



**OP  
TIME  
IZE**

**WEIGHT MANAGEMENT**

MANAGING  
YOUR **WEIGHT**  
& YOUR **HEALTH**

FINDING TIME TO FIT FOOD AND FITNESS INTO YOUR BUSY LIFESTYLE

## ABOUT OUR SERVICES:

Making health a priority can be difficult. Especially when time, money and life commitments can appear to be a barrier. Instead of compromising our health and weight through consistent ineffective nutrition and training choices, we need to find ways and supports that will help us fit fitness and food seamlessly into our busy lifestyles. With informed decision making, empathy and understanding, a supportive environment and personalised accountability tools it is no longer necessary to see health as an unattainable objective. Your relationship with yourself will determine the quality of life and decisions that you make. Let us help you manage your health and weight. The time to invest in yourself is now.

OPTION 1	OPTION 2	OPTION 3
<b>1-2-1 PERSONAL TRAINING, NUTRITION SESSIONS &amp; LIFESTYLE COACHING</b>	<b>GROUP H.I.I.T FITNESS &amp; TRAINING PLANS</b>	<b>TRAINING &amp; NUTRITION PROGRAMME DESIGN</b>
<ul style="list-style-type: none"> <li>• Onsite fitness session</li> <li>• Training &amp; nutrition plan provided</li> <li>• Life coaching session available</li> </ul>	Cater for <ul style="list-style-type: none"> <li>• Couples</li> <li>• Families</li> <li>• Friends</li> </ul> <p>*If it's your preference the workout can be provided at your location</p>	<ul style="list-style-type: none"> <li>• Initial consultation</li> <li>• 4 week fitness &amp; nutrition programme design</li> </ul>
<b>COST</b> per session per month per 12 weeks	<b>COST</b> per session per month per 12 weeks	<b>COST</b> initial consultation for a 4-week plan



## ABOUT OPTIMEIZE WEIGHT MANAGEMENT:

Optimize aims to provide an evidence-based approach to health and weight management that considers the individual(s) needs involved within the process. I consider this when designing strategies to get the desired result of the client(s) in my care. My focus is on delivering a personalised approach to nutrition, training, sleep and management of lifestyle stressors. All of which will enhance the physical and mental health, energy management, self-confidence and body composition of the people I work with.

Optimize prides itself in educating clients to make informed decisions. I help you fit healthy lifestyle choices seamlessly into your current commitments by using a research time-based model to support people to balance their personal health with work and life. Food and fitness can be a part of a family, friend and fun focused lifestyle. With education, informed decision making, accountability and supportive environments your weight and health journey can be achieved guided by me.

## THE EVIDENCE-BASED MODEL WE USE TO GET YOU RESULTS



**1. SELF-AWARENESS:** Gain clarity over the importance of investing in your health. The two questions I always ask 1. What benefit will I get from investing in my health? 2. What will happen if I continue to ignore it and live my current lifestyle?

**2. SUPPORT:** Identify what nutrition and training methods will fit into your lifestyle and allow you to sustain it with minimal impact on your current commitments. We start looking into how we can achieve results.

**3. STRUCTURE:** Put structures in place to set time aside to commit and achieve consistency whilst not compromising your current work and life commitments. We now look at finding time slots to set aside for your fitness and nutrition.

**4. STRATEGY:** Put measures in place to track progression and remain on track. Select methods that suit your personal circumstances and values. Methods are flexible and can be adapted based on family/work demands.

**5. SOLUTION:** The process drives the outcome. Informed decision making done consistently well will facilitate a healthier, happier and more confident you. Develop, implement, track and remain consistent with the SYSTEM. We help you achieve this.



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WEIGHT MANAGEMENT

## BENEFITS: WE HELP YOU IMPROVE:

- YOUR PHYSICAL AND MENTAL HEALTH
- YOUR BODY COMPOSITION AND IMAGE
- YOUR RELATIONSHIP WITH YOURSELF
- YOUR RELATIONSHIP WITH FOOD & TRAINING
- THE QUALITY OF YOUR LIFE

## ABOUT IAN BYRNE (THE COACH):

Having spent time as a PE & science teacher, a university lecturer, a life & executive coach and a fitness trainer I have immersed myself in health and performance education. Having worked with thousands of students, athletes and parents throughout the process I pride myself on understanding the principles and processes behind health, human behaviour and getting results.

With a solution focused mind-set I aim to help people achieve the highest standard of relationships with themselves, their body and the people/things that ultimately have an impact on their physical and mental health. You provide the problem and I will help you find a solution. The services I deliver guarantee results and fit seamlessly into your lifestyle.

## QUALIFICATIONS

- First class honours degree in Physical Education & Science
- Qualified life coach, personal trainer, strength & conditioning coach
- Underage International football player
- U21 & senior International futsal player
- National award for wellbeing in education in 2017
- University lecturer in health and human performance
- Seven national sporting titles
- Best sports scholar in DCU, 2011
- Best contribution to club development in DCU, 2012
- Futsal Champions League hat-trick goalscorer, 2019





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**WEIGHT MANAGEMENT**

**WE DELIVER RESULTS**

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