

Introducing: The In the Equation Transformative Weight-Loss Coaching Program



...An innovative, personal and proven approach to long-term weight loss & healthy living – for life.

Discover a NEW way to inspire, motivate and empower employees to improve overall health and happiness – inside and out.

Are you having little, if any, success with current workplace wellness programs aimed at helping employees lose weight, reduce their risk of obesity-related diseases, and live healthier lives?

The “**Put Yourself in the Equation Weight-Loss coaching Program**” offers a fresh and innovative approach by going far deeper than the traditional advice of “just do it”, or “eat less, exercise more.”

This 16-week intensive coaching program helps employees focus on changing beliefs, thoughts and life-long patterns that may be preventing them from success in weight loss and healthy living. And, it’s delivered by someone who’s been there and knows the battle first-hand, making it easier for employees to embrace and to relate.



What is the In the Equation Weight-Loss Coaching Program?

- A transformative weight-loss & wellness coaching program custom designed by Lori Schaefer, In the Equation, LLC
- This comprehensive program systematizes the principles and process used by Lori Schaefer to lose -211 lbs., 11 dress sizes & achieve self-love and acceptance, build confidence, & gain internal happiness
- Combines science & lived experience to help participants spark personal transformation & fulfillment

Embolden your employees with a **customized, transformative and proven approach** to long-term weight-loss and healthy living. The In the Equation Weight Loss Coaching Program goes far beyond the typical “just do it” approach to help achieve individual success for those employees who have struggled the most.

The In the Equation program includes:

- **An Intensive Jumpstart:** 4.5 days aimed at building emotional, physical & mental strength and skills
- **16-weeks of small-group coaching**
- **Six individual coaching sessions and check-ins** throughout the program
- **A Pay it Forward Practice:** Participants “pay it forward” by assisting others in their transformation journey (helps solidify progress and confidence)
- **Onsite workplace retreat:** ½ day onsite, including individual progress check-ins, healthy lifestyle planning & a celebration
- **2x follow-up individual coaching sessions**
- **Program materials:** In the Equation workbook, personal journal, worksheets, tools & tips
- **Group/cohort peer support**
- **Lifetime membership & support** in the “In the Equation” online community

“To give employees the best chance for success, wellness programs should be paired with a comprehensive weight management program that will not only support & supplement healthy behavior change, but also teach employees the best practices & skills needed to achieve & maintain life-long health. Generalized programs are too broad and too shallow to guarantee lasting to make a difference.”

--Combating Obesity in the Nation's Workforce, Benefits Magazine, Dec. 2013

During the program, employees will:

- **Embark on an intensive, personalized transformation journey**
- **Learn the “In the Equation Way”** – Prioritizing self-care and taking charge of personal health decisions
- **Develop a personal and customized In the Equation plan** – set clear goals and with coaching help determine the best nutritional, exercise and mindfulness program to achieve them
- **Increase knowledge and understanding of personal barriers/challenges** that may have prevented previous success
- **Gain accountability, structure & support** to generate early wins and confidence in developing healthy lifestyle behaviors

What sets this program apart?

- **Comprehensive:** This is about more than just weight-loss. The In the Equation Coaching Program addresses the whole person. Participants develop life-long skills leading to meaningful and sustainable changes.
- **Science + Experiential:** Rooted in mind-body and behavioral science, combined with lived experience and proven results.
- **Customized:** We do not assume one size fits all or that success is a matter of willpower. We work with an individual to develop a customized plan within the In the Equation framework – their YOU equation.
- **Relational/Personal:** Designed and delivered by someone who knows the journey first-hand, and demonstrates long-term sustainable success – inside and out.

To Learn More:

Visit intheequation.com or contact Lori Schaefer, Founder & President, In the Equation, LLC at lori@intheequation.com

About Lori Schaefer, In the Equation:

Lori Schaefer is a successful business owner, motivational speaker, certified health and transformation coach and writer/blogger. Through her own personal transformation story, Lori inspires and energizes others to achieve optimal health and wellness, expand their potential, foster fulfillment and achieve transformative change.

Lori shed 211 pounds, 11 dress sizes and took control of her health and happiness -- and in the process she learned how to live a WHOLE life, not just a busy one. Her story resonates with individuals who want to put themselves in the center of the equation of their own lives and reach their greatest potential – whether that's losing weight and getting fit, facing down a radical life change, or changing their lifestyle to address a health challenge.

In January 2015, Lori shared her at-home transformation success story on NBC TV's The Biggest Loser. Her transformation success story has been featured in Women's Running Magazine, the Star Tribune, KSTP TV's Twin Cities Live, Duluth Superior Magazine and more.

In 2016, Lori is launching a workplace wellness In the Equation Transformative Weight-Loss Coaching program aimed at helping others achieve the same-life changing transformation she's achieved. She is also launching individual and small-group coaching for transformative change. To learn more about Lori Schaefer and In the Equation, visit intheequation.com.



"I have come to believe
that caring for myself is
not self indulgent.
Caring for myself
is an act of survival."

- Audre Lorde

