
Eizabeth De Jongh, MS, CHWC



Liz is a wife, mom, workplace wellness consultant, and wellcoaches® certified Health and Wellness Coach. Since 2008, she has been using her unique Mind.Set.Goal!™ strategies to help smart, hard-working people overcome their struggle with weight and feel great... about both health and themselves. In 2016, she trademarked it.

Liz's career started in corporate wellness, where she designed and coordinated a WELCOA award-winning wellness program from the ground up. From there, her roles quickly expanded.

She began to serve on an insurance advisory committee, where she helped design and monitor a self-insured medical insurance plan, implement an employer-sponsored “onsite” medical clinic, and evaluate both a disease management and employee assistance program. While immersed in these population health management efforts, she also became a wellcoaches® Certified Health & Wellness Coach and began to offer one-on-one personalized help to employees and family members.

Liz then began health policy work for LiveWell Colorado's HEAL Cities & Towns Campaign, where she continues to assist over 50 cities and towns in a statewide “healthy eating and active living” workplace policy initiative. Liz also served as an instructor in Colorado State University's Department of Health and Exercise Science before moving to Minnesota in 2016.

Liz is someone who has sat on all sides of the table. She has a unique, multi-dimensional understanding of what matters to business leaders, what is challenging for health professionals, and what weighs heavily on people. She can vouch that – when done well - benefits cost containment strategies work. Yet, despite the best strategies, programming, and policies, she saw first-hand that people still struggle – especially with weight – and it takes a toll on them both personally and professionally. And they are desperate for help – a *different, more meaningful* kind of help.

Not seeing a solution for this, she felt called to develop one. And so she combined her experience and intellect with her heart and soul (and sister 😊) and created **Mind.Set.Goal!™**, a deep yet simple strategy that rewires how people think and leaves them prepared, motivated, and committed to take charge of their health, performance, *and life...* from the top down, bottom up, and inside out.



“Virginia & Liz are two of the most ethical, dependable and trustworthy people I know. They each have extensive experience in the health promotion industry and care deeply for the health and well-being of their clients.”

*Dawn Clifford, PhD, RD, Associate Professor of Nutrition
Author of Motivational Interviewing in Nutrition and Fitness and Founder of BodyBLoved*

Virginia Clark, MS, RD



Ginny is a wife, RD, and mom of three. She shares her sister Liz's passion for helping people overcome their struggles with food and weight.

For over 10 years she served as the Obesity Prevention Supervisor for CanDo (Coalition for Activity and Nutrition to Defeat Obesity) in Fort Collins, Colorado, where she received over \$2 million in grant money, helped form a network of over 350 citizens, facilitated annual workshops, and led a community-wide initiative that made significant impacts

in the areas of school wellness, community wellness, and corporate wellness. Through

community building, policy, and environmental change, she helped improve access to healthy food, increased the accessibility of walking and biking paths, started community gardens, taught cooking classes, led the Fort Collins Well City Initiative, helped over 20 companies start employee wellness programs, and more. She was also an instructor in the Department of Health and Exercise Science at Colorado State University.

Ginny is someone who has seen the positive impact of organizational and environmental initiatives related to healthy eating and active living, but realizes even they are not enough to make measurable changes in weight from a public health point of view. This hit home with her when people would call her office asking what they or their kids should do personally - or where they should go - to lose weight and she, the "Obesity Prevention Supervisor," didn't have a good answer. Her list of referral resources was extremely limited --- and of course even more so once other factors were considered, like when the program was offered, how long it lasted, the location, etc.

She wanted to change this. She wanted to have an answer... one that was affordable, realistic, and free of any and all gimmicks. And so, she teamed with her sister Liz to make **Mind.Set.Goal!**[™] into the exact solution that people and businesses were seeking. She authored *The Complete Guide to Healthy Eating Made Easy* to accompany the program, brings her food skills and community and corporate health experience to the business, and has proven to be the missing ingredient - the lil' shot of Gin - that keeps Well Simplified true to its name.

“Liz and Ginny have a strong knowledge basis in nutrition, wellness, and exercise science and understand the importance of scientific research in providing the platform for evidence-based nutrition counseling, wellness coaching, and health promotion program development. Importantly, they have outstanding people skills and understand the nuances of facilitating health behavior change in clients with widely different health habits and levels of interest in adopting healthy lifestyles. Having known them both for more than 10 years, I can attest to their outstanding professionalism, genuine concern for the well-being of others, exceptional communication skills, and their commitment to honesty and integrity in all their interactions with both individual clients and corporations.”

*Chris Melby, DrPH, Professor, Department of Food Science and Human Nutrition,
Nutrition and Metabolic Fitness Laboratory, Colorado State University*