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**HUNGRY FOR VICTORY**

# **THE DEATH OF DIETS**

**WHY THE FUTURE OF COACHING HAS NOTHING TO DO WITH THE PERFECT PLAN.**



# TABLE OF CONTENTS

- Intro Story: When Smart Plans Still Fail
- Diet Culture: Engineered to Keep Clients Stuck
- The Psychology Behind Food
- Environment > Willpower
- Identity Drives Behavior
- The Power of Consistency
- How Coaches Must Evolve
- What to Do Next
- Coach Q&A

# HOW 20 YEARS IN COACHING MADE ME KILL MY OWN PLANS

I didn't become a better coach because I got smarter. I became a better coach because I got tired of watching smart clients fail." From elite athletes to beginners, my obsession with perfect plans gave way to a focus on people. And everything changed.





# WHY "PERFECT" STILL FAILS

- Clients still ghosted despite detailed plans
- Success during challenges didn't last
- Real issues: emotional resilience, identity, and life stress



**STOP COACHING  
PLANS. START  
COACHING PEOPLE.**

**MACROS**

**BELIEFS**

**REPS**

**VS**

**SPLITS**

**BEHAVIORS**

**IDENTITY**

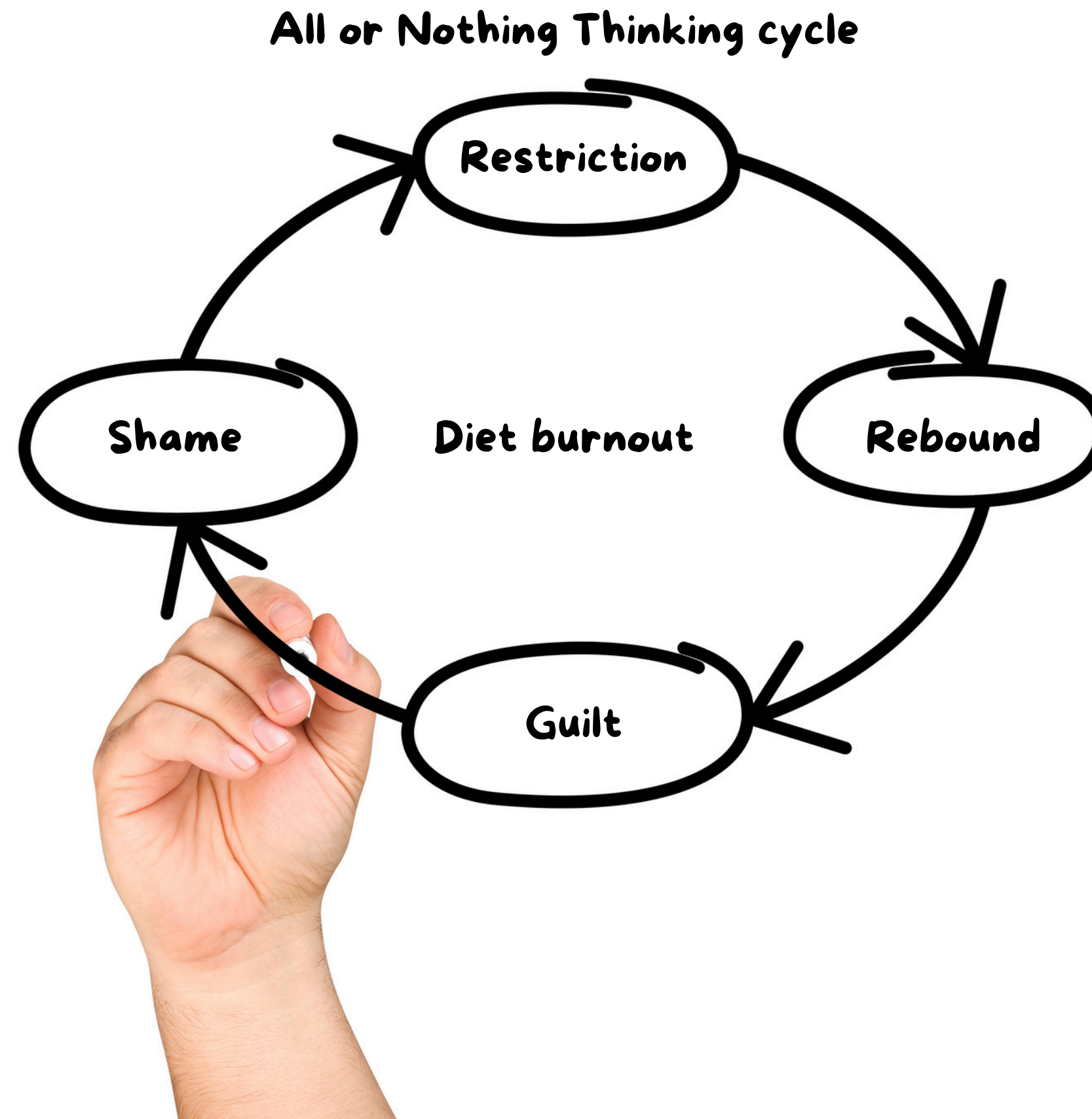


# DIETS AREN'T BROKEN. THEY'RE BUILT THAT WAY.

80% of dieters regain weight. Why? Restriction creates rebound. Shame fuels the cycle. The weight-loss industry thrives on this loop. This isn't nutrition — it's a business model with built-in failure.



# THE LOOP THAT KEEPS CLIENTS STUCK





# PSYCHOLOGY OVER PHYSIOLOGY

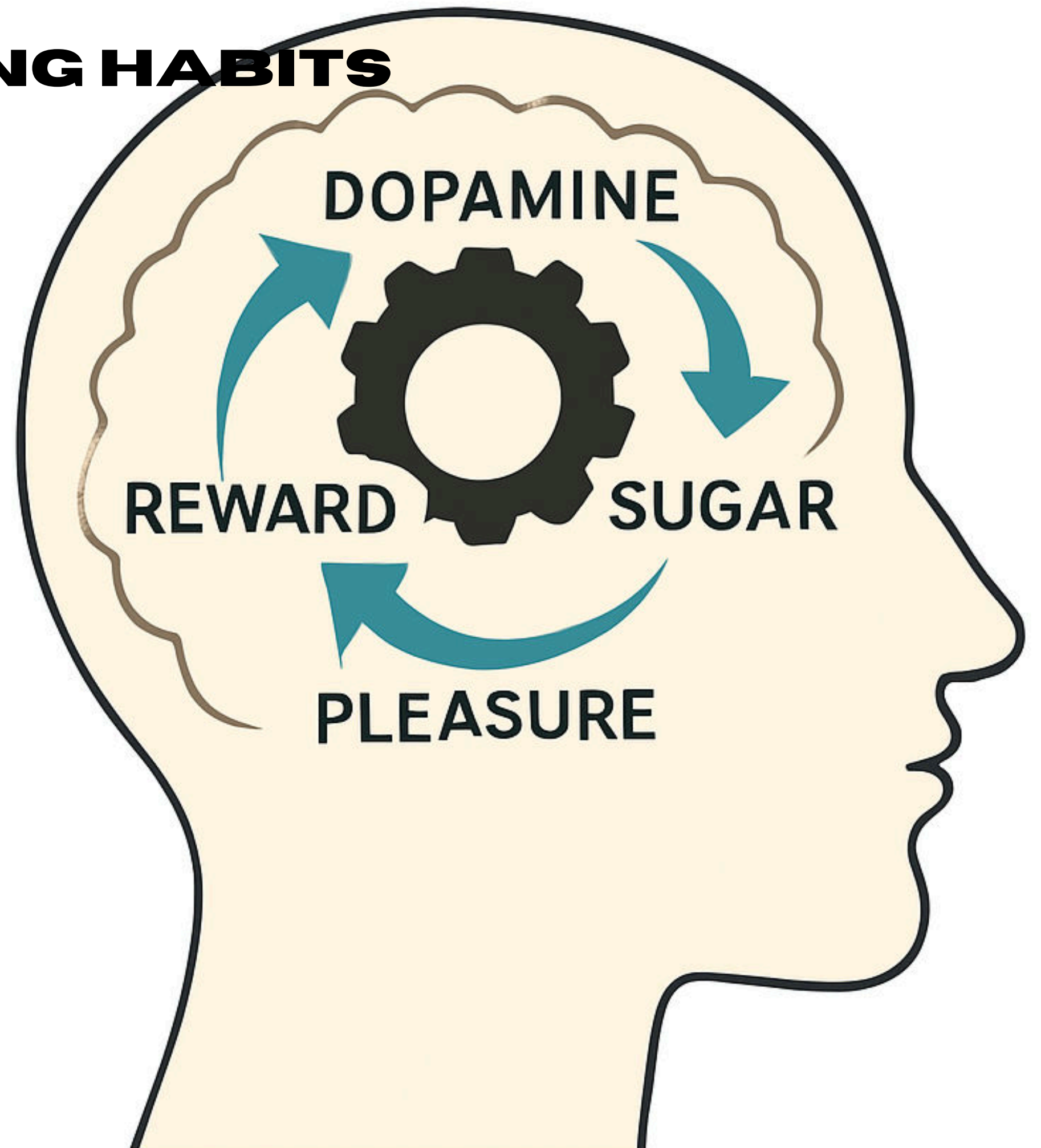
Clients binge not from lack of protein – but from loneliness, boredom, or emotional overwhelm. Coaching food without addressing emotions is like handing someone a snorkel in a house fire.





# THE REAL ROOT OF EATING HABITS

- Emotional regulation
- Need for stimulation or control
- Habitual dopamine loops





# **WHY ENVIRONMENT ALWAYS WINS**

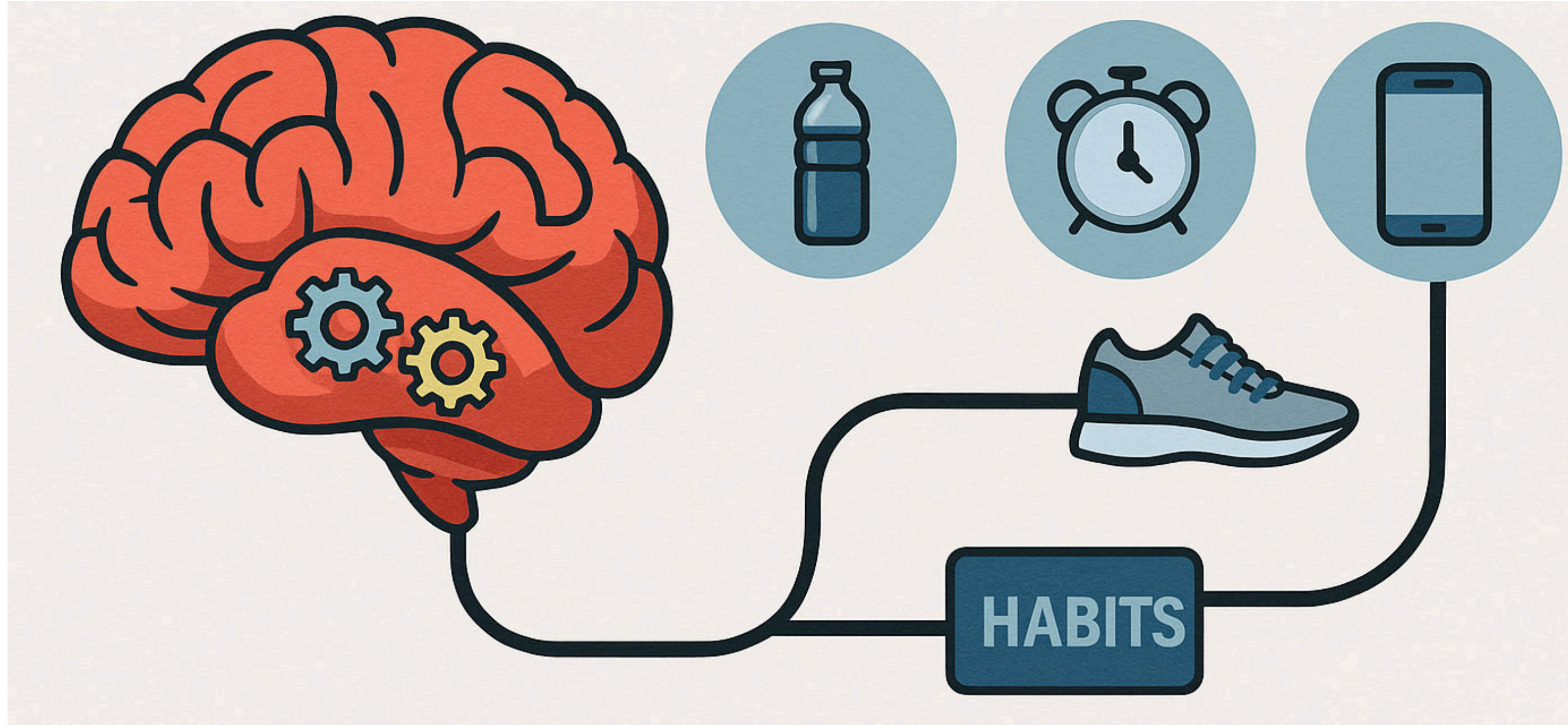
Clean eating today is like meditating in a casino. You can't out-discipline 4,000 food marketing hits/month. Decision fatigue drains willpower. Environment beats willpower every time.





# MAKE SUCCESS EASIER

- Remove friction from good decisions
- Use visual anchors + default routines
- Pre-decide meals, workouts, and rest





# YOU CAN'T OUTPERFORM YOUR SELF-IMAGE

Clients don't become who they want to be — they become who they believe they are. Coaching identity shifts is the true unlock for consistency.





# IDENTITY DRIVES ACTION

Shift the Story, Change the Results

- Name the old identity ("I always fall off")
- Build anchors to a new version
- Reinforce new behaviors daily





# MINIMUM VIABLE CONSISTENCY

- Pre-wire daily routines
- Use visual streak trackers
- Attach habits to existing behaviors





# STOP BEING A TECHNICIAN

Your authority doesn't come from plans. It comes from clarity, compassion, adaptability, and emotional safety. Future coaches coach humans — not spreadsheets.





# WHAT YOU CAN DO TODAY

- Add a mindset check-in to every session
- Use readiness questions before giving a task
- Rebuild your identity as a coach who transforms

