a good onboarding flow



https://youtu.be/j3_fm0vImhA

LENUS



NEW CLIENT ONBOARDING

16:25

GET STARTED

Profile picture

Your goal
What is your primary health goal?

- Lose weight
- Build Muscle
- Keep weight
- Other

Continue

POWERED BY LENSUS

Flexible
Create different onboarding questionnaires for different types of goals

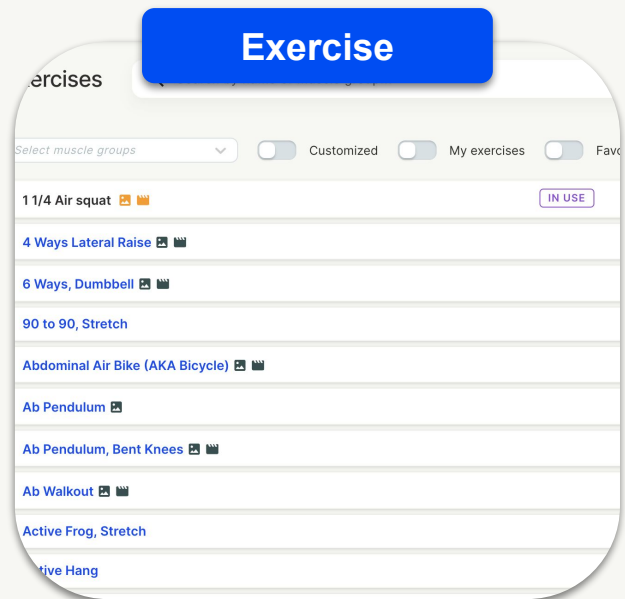
Fully customisable
Add, remove and adjust questions according to your unique coaching philosophy

Mobile friendly
Improved mobile experience for your clients

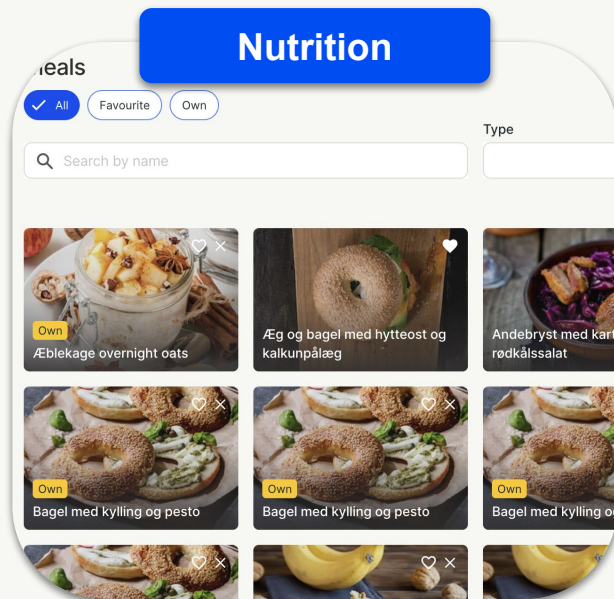
Branded onboarding
Custom avatar and colors based on your business brand

Designing a plan for change

How can a digital tool support this process?



<https://eu.lenus.io/admin/coaches/8730db5a-90d3-11e8-b9e5-83b4f681494a/toolbox/workout-templates>



<https://eu.lenus.io/admin/coaches/8730db5a-90d3-11e8-b9e5-83b4f681494a/meal-library>

A close-up photograph of two hands shaking in a firm grip, symbolizing support and partnership. The hands are positioned in the center of the frame, with the fingers interlocked. The background is a blurred office or meeting room setting.

Step #3

Providing support,
guidance & resources

Providing support, guidance & resources

eROI  -
'Emotional return
on investment'

DCL  -
'Decreased
cognitive load'

100%

Providing guidance & Ressources

How can a digital tool support this process?

Offer support through chat - eROI

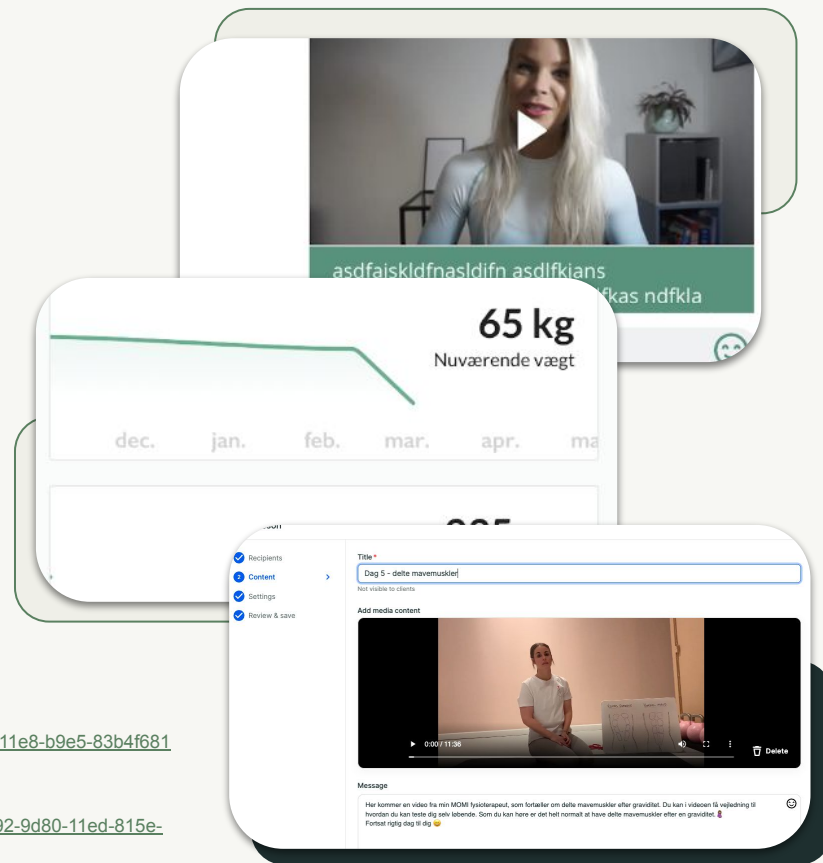
Offer structure through app - DCL

Offer material, inspiration and more

<https://eu.lenus.io/admin/coaches/8730db5a-90d3-11e8-b9e5-83b4f681494a/lessons>

<https://eu.lenus.io/dashboard/toolbox/flows/3fa97c92-9d80-11e8-815e-5f6b0a78e5eb>

LENUS



Step #4

Evaluating & changing goals and plans



Evaluating & changing plans



-----1-2 weeks-----



Evaluating & changing plans

Your client overview and tracking will be second to none

7 New Messages | 7 Reminders | 10 New Check-ins | 17 Follow-Ups | 13 No Check-ins | 5 Expires soon | 0 Payment errors | 2 Old chats | 4 Starting

Filter by tags | Exclude tags

Showing all 40 active clients

Client name	Tag	Status	Meal plan	Workout plan	Period	Payment
Laura F.	ONLI		69 days	16 days	Nov 27, 2022 - Apr 2, 2023	
Josefine N.	ONLI		11 days	11 days	Nov 12, 2022 - May 12, 2023	
Sidse A.	ONLI		Not sent	Not sent		
Pia V.	ONLI		15 days	15 days		
Ann Sofie N.	ONLI		15 days	15 days		

Client progress | Snooze reminder | Seen Nov 9, 2022

Laura F. | Fitness Workout 30:00 min | Delightful | "Training uge 8 | Træningshæfte 2 | Completion: 100%" | Nov 24

Nov 6 | Week -3 of 26 | Start 60 kg | Weight 55.9 kg | Goal 49 kg | Client status No status

Status: Haft det skent. Hovedet, kroppen den her ferie. Jeg har ikke kunne ingredienser til at kunne følge madplanen men principperne følger jeg så godt som er muligt. Plus lidt mer øl på kaloriekontoen. Til gengæld ammer jeg mere og varmen gør at man ikke er lige så sulten så tænker det hele går op i en højere enhed. Jeg kan mærke min krop har brug for mine 3-4 træninger hvilket er fedt at mærke!

Cyklus: Den sluttede i starten af ugen og har derfor ikke været så påvirket

Anden bevægelse: Går meget, nu her på ferien prøver jeg at få daglige svø

Metric	Value
Total weight change	-4.1 kg
Total circumference change	-13 cm
Daily calories	1800 kcal
Status received	11/6/2022, 05:47
Energyniveau	5/5
Humør	5/5

A top-down view of a dark asphalt surface. A square is drawn on the ground with white chalk. The square is slightly faded and has some texture. Scattered around the square are several dry, brown leaves of various shapes and sizes. The lighting is even, and the overall tone is somewhat somber due to the dark asphalt and dry leaves.

Step #5

Self-efficacy & next phase

Self-efficacy

“The belief a individual have, specific to a task or an area of knowledge or performance, shapes the behaviors and strategies that help one pursue their goal. High self-efficacy reflects confidence in the ability to exert control over one’s own motivation, behavior, and environment, and allows to become advocates for their own needs and supports.”

Self-efficacy in 3 minutes



How can a digital tool like Lenus support self efficacy?

- *Enable experiences*
- *Social modeling*
- *Feedback*
- *Address emotional and physiological states*

What could some challenges be when you let a client go?





ANY QUESTIONS?

Part III

Self-care

“It is very hard to be something
for someone”

Imagine being someone for 100 people...

Topic #1

Time management

Optimize your time

- Client overview
- Automated onboarding
- Business analytics
- Automated meal plans and workout plans
- Content library
- Lessons
- Group distribution
- Communication /nudge

https://eu.lenus.io/admin/coaches/8730db5a-90d3-11e8-b9e5-83b4f681494a/clients?filterByFollowUp.meals=true&filterByFollowUp.workouts=true&onlyShow=active&orderBy=client_period.start_at&orderBySort=desc&page=0&tagExcludeMode=false



Topic #2

Burnout Risk

Burnout Risk

We take this very serious among our coaches and a questionnaire is always present on the coach platform to keep track of their mental health and we also nudge them to take it. We have professionals ready to deal with them in case they need it.

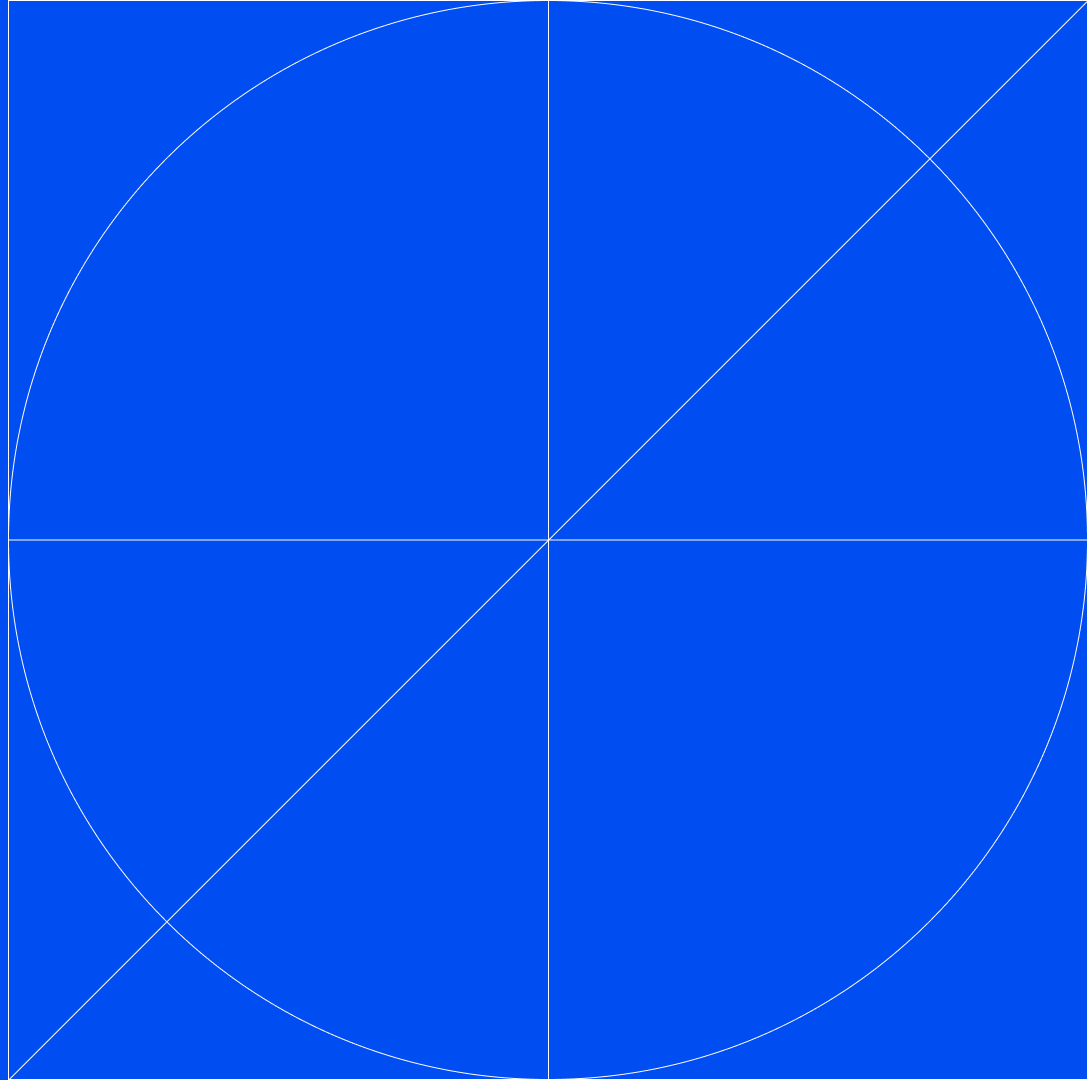
What can happen when you burnout?

- Emotional exhaustion
- Depersonalization
- Personal achievement



Topic #3

Checklist



It's difficult to be something for someone if you don't feel good yourself!

Think about these things every now and then

- Could there be a better way of doing this?
- Create your professional boundaries
- Am i taking time to do self-care and take care of myself?
- When was the last time I saw my friends or family?
- Am I having fun?

Key takeaways



Why digital coaching?

Understand why the coaching role and the role of the health professional is SO vital in today's world.



What can a digital tool do for you?

Understand how doing some of your practice, coaching or tasks with a digital tool can be super beneficial both for you and the individuals you work with.



Why take care of yourself?

Understand why it is important for yourself and for the people you work with, that you take care of yourself.

ANY QUESTIONS?

Thank you!

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