

# Well Simplified

GENUINE HEALTH SOLUTIONS

## YOUR PRESENTERS



**Liz De Jongh, MS, CHWC:** Liz is a workplace wellness consultant and Wellcoaches® certified health and wellness coach. Prior to starting Well Simplified LLC and creating Mind.Set.Goal!™ with her sister Ginny, she spent 10 years immersed in one-on-one, corporate, and population health management efforts. She designed award-winning wellness programs, helped monitor a self-insured medical insurance plan and onsite clinic, and assists LiveWell Colorado’s HEAL Cities & Towns Campaign in a statewide “healthy eating and active living” workplace policy initiative.



**Ginny Clark, MS, RD:** A Registered Dietitian, Ginny spent 10+ years leading an obesity prevention effort in Fort Collins, Colorado, where she managed over \$2 million in grant funding, 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.

But even with all their work, they knew that people still struggled – especially with weight and work-life balance. And they knew, first hand, that these struggles take their toll on people, families, workplaces, and communities.

Given their unique understanding of what matters to CEOs and business leaders, what’s challenging for health professionals, and what weighs heavily on people, they felt called to do more – to bridge the gap between what best practices said should work and what actually worked, to figure out a new way to approach weight and work-life balance from a personal as well as a corporate standpoint, and to ultimately help people and organizations take charge and reach their potential.

So they quit the jobs, joined forces, and embarked on a new chapter in their lives – dedicated to providing genuine health solutions – such as Mind.Set.Goal!™ - that help people move beyond their struggles, enjoy life, and reach their potential.

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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.

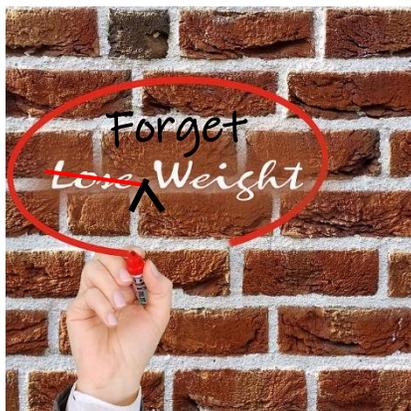


Dawn Clifford, PhD, RDN  
Author of *Motivational Interviewing in Health and Fitness*  
Founder | BodyBLoved

## CORPORATE, PROFESSIONAL, & HEALTH CARE AUDIENCES

The following presentations are designed specifically for HR and benefit managers, business leaders, health care providers, health cooperatives, wellness coordinators, benefits consultants, & others who promote health and well-being.

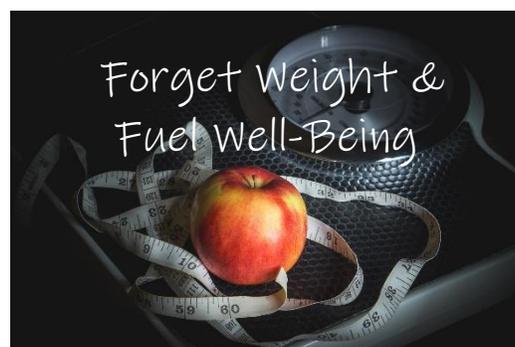
### Weight Management: Where Workplaces Go Wrong & How HR Can Help



Overweight and obesity are thought to be strongly associated with issues that negatively impact a workplace, such as increased health care claims, absenteeism, and presenteeism. Thus, Human Resources often offers wellness programs and benefits that promote - and even incentivize - weight loss as part of their strategy to improve health, increase productivity, and contain costs. But it's time to rethink such strategies, as research shows promoting weight loss and deeming weight as a main determinant of health is not only off the mark, but is doing more harm than good. This presentation explores the research and short-comings of a weight-centered approach to health, offers insight into who at the workplace is truly struggling, and provides new resources and strategies for helping them - and the workplace as a whole - discover health from the top down, bottom up, and inside out.

### Perspective, Skills, & Resources: Equipping Providers to Win at Weight Management

70% of Americans are considered overweight or obese. Given these risk factors are associated with high blood pressure, type 2 diabetes, heart disease, and other serious conditions, health care providers are expected to play a pivotal role in influencing weight management. However, due to time constraints and lack of training and resources in this area, providers often struggle to give patients the optimal strategies and assistance they need to succeed, which is frustrating for both parties. This presentation renews providers' hope in health and people by 1) sharing the benefits of a weight-neutral rather than weight-centric approach to health, 2) teaching tangible coaching and motivational interviewing strategies that empower patients to eat well and be active by choice, and 3) offering them a new weight management resource that they can recommend with confidence. In the end, providers will feel equipped to win at weight management – which is a win for their patients as well.



THE SUCCESS RATE OF LIZ'S CLIENTS IS OFF-THE-CHARTS! I HAVE SEEN THE BENEFITS IN MY PATIENTS FIRST-HAND: LOWER BMIs, BETTER DIABETES CONTROL, INCREASED ENERGY, AND THE CONFIDENCE THAT COMES WITH TAKING CHARGE OF YOUR OWN HEALTH!

Kathryn Lovoi, MMS, PA-C, Clinical Director  
Marathon Health



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## WORKSHOPS & SPEAKING: ALL AUDIENCES

Packed with passion, purpose, and experience, our workshops and keynotes provide any audience with tangible takeaways and inspiring insight about how (and why!) to find meaning and purpose in life, prioritize health, and reach their potential – both on and off the job.



### Mind.Set.Goal! 7 Steps to Ending Your Struggle with Weight, Improving Relationships, and Feeling Great... for Good!

What do healthy, happy people have in common? They have purpose, trust their body, nourish themselves with and without food, set themselves up for success, have a positive perspective, live n' forgive, and commit to their goals for all the right reasons. You can, too! When you focus on what really matters in life, things like food, exercise, health, and even weight find their place and fall into place... naturally.



### Meaning: The Magic that Keeps Health and Happiness in Motion

Wish you could wave a magic wand and feel happier and healthier? In many ways, you can! Learn how to turn “me” into “meaning” by investing in others, embracing struggle, putting in the effort, and finding the greater good in everything you do. A life of meaning is defined by purpose, struggle, and mindset and is the surest path to discovering your health and happiness.



### 5 Steps to Getting Off the Busy Train and on Track to Health

What's the #1 barrier to health? Lack of time, of course! Learn how you can be healthy – and still get things done - by 1) re-evaluating busyness, 2) taking responsibility, 3) regrouping & recharging, 4) reframing every situation, and 5) remembering your reasons. Life is simply too short to let busyness rob you of feeling and performing your best!



LIZ AND GINNY ARE OUTSTANDING WELLNESS PROFESSIONALS, MOTIVATIONAL SPEAKERS, FACILITATORS, AND INSPIRING COACHES WHO ARE DEDICATED TO TRANSFORMING AND IMPROVING THE HEALTH OF INDIVIDUALS, FAMILIES, WORKSITES, AND COMMUNITIES AT ALL LEVELS.

Sarah Morales, MS, RD  
Founder | Heart Centered Wellness

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## From Hassle to Hallelujah! 7 Tools, Tips, & Tricks for Turning Health into a Highlight Instead of a Headache

Do you scramble to get food on the table? Feel disorganized? Tend to overeat? Fail to squeeze in enough exercise? Don't feel bad... we've both been there. Steal the tools, tips, and tricks that got us on track and keep us thriving instead of surviving in our roles as parents and professionals.



## From Fear to Freedom: 5 Ways to Shift Your Perspective and Fall in Love with Food, Health, & Life Again

Do you get frustrated with yourself? Do you find it hard, expensive, and nearly impossible to keep up with all the health recommendations? You're not alone. But don't throw in the towel and say "the heck with it" just yet. Give these five perspectives on food, health, and life a chance first; they might just provide enough "aha" to change everything... from your thinking to your doing.



GINNY AND LIZ 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. 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

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having Liz  
and/or Ginny  
speak? Contact:

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