

# Ian Kirby Loses 2 Stones & 3 Pounds In Twelve Weeks

## Speaker key

ES Erak Simsson

IA Ian

ES Hi, good evening Ian.

IA Hello Erak.

ES How are you doing?

IA Yeah, not too bad thanks and you?

ES I'm pretty well thank you and thanks for joining me on the call tonight. It was great for you to take time time out.

IA You're welcome. I just thought we'd start off then by just, first of all establishing... Since starting on the Coach Me Slim & Trim Programme, just remind me of how much weight you've actually lost to date and what sort of time frame you've done that in?

IA Well, I started at the beginning of April and I weighed in then at 13 stone 12 and initially it was six weeks and then I extended that to 12 weeks, at the end of which, I'd lost 2 stone and 3 pounds. And I've, I've carried on really so I've lost since then, another two pounds. So currently weighing in this morning at 11 stone 7. So it's 2 stone and 5 pounds weight loss since the beginning of April.

ES That's fantastic.

IA I'm feeling pretty good about it.

ES And so you should. You certainly worked for it. And as I said, before we get into any specific questions, could you maybe just share a little bit about your background, age, occupation, that type of thing maybe?

IA Yeah sure. I'm 57; I've had a career in teaching. I've retired from teaching last Tuesday, end of July. I'm married, I've got two children, one 22, and one 20 and just approaching retirement thought I needed to get myself back into shape. So that's really what motivated me to approach you for the Coach Me Slim & Trim Programme.

ES And before starting on the programme then, how would you describe your general health and energy levels before starting?

IA I think probably, looking back, with the benefit of hindsight, I was more overweight than I realised. I'd been pretending to myself that I was just getting old and the body shape was changing. In actual fact, I think I was stressed and overworked. I was overweight. I was working too hard, taking too much work home and although I thought I was keeping a balance, going to the gym when I could, doing a little bit of exercise when the opportunity presented, I wasn't really. I was just going through the motions. I had a few aches and pains in my joints. I put that down to old football injuries rather than the extra weight I was carrying. I thought my clothes were shrinking rather than me increasing in girth and I think, I used to be fit and active and I just really wanted to get back to where I was. And I was further away from that than I realised, when I started the programme.

ES And, again, before starting on the programme, what did you see as your... You mentioned a few things there. What did you see as potential barriers to you starting on the programme?

IA I think it was, work was pretty much all consuming and I didn't know whether I was going to have the time, I thought the work might get in the way and I had to focus on that. But, more informally I also, my social life tends to revolve around football or going out for dinner parties and that sort of thing and there was always, not necessarily the possibility, the probability that we would be eating and drinking when we went out. And so I was a bit concerned that taking the programme seriously might curtail my social activities and that might be a barrier. Perhaps I can talk more about that a bit later on, because I was surprised at how little that problem actually turned out to be, how small that problem was.

ES Well, I think that's a very good point. I think maybe just speak a little bit more about that now, possibly.

IA Well, I think what it was, was going to social events and sporting events nearly always is accompanied by drinking alcohol and I had this thing in my head that if I went along and said, no I'll have a mineral water thank you, or I'll drink a diet Coke or something like that, that in some way I would be disengaged from the social group. Or people would think I was dropping out of their social scene. In point of fact, I was quite lucky that one of my friends, completely independently, decided to have a spell without drinking as well, at the same time and we just provided moral support and company for each other. And I didn't find giving up the alcohol affected my socialising at all, not one bit. And the eating side of things as well. I mean it's just, you just moderate what you eat, the quantities and also some of the choices. When there's a choice on the menu, you just eat according to the programme that you've committed to. So, I didn't find that a problem either. Although I thought it would be a barrier at the start, in actuality fact, it wasn't at all.

ES And that leads me onto another question really and that's one that plays on a lot of people's minds I think and that is, I think most people already know they've got to take some exercise. They need to take a look at their eating and I think there's often this monster looming large that there's going to be the diet to follow. Have you

felt as if, or do you feel as if you're on a diet at all? Has it felt like you've been on a diet at all?

IA No, I don't. I've actually said to quite a few people when we've talked about it, I don't feel as if I'm eating less, I'm just eating differently and it's about eating good quality and not eating things that I know aren't good for me. So, it's not starving yourself, it's not depriving yourself, it's just choosing things that you enjoy eating, that you like eating and making sure that you've got the balance. And that you're eating the right sorts of things at the right times. And again, one of the things that surprised me in the programme was I thought there would be some form of deprivation. I thought there would be a list of rules; thou shalt not eat this or that. And it wasn't like that. I mean obviously there are things that it pays to avoid. But, I was surprised that taking mid-morning and mid-afternoon snacks was considered a good idea and I now understand why that is and how that works. And the fact that I've gone for, whatever it is now, 15, 16 weeks since I started, honestly without feeling hungry. Not feeling deprived of anything. Just making conscious choices, eating things that I enjoy and it's not like being on a diet at all. It's just eating differently as I said before, and thinking carefully about what you take in and what you burn off and making sure that you're always burning off more than you're putting in.

ES And could I ask, since losing the 2 stone, it's now 2 stone and 5 pounds, what differences would you say you've noticed since losing that sort of weight?

IA A lot of, there's several things Erak, to be honest. Self-esteem has gone up enormously. I actually don't flinch when I look at myself in the mirror now. I don't suck my stomach in when I'm in company. I got rid of a lot of the clothes that I used to wear. I've had some of the ones that I'm most attached to, altered. And one of the targets that I set myself, was to go down at least one waist size and I bought a suit, which was a waist size smaller. A really smart suit, nice tie, belt, shirt, the whole lot to go with it. And the target was to get into that and then to go to one of these social events looking really dapper, really smart. And I managed to achieve that a good two or three weeks before, ahead of target. So that was good. I think on the physical side, rather than the psychological side, apart from feeling better, I've got more energy - loads more energy! Fewer aches and pains. I mentioned the knees and the ankles, the old football injuries. I actually think now that that was more to do with the extra weight I was carrying around because, not just through the exercise and the eating regime. I just don't have the same aches and pains and my wife assures me that I don't snore. She assured me that I used to, but I wouldn't know about that. But, she says I'm much more sociable and the snoring has stopped. I just feel better generally. I've got more energy, I can exercise more easily, I can keep going. I surprise myself how long I can keep going and how quickly I can recover and it is almost like, I played a lot of sport as a younger man and recovery time is always important. I think probably I've just gone back 20 years in terms of fitness levels and recovery time. So, this morning for instance, I went off running, just because I wanted to go for a run and it was 45 minutes without stopping. Just stretching myself a little bit further each time I go out and thoroughly enjoying it. They're big changes and I'm very grateful to you for making them possible for me.

ES Right, you followed through on the programme and those are the results. Just remind me, what waist size are you now? I think you mentioned that.

IA Yeah, I'm a 34. I was a 36 and probably straining on the buttons a bit. But I'm definitely a 34 now. I actually had the satisfaction of buying a pair of shorts that were a 34-inch waist and having to take them back because they were too loose, they wouldn't stay up. So I think I am going to continue. I'm not sticking where I am. My target is to get down to a zone between 11 stone and 11 stone 4. So I've got about another four or five pounds to go. And that might even notch me down to a 32 although I'm not sure about that. I think it might have to be a generous 32 or a very tight 34. But, if you'd said to me six months ago that I'd be throwing away my 36s and taking back a pair of 34s, I would have laughed at you. So that's real progress for me. And the collar size... You know somebody said to me, I was wearing informal gear the other day, and she said, you need to get a new shirt in, she said that one, the collar's too big. You need to go down a collar size. So, as well as the trousers, I've got a problem with the shirts now. I'm going to have to buy some new shirts as well. So it's good news. It's a nice expense to have to pick up.

ES Good. And could I ask? There are obviously a lot of things now in the market place for weight loss. There are different programmes and clubs and various things you can go to. What was it for you that made you choose the Coach Me Slim & Trim Programme? Was there anything in particular that made you go for the programme?

IA I was trying to remember how it all started and think it went back, if I can just, at the risk of being boring and going through too much detail. As soon as I decided to retire, I started planning for my retirement and one of the things that I thought, what I'd really like to do in retirement is to get myself fit and to get back into some sort of shape. And the more I thought about it, the more I thought, well why am I waiting until I retire, why don't I start now. So, instead of getting fit in retirement, it's getting fit for retirement. And so, I talked to my wife and going to the gym, Energy on Guild Lane, and there was some publicity in there about your programme, Coach Me Slim & Trim Programme and so I went on your website and had a look and my wife was encouraging and said, just go for it. And so I sent you a message. You probably won't remember, but I sent you a message. You, very kindly phoned me back and talked to me about the programme and I just... Then it was a question of weighing up. I've never bought into anything like a diet. I've never been off to one of these weight loss clubs or anything like that. I probably wouldn't. But there was something about the programme that was presented, as it was presented by you, that I thought, yeah this could be what makes the difference and once I'd made the commitment to do it, to go for it and once you'd started talking me through things and taking me through the various parts of the programme, there was no looking back. And I'm glad I started it when I did and didn't leave it to now when I've retired. In actual fact, I wish I'd started it earlier and I think that if I knew five years ago what I know now and I had the opportunity, I definitely would have started it then. Because life is so much better without that extra weight and with the extra fitness. It's great!

ES And it's probably worth mentioning as well, that when you started on the Coach Me Slim & Trim Programme, you actually started from home as opposed to the gym. Because the gym can be a big barrier to some people and you decided to do it from home.

IA I thought about that for a while and I'm sure that that was the right decision because I felt there was no embarrassment. There was no question, oh what's he doing with his personal trainer? And I just felt doing it one-to-one in the comfort of my own home and being able to ask questions, follow things up, have a conversation really, a dialogue about these issues. Whether it was to do with the fitness programme, or the diet or more importantly, the head talk and getting the right mindset. Doing it one-to-one and feeling there was that personal contact, that personal link, that was really important and very effective for me and I'm not sure I would have got anything like the results if I'd been one of a group or if I'd been trying to do it in a less private, more public forum.

ES That interesting. And how confident would you say you're feeling now about taking your newfound health forward and actually, not taking it forward, but actually maintaining it? Because, as you know, we spoke about, there are three phases to the weight loss. There's the getting started, there's the losing it phase and then there's the maintenance phase. How confident are you feeling now about going forwards?

IA Totally confident and I think that's the difference. Because it's not a diet or an exercise regime. It's, I don't know, I don't want to over egg it, but it's a state of mind. It's like a new way of life that I've adopted. It's a mindset really. But, it's not an effort for me, it's not an imposition for me, it's just something that, that's the way I am now, it's the way I live, the choices I make. So, I have no hesitation in saying that this is the new me, this is who I am, what I am, the way I live. And that's where I think your programme would be different from just going on a diet or just going to the gym and getting a workout regime. Because the changes that I've made, with your help, are far more root and branch, they're far more fundamental and it's just the way I am. It's just the way I live now and I'm sure that it's going to continue. And when I get to my optimum weight zone, 11 to 11.4, I've got every confidence that I'll hold that and if I do creep up, if I have a... go on a holiday or somebody treats me to a weekend of fine food or whatever, I know that I can just come back to the programme, come back to the basics, what I've been doing for the last two or three months and lose a pound, two pounds a week without really any effort. Just by remembering the things that I've done and it will happen. So if there is a little bit of variation, a bit of fluctuation on the weight, I know it's always going to be in control and I'm never going to get to the stage where I'm two-and-a-half stone overweight again. You know, barring... Never say never. But I certainly don't envisage a situation where I'll creep over maybe 11.8 would be absolute tops. But I'm not going to go beyond that. And that's it, that's how I am.

ES That's pretty powerful stuff. I'm just drawing to a bit of a close here, but probably the final question for me to ask you is, for somebody listening and obviously people have tried things before and often they've tried maybe two, three, four or five different things in the past to try and lose weight and maybe they've had some success or no success at all - varying degrees. What sort of advice would you give to somebody thinking about the Coach Me Slim & Trim Programme?

IA I would say, go for it. I would say, don't put it off. Don't think, oh I can do that later. If you make the commitment and you follow it through, you will reap the benefits and the sooner you start, the sooner you'll get the reward. In practical terms,

one of the things that... I took the idea from the programme, the idea of keeping a log. I actually developed that and I found it very useful to have a, it wasn't a detailed diary. But I just made a note every day of what I ate for breakfast, lunch and evening meal and what I had for my mid-morning and mid-afternoon snacks and then what I did by way of exercise or physical activity during each day. So for each day there'd be about four or five lines and then at the end of each week, I just made a note of the weight, always weighing at the same time, in the same kit. And then how much I'd lost in that week and how much I'd lost overall. And when I started doing that it was really for, just to keep a record. What I didn't realise when I started, was how useful that was going to be because when I was in weeks, I can't remember exactly, but it must have been about seven, eight, nine. Maybe even eight, nine, ten, I thought I was still on track. I thought I was still following the programme, but I wasn't losing the weight as quickly or, I was losing one pound a week instead of losing two or three pounds a week. And I thought I was following the programme and it was only when you suggested that I looked back and tried to analyse what it was that I was doing differently now or, at that point rather, to what I was doing when I was in the first six weeks, I actually realised that there had been some subtle changes and that I was allowing things to slide. Even though I was saying to myself that I wasn't, I was following the programme. And I honestly think, if I didn't have the log, I wouldn't have been able to analyse that, I wouldn't have been able to spot that and put it right. So, that was very useful and I've stopped keeping a detailed log now, but I do still monitor my weight, I do still keep the targets. So, the other idea that I've taken from your programme is this idea of setting targets that are challenging, but realistic and making them concrete so you actually set the target in a way that you can visualise what you will be like when you get there. What you want to be like, whether it's in physical appearance or in terms of health or fitness or whatever it is and making sure that they're visualised goals and targets and that you keep to them. So, I suppose advice - go for it, don't put it off. Keep a log, so that you can check back and make sure that you're following the programme and you don't just think you're following the programme. And, I think that's probably about it. Just have confidence in the programme, make sure you're doing it right. Set yourself strong targets, realistic targets and go for them and make them happen. I think if you do that, you'll be as happy as I am.

ES Good, good. Well, it's been a real pleasure chatting to you this evening and I do appreciate you taking the time out as well.

IA You're welcome.

ES I know you're a busy man, although you've just recently retired, so you've probably got some more time possibly. And I know you've got an exciting project coming up. Just remind me of that domain name again, so when it comes live...

IA It's called, Fit for Retirement and the idea gelled. You know, going on your programme Erak, was quite an important part of it and the idea developed while I was getting fit. This whole idea of being fit or getting fit for retirement. Not just the physical fitness, but it's dietary fitness, it's mental fitness, it's social, it's everything - all the different aspects. So, when you're coming up for retirement, you need to think about your finances, you need to think about your dependants, you need to think about lots of things. But, I think you need to think about yourself as well and you need to

get everything in order including your health, your fitness, your diet, your mental outlook, your target setting, as well as the finances and all the other things that go with it - your relationships. So I'm hoping to put something together and hopefully get it published and, as you said, have a website out there fairly soon. I've got the domain put aside, Fit for Retirement, and hopefully that will give me something to, or give me a reason for being fit for retirement. And maybe the sequel could be, Keeping Fit in Retirement or something along those lines.

ES Fantastic, fantastic.

IA Seriously before we sign off. I'd just like to say a public thank you Erak, for everything you've done. I think you're a very good teacher. You're an easy guy to work with and in my judgement you get it just about right. So, thank you very much.

ES Well, I appreciate that, that's a very kind word. And I say, thank you again for your time and I'm sure we'll keep in touch.

IA I'd like to do that.

ES Brilliant stuff.

IA Thanks Erak.

ES Thank you very much.