



NUTRITION: STAGE 01

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# THE BASICS

CHOICES,  
HABITS  
& HEALTH

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# IT'S NOT ROCKET SCIENCE

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Believe us, nutrition doesn't need to be complicated. Most nutrition programmes are based on a few simple principles that are just about making some better choices.

# BASIC NUTRITION PRINCIPLES

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- Eat regularly
- Eat more vegetables
- Eat enough protein
- Cut out fast & processed foods
- Drink less alcohol
- Monitor your calorie intake

No surprises there, right? It's true, nutrition could be that simple for some of us. Embrace these principles, and you'll develop a great baseline to help you achieve your goals.

## TURN CHOICES INTO HABITS

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Of course, the challenge is converting these healthy choices into sustainable habits. But we're ready with the support and resources to help you. Keep reading, but also check out the **GWD Nutrition Handbook** for more information.

# THE GWD FOOD PYRAMID

The key factors in building a healthy diet.  
Start at the bottom, and work your way up.

**SUPPLEMENTATION**  
Filling the gaps

**TIMING AND FREQUENCY**  
Managing methods

**MICRONUTRIENTS**  
Focus on food quality

**MACRONUTRIENTS**  
Focus on food quality

**CALORIES**  
Achieving energy balance

**ADHERANCE**  
A diet you can stick to

6

5

4

3

2

1

# THE BEST DIET IS ONE YOU CAN DO

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When we look closely at the elements of a healthy diet, there's a clear hierarchy of importance, shown in our Food Pyramid. There's no need to get bogged down in detail at this stage, but it shows you that everything hinges on developing a diet you enjoy and that fits with your life.

# YOUR HANDY PORTION SIZER

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As we've seen, the secret to every nutrition programme is making it easy and enjoyable. So, while being calorie conscious is a good habit to get into, the tedious business of calorie counting can be a sure-fire way to throw you off course right at the start. Thankfully, there's a simple alternative – and it's right there in your hand.

# THE BASIC FORMULA

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This brilliant hand-measuring method is a simple way to control portion size and calories. It works because the size of your hand is proportionate to your body. It's convenient because your hand is, well, always to hand.



1 portion of protein  
→ 1 PALM



1 portion of vegetables  
→ 1 FIST



1 portion of carbs  
→ 1 CUPPED HAND



1 portion of fats  
→ 1 THUMB

# BUILDING A MEAL

First off, we should point out that calorie needs are specific to the individual.

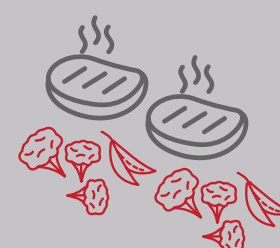
The use of the categories 'Men' and 'Women' in the information opposite is simply to give you a general guide [because men tend to need more calories than women]. But you'll need to work out the right portion sizes for you, based on your size, weight and body mass.

Using this guide, men eating 3-4 meals would get 6-8 servings of each food group per day [2,300 – 3,000 calories] while women would get around 4-6 servings of each food group per day [1,200 – 1,500 calories].

## MEN



2 palm-sized portions  
[~40–60g protein]



2 fist-sized portions



2 cupped-hand-sized  
portions  
[~40–60g carbs]



2 thumb-sized portions  
[~15–25g fat]

## WOMEN

### STEP 01

## PROTEIN

Meat, fish, eggs,  
cottage cheese & greek  
yogurt



1 palm-sized portions  
[~20–30g protein]

### STEP 02

## VEGGIES

Broccoli, spinach,  
salad, carrots etc.



1 fist-sized portions

### STEP 03

## CARBS

Grains, starches,  
beans & fruits



1 cupped-hand-sized  
portion  
[~20–30g carbs]

### STEP 04

## FATS

Oils, butters, nut butters,  
nuts & seeds



1 thumb-sized portion  
[~7–12g fat]

# MAKE IT WORK FOR YOU

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Your calories needs are unique to you, so it's important to pay attention to the results and adjust as necessary. Here are some of the reasons why you might need to alter your intake:

- ➔ You have a particularly large or small stature
- ➔ You're feeling full or unsatisfied at meals
- ➔ Your meal frequency is unusually high or low
- ➔ You're trying to gain muscle or lose weight
- ➔ Your level of activity is distinctly high or low

## IF YOU FEEL YOU NEED MORE CALORIES, START WITH THE FOLLOWING ADJUSTMENTS:

Men ➔ Add one cupped handful of carbs and/or one thumb of fat to a few meals a day.

Women ➔ Add half a cupped handful of carbs and/or half a thumb of fat to a few meals a day.

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## IF YOU FEEL YOU NEED FEWER CALORIES:

Men ➔ Remove one cupped handful of carbs and/or one thumb of fat to a few meals a day.

Women ➔ Remove half a cupped handful of carbs and/or half a thumb of fat to a few meals a day.

# GOALS AND EXPECTATIONS

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Setting goals is a critical part of getting the results that you want, but you also have to be realistic about what you're prepared to do. If your behaviour doesn't match your goals, one of them needs to change.

# THE GOAL-SETTING SPECTRUM

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The diagram overleaf illustrates the results you can expect from different levels of effort. It may seem obvious, but often it's good to be reminded that you get out what you put in. It'll always be more satisfying to align your goals with the commitment you're prepared to make.

## THE STEP-BY-STEP STRATEGY FOR SUCCESS

At the outset of your fitness journey, make it easy for yourself; don't try to achieve too much too soon. Now is the time to focus on 'process goals', which are easier to manage than 'outcome goals'. Start by mastering one of two techniques and then add more.

To help you manage your personal goals and expectations, speak to the coaching team about completing a **Success Strategy Card**.

# MATCH YOUR BEHAVIOUR TO YOUR GOALS TO STAY

The GWD six-pack spectrum helps you understand how your training, diet and lifestyle will affect your body composition.

It's important to align your behaviour with your goals, if you want to be happy with your progress. Having an unrealistic goal for your behaviour will cause frustration.

Answer the questions below and decide what you're prepared to change so you can align your goals accordingly.

01 → Where on the spectrum are you now?

02 → What are you prepared to change?

03 → How important to you is your goal?

## OUT OF SHAPE

TRAINING  
Inconsistent sessions

DIET  
Eat whatever you want

LIFESTYLE  
Bit of a party animal

## LOOKING OKAY

TRAINING  
2 workouts per week

DIET  
Eat a balanced diet

LIFESTYLE  
Do what you enjoy doing

## LOOKING GOOD

TRAINING  
3 workouts per week

DIET  
Eat right 80% of the time

LIFESTYLE  
Drink in moderation

## IMPRESSIVE PHYSIQUE

TRAINING  
3+ workouts per week

DIET  
Eat right 90% of the time

LIFESTYLE  
Avoid alcohol, in bed early

## SIX-PACK SHAPE

TRAINING  
4+ workouts per week

DIET  
Eat right all of the time

LIFESTYLE  
No alcohol, lots of sleep





NUTRITION: STAGE 02

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# PERSON- ALISED APPROACH

FUEL FOR PEAK  
PERFORMANCE

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# TAKE IT TO THE NEXT LEVEL

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Once you've established some good nutrition habits, think of them as a foundation for building a more personalised programme of optimised nutrition that will support specific goals.

We'll help you choose from the many possible paths to take, but only you can decide how much fuel your body needs to make you look, feel and perform in the way you want. And getting there is usually a matter of trial and error.

# WHAT DOES OPTIMUM FEEL LIKE?

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The following questions overleaf will help point you towards the right nutrition strategy. Share your answers with the coaching team and work together to tailor your programme.

01 | Have you been on a diet before?

☐ Yes

☐ No

02 | Did you see results?

☐ Yes

☐ No

03 | What worked / didn't work for you?

04 | What do you actually want to achieve?

05 | What are your three biggest problem areas that are stopping you from achieving results?

06 | What are your favourite foods?

07 | What foods don't you enjoy?

08 | Describe how your lifestyle affects your diet in the following ways:

➔ Preparing foods vs. eating on the go

➔ Travelling vs. being at home

➔ Routine vs. chaotic

➔ Similar daily intake vs. varied consumption  
[e.g. weekend and weekdays]

09 | Are you aware of how much you eat / calories consumed?

# DO IT YOUR WAY

Varying factors like metabolism make everyone's optimum nutrition different. That's why our programmes for specific goals are personalised. You'll be given a customised calorific framework, but the way you phase it is up to you. And because we look at 7-day targets, not daily ones, you can be flexible about how you manage your calorie intake over the week.

## CALORIE FRAMEWORK





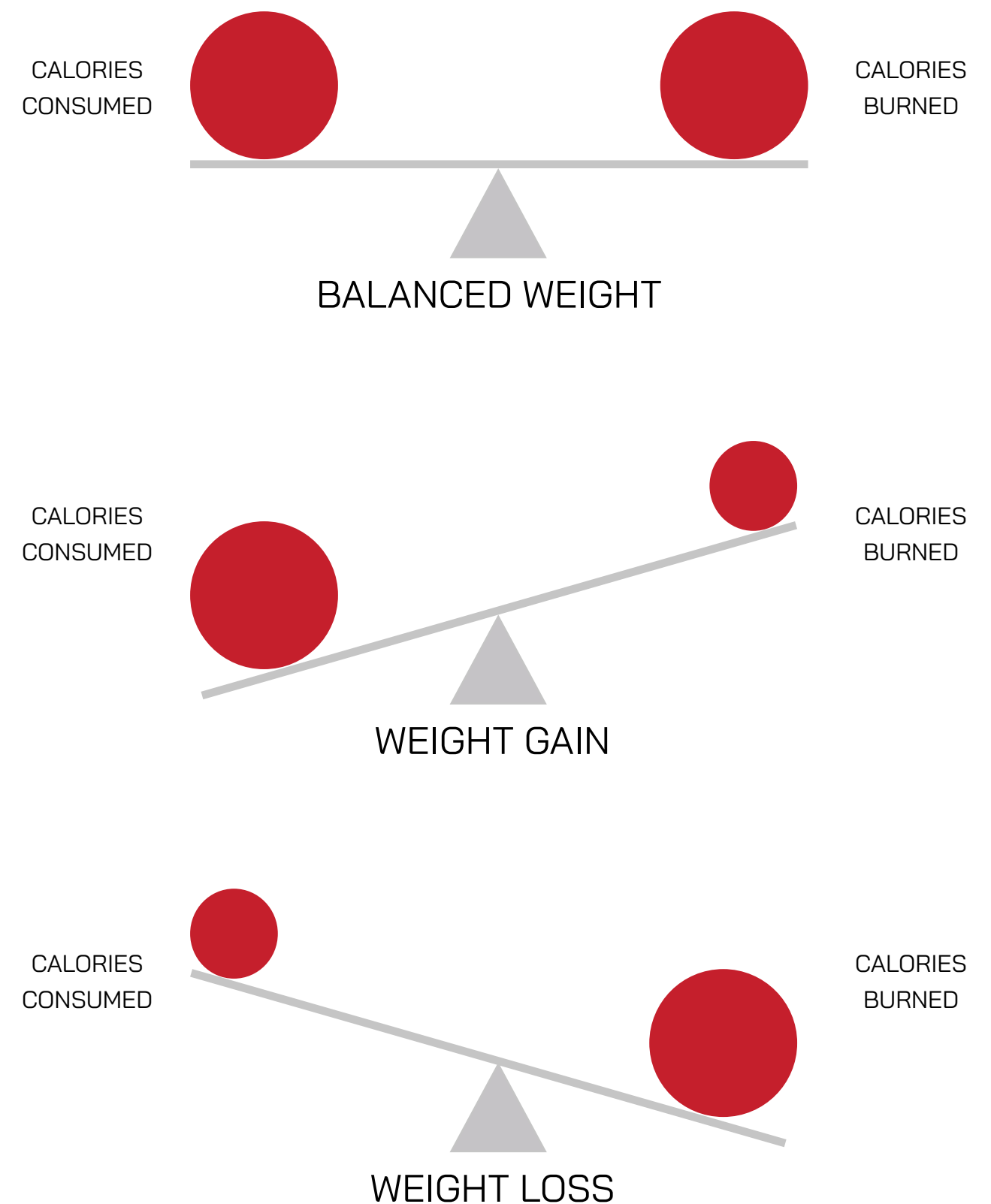
# THE LAW OF THERMODYNAMICS

Put simply, the success of your diet will come down to the number of calories that go in and the number you work off. Think of it as energy balance. But to turn your nutrition programme up a notch, you need to look a little more carefully at the detail.

## LET'S TALK NUTRITION TRACKING

As your body becomes finely tuned, and your goals become more specific, so too will your approach to nutrition. Whether you're looking to lose weight, gain muscle, or improve performance, you're going to need to monitor the total and types of calories you consume as well as being aware of the kinds of foods you're eating and how they make you feel. It's called nutrition tracking, and it's when macronutrient calculators, such as MyFitness Pal, come in handy. These gadgets aren't for everyone, but they can be a useful tool if you're serious about honing your calorie input.

## CALORIES IN vs CALORIES OUT







# NUTRITION MADE SIMPLE

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Use the GWD  
traffic light food  
system to make  
healthy eating  
easier



→ MEAT, FISH,  
POULTRY & EGGS

→ FRUIT  
& VEGETABLES

→ OILS, NUTS  
& SEEDS

→ HERBS & SPICES

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## HOW OFTEN CAN I EAT THESE FOODS?

Eat them freely and according to your appetite. Go!

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## WHY ARE THEY IN THIS CATEGORY?

Protein, fibre, good fats, vitamins and minerals are the key to good health. These green light foods contain lots of nutrients. A diet based on these foods cuts out processed food and eliminates the sources of most intolerances [gluten and grains, for example]. In the right quantities, these foods give you the nutrients you need, especially if you are less active.

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## ANY OTHER ADVICE?

Rotate your protein sources and try to eat food in its natural state, such as raw dairy, organic vegetables and grass fed beef.

→ GRAINS

→ LEGUMES  
& PULSES

→ DAIRY PRODUCTS

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## HOW OFTEN CAN I EAT THESE FOODS?

Think about your personal requirements and goals when you're eating these foods. For example, the more active you are, the more carbs you need. If you're a vegetarian, you'll need more legumes and pulses. Think!

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## WHY ARE THEY IN THIS CATEGORY?

Legumes, grains and dairy are all good sources of nutrition but aren't necessarily required by, or tolerated by, everyone.

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## ANY OTHER ADVICE?

Be mindful of how food makes you feel and what works for you. Different people will have a different response to eating grains, for example. The same approach doesn't suit everyone.



## → TRANS FATS

SUCH AS THOSE FOUND IN BISCUITS  
AND CAKES

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## → PROCESSED FOODS

## → REFINED SUGAR

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### HOW OFTEN CAN I EAT THESE FOODS?

You can eat these foods on occasion but you should limit or eliminate them where possible. Stop!

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### WHY ARE THEY IN THIS CATEGORY?

It's important to indulge in your favourite foods occasionally, even if you might consider them to be unhealthy. But processed food can be calorie dense and nutritionally empty, so don't consume them in lieu of healthier green light stuff.

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### ANY OTHER ADVICE?

If you do have something in this category, don't beat yourself up about it. In fact, it's important that you enjoy the odd indulgence. Anyway, getting stressed about what you're eating won't help.

# WHAT ABOUT BOOZE?

Ideally you should limit your alcohol intake. The odd drink isn't going to do you much harm but the more you drink, the harder it may be to achieve your goals.

If you are going to drink, red wine is best.

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# WANT TO LEARN MORE?

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Touch or click  
**here** to book your  
no obligation fitness  
and nutritional  
assessment.

# 8 REASONS TO PICK GWD

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UNLIMITED COACHING

As well as the attention you get during your PT sessions, our expert coaches are always on hand to give you advice whenever you're in the gym. You'll never be left wondering what to do.

WORLD-CLASS COACHES

Our professional coaches are experienced and up to speed with the latest science. The team is consistent, and we never use freelancers, so you get the same coaching experience throughout your fitness journey.

SIMPLE NUTRITION ADVICE

We share our in-depth nutrition knowledge in a way that's easy to understand and apply to your life.

INCLUSIVE ATMOSPHERE

When you train at GWD, you're part of a friendly community of likeminded people. No oversized egos or unwelcoming vibes here.

A PERSONAL APPROACH

All our programmes are based around personal training. Working in small groups or one-to-one, you get dedicated coaching for your individual needs.

NO QUEUING FOR EQUIPMENT

We control our membership numbers, so the gym is never overcrowded, and you can always use the kit you want when you want.

EXTRA BENEFITS

When you become a GWD member, you get access to our HIIT classes, designed to support your training and help you get you into the shape of your life.

BESPOKE PROGRAMMING

Everyone starts from a different place and has personal needs and goals. That's why each member gets a thorough evaluation and a bespoke nutrition and training plan.



We're not like other gyms.

Come and visit us to find out why.

Click or touch **here** to find out more.

Or email **info@gwdperformance.com**

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