Text messaging system that helps employees with the “crucial moments” that tempt them.

Examples:
“Late-night snacking”
“I’m stressed”
“Seeing someone else smoking”

“The literal answer to my prayers is Coach Alba.”

- Self Magazine online
Employees that are working to achieve health goals find **crucial moments to be the biggest obstacles** to success.

By using Coach Alba, they will effectively master these moments of temptation.

Coach Alba is ideal for anyone that is looking to create healthy habits by changing behavior.
Sample Conversation

Coach Alba:

Which CM will be oh-so-tempting next? 1-Unhealthy snack, 2-Late-night snacks, 3-Eat too much, 4-Custom, 5-Modify list

Lori:

3

Will it happen at 5 pm again? Text Y or a different time.

6 PM

Last time, you did this: Remember what u already ate today before grabbing more.

Do you want to commit to that again? Y/N

Y

Would you like a reminder txt before the CM? Y/N

Y

You’re gonna dominate! I’ll check back at: today, 5:30 PM
www.coachalba.com/kcollege

The hardest thing about making a change? Sticking to your plan.

Welcome! Welcome K colleagues! I hope you find Coach Alba to be an effective tool in your personal wellness plan. I have used it successfully to curb my personal downfall...late night snacking! Have fun. -Ken

You have full access to Coach Alba! Sign up now!

Enter your mobile number

I agree to the Terms of Service

*Not recommended for mobile plans with limited text messaging. Standard texting rates apply.

Kalamazoo College

Watch this video to learn how Alba works