



HEALTH COACH INSTITUTE

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Hello, Future Health Coach

Congratulations on your super-smart decision to investigate one of the fastest-growing careers out there! We are Stacey Morgenstern and Carey Peters, the co-founders of Health Coach Institute (HCI), an international coach training school that creates world-class leaders in the art, science, and business of transformation—a.k.a., health coaching! We feel strongly that health coaching is more than a career; *it's a calling*. And we're guessing that if you've picked up this book, you feel the same way.

Over the last 10 years, we've had the great fortune of training over 10,000 successful coaches from more than 70 different countries. We are proud to be training the new generation of health coaches who are revolutionizing the way people achieve profound change in their lives, and beyond proud of everything they have accomplished—and will accomplish!—both for their clients and themselves.

Our school, HCI, is an online learning platform that teaches future health coaches (a.k.a., YOU!) how to turn their passion for holistic, healthful, and vibrant living into a meaningful, successful, and lucrative career. *Put another way, the programs that we offer future health coaches are the fastest path to impact AND income.* What does that mean? It means that we set our students up for success so that they are helping people and earning a great living as quickly as possible. How do we do that?

Our comprehensive curriculum covers nutrition, health and wellness, transformational coaching skills, life coaching, and business and marketing. But as you may know, there are multiple programs out there for people looking to become health coaches, and our goal here—in this handy-dandy book that you are holding in your hands in one form or another—is *to help you figure out which program is right for you while telling you as much about health coaching as we possibly can!*

Sure, we'll admit up front that we happen to think our program is the greatest one around—it's transformative, in-depth, exciting, and also fun, all of which we think are truly important qualities in a learning experience. But the fact is, what WE think doesn't matter. Finding the right program is about YOU—what you are looking to learn, how you like to learn, and who you'd like to learn from.

In the spirit of that, we are going to limit “tooting our own horns,” so to speak, to SPECIAL SECTIONS that delve into the different things that HCI has to offer you. (They will be clearly marked as SPECIAL SECTIONS so that you know exactly what you're getting into when you read them!)

For now, we'll just say this: what we feel makes us different from other health coaching schools is the foundation of our curriculum, which is the belief that how you do ONE thing is how you do EVERYTHING. Mastering this concept is what enables our students to go out into the world and make a difference on a deep and lasting level. But don't take our word for it. Use *The Definitive Guide to Health Coaching* to arm yourself with information about everything from what, exactly, a health coach is to what programs are available, what's happening with certification, and where the industry is going. We truly want you to make the choice that's right for you so you can *have exactly the career you want and make a great living doing it.*

Got it? Great!

WE ARE SUPER EXCITED TO HAVE YOU ALONG ON THIS JOURNEY!
(Sometimes we get so excited about this stuff that we “talk” in all caps! With exclamation points! We can't help ourselves!)

Ready? Let's dive in...



THE 21ST CENTURY HEALTH COACH DEFINED...ONCE AND FOR ALL!

Beyond Nutrition to Transformation:

What Health Coaching Is, Who Does It, and Why

WHAT HEALTH COACHING IS, WHO DOES IT, AND WHY

Health coaching is one of the hottest career opportunities out there right now. Even though it's a relatively new profession, it's one of the most exciting and lucrative, and will be for years to come. It is ranked as one of the biggest health trends, consistently placing in the top 20 since 2010.² According to the United States Department of Labor, the employment of health educators and community health workers in the U.S. is expected to grow 13% by 2024, which is “faster than the average for all occupations.”³ That's a pretty impressive growth rate!

Not only is health coaching exciting and lucrative, it's effective and important because...wait for it...**health coaches are the future of healthcare!!!** (Extra exclamation points included to indicate that we LOVE saying that! In fact, it's so important that we're going to say it again. But we'll say it more calmly this time.)

Health coaches are the future of healthcare. They have an incredibly important role to play, and we're not the only ones who think so! All sorts of people and organizations are realizing that health coaches can have a profound impact on people's lives.

Before we get into the thrilling specifics of who is saying what about this amazing job, let's back up for a second and talk about YOU.

We know you've come here for answers, but we'd like to ask you a few questions first. What compelled you to seek out this book? Maybe you're looking to change careers. Maybe you want to leave a job that doesn't inspire or fulfill you, that makes you feel empty or like you're treading water and biding your time until something else comes along. Maybe you simply feel a calling—you may not know yet exactly what you are meant to be doing, but you're at a crossroads and you know you want to do something meaningful that allows you to contribute to the well-being of your family, your community, and the world. Maybe you've been a stay-at-home parent for the past few years and are reinventing yourself personally and professionally. Or maybe you're already in healthcare, but you're searching for a deeper way to help your clients and patients, or a different business model so you don't have to rely on insurance. Whatever your answer, it's likely a powerful catalyst for what's going to happen next in your life and your career. And that is beyond exciting. You are on the brink of something good.

So. Let's start at the beginning. What is a health coach? (Yes, seriously! You're not expected to know that yet. If you DO, that's great! If you DON'T, well, that's what we're here for!)

In the simplest terms, *we at HCI define a health coach as a trained and certified professional who is passionate about healthy living in every area of life, and wants to help others make that commitment to healthy living, too.* Health coaches can do this in a number of ways,



including but not limited to developing individualized plans to assist clients in achieving specific health and wellness goals they've set for themselves, and/or implementing the healthcare directives given to them by their doctors or other healthcare professionals. Here's the important thing to note: *health coaches are not medical professionals, nor should they claim to be—they have their own very specific, very important role to play in wellness.* (More on that later.)

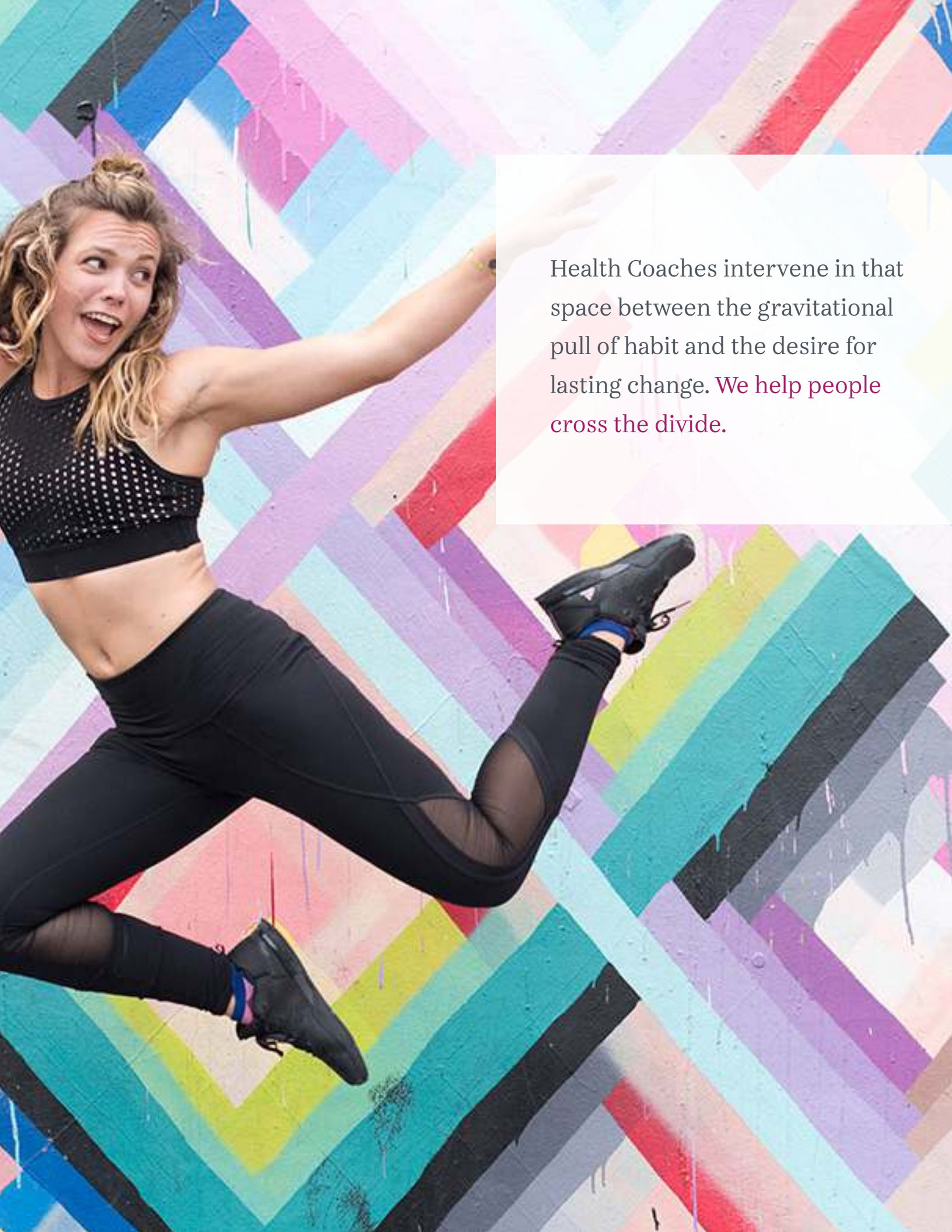
Okay. Now let's look at why people are saying *health coaches are the future of healthcare*—and who's saying it! (Yup, we've said it THREE TIMES in this chapter. And we'll probably say it again.)

In May 2016, the prestigious online publication American Medical Association Wire published an article titled, “Why Your Medical Practice Needs a Health Coach,” outlining ways health coaches improve patient care and reduce physician stress and burnout. In addition, a study published in the American Journal of Lifestyle Medicine in 2017 found that, “appropriately designed and implemented LHC [lifestyle health coaching] programs constitute an important component of the armamentarium of interventions that can be used in the global ‘war’ against potentially preventable noncommunicable chronic diseases.” Finally, even the Centers for Disease Control and Prevention in the U.S. found in 2017 that, “Diabetes health coaching programs can improve glycemic control and reduce diabetes distress in patients with high levels of these at baseline.”

So what does all that mean? The profession you are currently considering has the backing of many important medical organizations all around the world! Basically what we're saying is, it's official: health coaching has arrived and is getting the recognition it deserves.

Let's delve a little deeper into why health coaches are necessary. The bottom line is, people want help. Thanks to the relentless demands of work and life responsibilities, we are more stressed, burnt out, and depressed than ever. People are finally realizing that what we've been doing is no longer working and are looking for something greater. But making big changes without support and accountability is difficult, in part because we're creatures of habit—in fact, some scientists believe that up to ninety-five percent of our behavior is a result of habit. That's why we struggle to make changes that last, even when the need for change is obvious and our intentions are strong.





Health Coaches intervene in that space between the gravitational pull of habit and the desire for lasting change. **We help people cross the divide.**

Here are two health-related statistics about habits that we think show just how necessary health coaches are. 1) Ninety-five percent of those who lose weight on a diet gain it back, and a significant percentage gain back more than they originally lost. 2) Even after a heart attack, only one of every seven patients makes any enduring changes around eating or exercise. That's astounding, isn't it? Even in a life or death situation, many of us struggle to change life-long habits. The diet industry's advice—"eat fewer calories and exercise more"—is of course right, but it doesn't explain to people how to do those things, which makes it very difficult advice to follow. If it were simple advice to follow, the world would be full of super healthy people!

New Year's resolutions are another great example. Twenty-five percent of us abandon our New Year's resolutions after one week; about 54 percent do so within six months. And—our personal "favorite" of the New Year's stats—while about 40 percent of Americans make New Year's resolutions, only about 8 percent of people keep them. Why is that? *Because we don't have support or accountability.* Doctors, dietitians, and other practitioners either don't have the time or the skills to help us stay motivated and follow through to get a lasting result. So we default to our habits, even when we know those habits make us feel lousy. Without the right support and accountability, this dysfunctional cycle continues and may even get worse, with disastrous results. (Does any of this sound familiar? It does to us, too!)

Okay, just a few more statistics and then we'll stop, we promise! But these stats are mind-blowing, and we think you'll find them interesting.

As of 2012, about half of all adults—or 117 million people—had one or more chronic health conditions, such as heart disease, stroke, cancer, type-2 diabetes, obesity, or arthritis. Eighty-six percent of healthcare spending was for people with one or more of these chronic conditions. That's a staggering financial burden, and that's just in the United States!

This is where things get interesting for you, future health coach. In their paper on healthcare reform, Dr. Mark Hyman, Dr. Dean Ornish, and Dr. Michael Roizen cited a study that found simple diet and lifestyle changes can prevent 93 percent of diabetes, 81 percent of heart attacks, 50 percent of strokes, and 36 percent of cancers. So, here's the big question. If simple diet and lifestyle changes have the potential to be so effective, why aren't people making these changes? *Well, because people do not do what they are told to do, or even what they know they should do.* And that's where you come in.



Because of our belief that how you do one thing is how you do everything, HCI defines health coaching differently than other schools. We believe that your job as a health coach is to help people:

1) *understand and identify* the issues and the goals; 2) *develop a simple action plan* to change the behaviors they want to change and achieve what they want to achieve; and 3) *support and celebrate* behavior change. With the right training, health coaches can help people transform their health and their lives as part of a worldwide, passionate, health-conscious community. And YOU can be part of that community!

So to sum it all up, it's time for a shift in the way we live and make change, and health coaches are at the forefront of this shift. People are looking for—and paying for—alternative ways to feel better, and they'll be doing that even more in the years to come. And who holds the key to this bright new future of healthcare? YOU do, future health coach! We're excited for you, and for all the clients whose lives you will change with your skill, insight, and compassion!

Next up, we're going to help you ask some very important questions to ensure that this is the path you are meant to be on, the path you've been looking for, the path that is leading you to your calling...



Is Health Coaching the Right Job for You?

5 Questions to Ask Yourself Now

IS HEALTH COACHING THE RIGHT JOB FOR YOU?

5 QUESTIONS TO ASK YOURSELF NOW

Before you make any big changes in your life, *it's important to do your research.* (Don't worry—research can be fun and exciting and inspiring—we swear!) And yes, in this particular case, research means searching for information about training programs, career paths, and salaries. But it also means looking inward to understand what it is YOU are searching for, what it is that you want to achieve professionally, and what you want your life to look like. When all of that information is clear to you, it will be easy for you to determine if health coaching is right for you...*so we're going to help you find that clarity!*

We've got five questions that will help you start your personal research. We suggest that you take your time with this—think about each question individually, and spend a few minutes writing down your answers. Remember, no one's going to grade you on this, or even see it besides you! *Be as honest with yourself and clear as you can possibly be.*

Are you ready? Okay, let's take the quiz!

Is Health Coaching the Right Job for You?

1. Are **you** passionate about health?
2. Are **you** committed to living a healthy, vibrant life?
3. Are **you** interested in understanding and resolving your own health, body, and food issues?
4. Are **you** willing to do the work it takes to have the lifestyle you want?
5. Do you want to help **others** live a healthy, vibrant life?



What do you notice about this quiz? Four out of the five questions are about YOUR health, well-being, and goals—only the last question involves your potential clients and career as a health coach. Why do you think that is?

Because one of the ways that health coaches help others is by leading—or living—by example.

Let's break down the questions one by one.

Question 1: Are you passionate about health?

When you're a health coach, you will be thinking about health—what it means, how it manifests, how to achieve it—nonstop! And as you already know, health involves not just diet and exercise, but relationships, money, career choices, personal choices...the list goes on and on. If the idea of spending lots of time thinking and reading and talking about exactly what health is tickles you with delight, then answer a resounding YES to this question!

Question 2: Are you committed to living a healthy, vibrant life?

To pick up on where the previous question left off, living a healthy, vibrant life as a health coach is essential to your practice because *you can only take a client as far as you yourself are willing to go*. What do we mean by this? Well, part of being a health coach is being able to envision your clients' best selves, and if you can't do that for yourself, you won't be able to do it for them (more on this later). Also, you may end up talking to your clients about some pretty intense things, and in order to avoid being triggered by their challenges, you need to have a good handle on your own.

Now, don't be intimidated by this—we ALL have our own challenges! And “getting a good handle” on them is not the same as being perfect and having everything figured out. *It just means that you have a level of self-awareness and some tools in place to help you deal with your own struggles so that your client sessions are about your clients, not about you.*

A great example of health coaching as a journey of personal growth as well as professional growth involves money. Let's say that you don't have your relationship to money figured out, which makes it difficult for you to explain your payment policy to your clients. This lack of clarity and inability to express your worth can result in you not getting paid on time—or at all—which can have a negative effect on your relationship with your clients (to put it mildly!). This will of course affect your ability to work with them. In that sense, *you are actually doing your clients a disservice by not being able to speak clearly and confidently with them about money*. Part of living a healthy, vibrant life is having a career that pays well, feels fulfilling, and makes a meaningful difference. If that sounds good to you, then YES is the answer to this question!



Question 3: Are you interested in understanding and resolving your own health, body, food, and money issues?

As you know, we believe that the way you do ONE thing is the way you do EVERYTHING. So as you move through your training and building your practice, the skills you gain will have a positive impact on every area of your life. Untangling your relationship to money or food, for example, may be accompanied by a positive change in your self-image or your relationships or your health, which will improve your confidence across the board. If you're prepared for that level of self-awareness and confidence—and we're going to guess that you are, otherwise you probably wouldn't be reading this—say YES to this question!

Question 4: Are you willing to do the work it takes to have a fulfilling career?

Again, we're pretty sure we already know the answer to this question, because if you weren't the kind of person willing to put in the time to get what you want, you wouldn't be here with us right now. But it's always worth checking in with yourself anyway, right?

There are many ways to have a fulfilling career, and of course we're all different and looking for different things. But in general, it's fair to say that a *fulfilling career requires you to evolve and grow*. In other words, in a fulfilling career, you must be willing to learn new things, to stretch yourself, to put yourself out there—in short, to challenge yourself. The best health coaches are people who recognize that there's always more to learn in the name of professional and personal growth, and they are inspired by that prospect rather than frustrated by it. If you are the type of person who loves the idea of working with your own coaches, reading up on the latest in health and nutrition, and attending conferences and workshops and retreats all in the name of providing the best coaching you can for your clients, then your answer is YES!

Question 5: Do you want to help others live a healthy, vibrant life?

You would think this would be a no-brainer for someone who wants to be a health coach, right? But again, it's worth really checking in with yourself on this. You are choosing a career in which you will be of service to others—that is your work, your calling. They are trusting you with their thoughts, feelings, fears, hopes, dreams...and you are helping them move toward the lives they want to have by breaking old habits and creating new, healthy ones. It's a humbling responsibility to be trusted in that way, and a responsibility that must be taken seriously.

Are you up for the challenge? (You have to answer that question for yourself, of course. But we believe that you are up for any challenge that comes your way!)




Okay. If you answered NO to any of these questions, take a step back and think about why you answered the way you did. Is it possible that you are intimidated by a specific aspect or aspects of health coaching? If that's the case, then you already know what you need to tackle on your own personal growth journey, and that's FANTASTIC information to have! Take a deep breath and believe that you will absolutely become more comfortable with—and even master—the job.

But if none of what we're saying is resonating with you, it's possible that health coaching may not be the field for you, and that's fine. It's good that you're discovering that now, before you invest time, energy, and money into a career that isn't a good fit. We're fairly confident, though, future health coach, that you answered YES to all of these questions, and that health coaching is absolutely the right job for you, and we couldn't be happier about that. We in the health coaching world welcome you with open arms and the knowledge that you have more to offer your clients than you can even imagine at this point!

And you know what's truly awesome about health coaching? It has some great things to offer YOU. So let's move on and see what those things are, shall we?



The Career That's Good for Your Health!
The Personal Benefits of Being a Health Coach

A woman with curly blonde hair is sitting in a lotus position on a purple cushion. She is wearing a bright pink t-shirt and white pants. She has her eyes closed and a peaceful expression. She is wearing a long necklace with three gold circular pendants, a gold bracelet on her right wrist, and a silver bracelet on her left wrist. The background is a blurred outdoor setting with a wooden deck and some greenery.

One of the greatest things about training to become a health coach is that YOU get healthy while learning how to help others do the same, and you develop your own personal practices so you can maintain your health while making a fantastic living doing something you love.

THE CAREER THAT'S GOOD FOR YOUR HEALTH! THE PERSONAL BENEFITS OF BECOMING—AND BEING—A HEALTH COACH

In your training, you will be learning from and working with mentors and teachers who may help you to see a bigger vision for your work and life than you initially see for yourself. You'll also be part of a community of like-minded nutrition geeks, health “freaks,” and truth seekers who will hold that bigger vision for you, especially in moments when you can't hold it for yourself. (Just so you know, these moments are nothing to be afraid of or worried about. They are perfectly normal! And your support team will help you get what you need from them in order to move forward with more knowledge and strength than you had before. Awesome, right?! We think so too.)

There are, of course, all sorts of personal benefits to learning about nutrition, how to change habits, and how to shift patterns. As a health coach, you'll encounter and use these techniques daily, and you'll see them in action in your clients, which will serve as a constant reminder to implement them in your own life. You'll get to inspire others to live their most vibrant, healthy lives while getting paid to be healthy and become your best self!

To show you how your health coach training can offer personal benefits, we'd like to give you an example of one of the things we ask our students to do before they begin studying with us. This is an exercise to clear out the old and make room for the new. Makes sense, right? If you're redecorating your home, you have to move the old furniture out to make room for the new...

Studies show that excess physical stuff clutters the mind; your external world affects your internal world. So we reverse engineer that by cleaning up our external world, which makes room for internal shifts. This will help you get on track emotionally, energetically, and physically for taking the next leap forward in your life and career and for having a transformative experience—an experience that will have a lasting impact.

This internal shift is important, because students encounter tons of new ideas and concepts during their Health Coach training. They need space for these ideas and concepts in order to process them and implement them professionally and personally.



We're going to take stock for a second before we delve into the external decluttering, in case any of you are freaking out (freaking out is normal!) about being asked to alter your space, make a change, step up. Let's address some of the things you might be thinking that could potentially hold you back from becoming a health coach. Have you ever thought:

Who am I to do what I love and get paid for helping people?

Who am I to have a flexible schedule that I control myself?

Who am I to think that I can help other people when I have my own health struggles?

Who am I to think I can have my own business?

Here's a secret we want to share with you: *most people who are embarking on this path are thinking these thoughts.*

They probably feel uncomfortable, and might be on the verge of deciding that this path must not be the right one because if they are having those thoughts, something must be wrong. But having those thoughts is a totally normal part of the growth process that occurs when you decide to create a life you love, when you decide to stretch beyond the boundaries of what you've been told is okay, when you decide to strike out from the pack...

As a matter of fact, something is probably wrong if you don't have those thoughts! You know you're doing something right when you're uncomfortable and nervous about moving into an exciting new phase of your life. This is why it's important, when you feel like you're taking a flying leap without a net, to build an environment that is conducive to accomplishing your goals. *We call this creating conditions for inevitable success.* It allows you to operate based on the idea that success—whatever success means for you—is inevitable.

Let's say you want to add running to your life. One way to do this is to say, "I'll run twice this week." But how do you set yourself up for success? You ask, "What would I need to have in place to make sure that running twice this week is inevitable?"

Maybe you need a new pair of running shoes—when will you get them? Maybe you need your partner to put a new running playlist on your phone—when will you ask him or her to do that? Maybe you ask a friend to support you in reminding you it's time to run, so that nothing can get in the way of your running date with yourself—who will that friend be, and how will they remind you? Figuring out these details is part of putting a structure in place that makes it inevitable that you run twice that week.



Okay! Are you a little less uncomfortable with...being uncomfortable? We hope so. Let's get back to decluttering. Here's what we're going to do. We're going to help you create inevitable success by going through three crucial areas of your external environment and asking, "Is there any clutter in this area that needs clearing so you can set the stage for moving forward?"

Clutter-Clearing Area #1: Your Environment

Your work environment will either limit or support your success. Think about it this way: what would your work space convey to a health coaching client who walked into your office today? Would it say that you are organized and clear, or scattered and unfocused? Here are five things you can do to clear clutter in your workspace, whether that's at home or at an office, or both:

Clutter-Clearing Your Environment

1. Clear your desk of papers, receipts, bills, and anything that needs to be filed.
2. Remove piles of magazines, papers, or projects from your office or closet floor.
3. Remove piles from your bookshelves and arrange your books, photos, and knick-knacks neatly, in a way that's pleasing to you.
4. Unsubscribe from at least five electronic newsletters that you don't read.
5. Clean out your inbox of clutter and any messages older than two weeks.

Which of these actions seems the easiest to you? That's the one you'll do as your *first action step*.



Clutter-Clearing Area #2: Support

Did you know that the people you spend time with can influence how quickly you achieve your goals? That means that it's pretty important to choose the people you surround yourself with carefully. Here are four ways you can “clear the clutter” in the area of support.

Clutter-Clearing Your Support System

1. Determine who the people are in your life who have goals and take consistent action to achieve those goals.
2. Recognize the people in your life who have or communicate a negative attitude, and either cut back on your interaction with them or ask them not to speak negatively in your presence.
3. Make a new friend who you perceive as having attained an admirable level of success so you're inspired to leap to your next level of success.
4. Think of someone who—let's just say it—drives you nuts. Do you find yourself thinking, “If he/she would JUST _____ then I would be happy”? In other words, recognize when you are putting energy into trying to “fix” or change someone else, and stop! Every time you have an urge or desire to change or fix this person, ask yourself, “What do I need right now to help me feel happy, relaxed, or fulfilled that has nothing to do with what anyone else does or does not do?”

Which of these four clutter-clearing activities feels the hardest to you? Write it down as your *second action step*. Why? Because sometimes our greatest personal breakthroughs come from doing things we dread. (Are you a little mad at us right now? That's okay. We get it.) This action step is likely going to feel hard and we urge you to commit to it.

If you feel like you can't do it, tell yourself, “I'm taking steps to immerse myself in the energy of increase and success.” Repeat it as many times as you need to until you are able to recognize it as true...



Clutter Clearing Area #3: Money

Our students do some serious work on their relationship with money, which is an area of confusion, stress, and fear for a lot of us. We train them to transform their ideas and beliefs about money—many of which have been handed down from generation to generation in our families as though it's part of our DNA. This transformation shows our students how they can allow more money into their lives easily and gracefully.

The idea with clearing the clutter in this area of your life is to ask, “What signal am I sending to the universe about how I value money and time?” Most people wait for other people to give them permission to value their time and money. We're asking you to give yourself that permission.

In fact, this is such an important part of the path that you are about to embark on, we are going to give you four steps here and ask you to tackle all four.

Why are we asking you to take four steps regarding money? Because as someone who is potentially planning to be a business owner, clarifying your relationship with money is essential. It is the key to creating the life you are dreaming about. No joke.

On the next page, you'll find a list of *four ways you can start valuing your time and your money right now*, so you can send a new signal to the universe and allow more money into your life.



Four Ways to Start Valuing Your Time and Money Right Now

1. Bring all money owed to you up to date. Write down every company or person who owes you money and the amount they owe. Contact each of those companies or people, and find out where your money is.
2. Gather up all your unused gift cards and gift certificates and spend them in the next seven days.
3. Collect all of your loose change, exchange it for bigger bills, and spend it in the next seven days. Spend it on yourself, put it towards your education, invest it in savings, or pay off debt, but spend it.
4. Clean out your wallet. If your wallet is torn, worn, or shabby, replace it with one that is new and makes you happy.

Now. Take out a blank piece of paper, and at the top write, “Plan for Clearing the Clutter.” *Copy down the actions you’ve chosen* in steps one and two, and all four of the actions in step three. Yes, copy them! The very act of writing down your action steps will help you get serious about taking them. Feel free to make yourself an actual checklist with little boxes next to the actions so you can check them off as you go. (Because who doesn’t love a checklist?!)

Now you’ve got your action plan for clearing the clutter! One task in the area of environment, one task in the area of support, and four in the area of money.

When will you take these steps? We suggest completing one task a day for the next week with one day off for good behavior somewhere in the middle. Write them down on your calendar. *Commit to doing this!* You will be pleasantly surprised by the results and by the positive effect taking action in your external environment has on your internal life.



This is, of course, just one small example of the kind of work you will do—for yourself and with your clients—on your path to creating the health coaching career that you want. The time you invest in these action steps will repay you many times over, helping you to see yourself clearly and to understand, appreciate, and stand up for your value.

Congrats, future health coach! You are on your way! Next, we're going to do some demystifying...



What's the Difference Between a Health Coach, a Nutritionist, and a Healthcare Professional?

(a.k.a., A Breakdown of Those Confusing Letters After People's Names!)

WHAT'S THE DIFFERENCE BETWEEN A HEALTH COACH, A NUTRITIONIST, AND A HEALTHCARE PROFESSIONAL?

(a.k.a., A Breakdown of Those Confusing Letters After People's Names!)

As we've mentioned, a health coach is different from a healthcare professional. A health coach is not a doctor or nurse, not a registered dietitian, not a therapist. We want to drive this point home because *many people who are interested in becoming health coaches worry that they are supposed to be a doctor, nurse, dietitian, and therapist all rolled into one.*

Well, we want to alleviate that anxiety for you right now! You are not supposed to be any of those other things. Your job is to support your clients in the ways that a health coach is trained to support clients, and partner with healthcare professionals who are developing the protocols and treatment plans for their patients, and that's it. (Trust us, that's a lot!)

Now, that means that there may be times when it falls to you to remind people of the parameters of your job because they may be confused. But as long as you are clear on what you bring to the table, you'll be able to provide the necessary clarification.

There's another issue that some health coaches worry about that we'd like to address now, and it's a big one: *Some health coaches worry that they will be unable to effect change for their clients because health coaches are not doctors, nurses, therapists, or registered dietitians.*

Does that resonate with you? Is there a part of you that's concerned you will feel "less than" in your role, when compared with a healthcare professional? Here's a piece of information that might help. *The knowledge that healthcare practitioners have is only as good as what their patients do with it.* And this, coach, is what we like to call the health coaching sweet spot! It is where health coaching finds its place and its value in healthcare. Actually, it is where YOU find YOUR place and value in healthcare.

Let us explain. (As you know by now we like to do.)

Your role is to become a master of habit change, not assessment. You're not diagnosing, or trying to sneak around the system to play the role of doctor for your clients. *You're the perfect partner for doctors and other healthcare practitioners because you can help their patients follow through and get results.*



Health coaches help clients follow their doctors’ directives to prevent, manage, or reverse disease or illness and bring about habit change in order to deal with lifestyle challenges such as disordered relationships with food and body image issues, for example. **Habit change is where health coaches offer value in the healthcare marketplace.**

Lots of health coaching schools are selling a “nutrition” education, as if they are offering you a secret shortcut to becoming a doctor or nutritionist. But what we’ve seen over and over again is that graduates from those kinds of programs feel like frauds, like they don’t know enough and can’t really help people. Instead of trying to pretend that you “know as much” as doctors, registered dietitians, nutritionists, clinical nutritionists or naturopaths, you’ll collaborate with those professionals, which gives added value to patients who now have an entire team looking out for them. This lowers the cost of healthcare while increasing the quality of many, many lives!

Now that we’ve driven that important point home, we’re going to investigate who these healthcare professionals are that you may end up working or collaborating with out there. Their jobs are often represented by confusing (and perhaps intimidating...?) letters listed after people’s names. The following chart covers some of the most common degrees, credentials, and certifications in the industry, and it will help you as you research your next steps toward becoming a health coach.

What the Letters Are & What They Stand For	What the Job is
CCN Certified Clinical Nutritionist	<p>“The Certified Clinical Nutritionist assesses a person’s nutritional needs to achieve normal physiological function. Assessment includes the use of appropriate test and observations such as case history, anthropomorphic measurements, physical signs, laboratory tests, and nutrition/lifestyle analysis to determine an educational nutrition program.</p> <p>According to the American Nutrition Association, the CCN’s “approach to diet structure is developed according to what is best for the individual-not necessarily what is a standard recommendation for the general public at large, or for all people experiencing a particular health concern. Rather than strictly advocating a pyramid or food-group-style diet, the CCN will determine the healthiest and most effective program for the individual according to the latest nutrition research and the unique biochemical make-up of the individual.”</p> <p>“Clinical nutrition involves assessments of specific dietary needs for people, often infants, the elderly or patients with diabetes, cancer or other diseases. Clinical nutritionists generally coordinate with health-care teams consisting of doctors, nurses and caregivers to provide comprehensive health services for patients at hospitals, clinics, nursing homes or other medical facilities. In addition, clinical nutritionists may provide services for food management services, corporations or other private entities.”</p>

What the Letters Are & What They Stand For	What the Job is
<p>CDE Certified Diabetes Educator</p>	<p>“A Certified Diabetes Educator® (CDE®) is a health professional who possesses comprehensive knowledge of and experience in diabetes management, prediabetes, and diabetes prevention. A CDE® educates and supports people affected by diabetes to understand and manage the condition. A CDE® promotes self-management to achieve individualized behavioral and treatment goals that optimize health outcomes.</p> <p>The CDE is a credential for people who are already health professionals (i.e., a nurse or registered dietitian): “the Certification Examination for Diabetes Educators is designed and intended only for health professionals who have responsibilities that include the direct provision of DSME (diabetes self-management education).”</p>
<p>CHES Certified Health Education Specialist</p>	<p>“The CHES (pronounced chez) designation signifies that an individual has met required academic preparation qualifications, has successfully passed a competency-based examination and satisfies the continuing education requirement to maintain the national credential.”</p> <p>“The U.S. Department of Labor...defines health educators as those that provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Health Educators collect and analyze data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. They may serve as a resource to assist individuals, other health professionals, or the community, and may administer fiscal resources for health education programs.”</p>
<p>CNC Certified Nutritional Consultant</p>	<p>“The Certification Program for nutritional consultants is maintained as a service to Professional Members of AANC [American Association of Nutritional Consultants].” “The purpose of certification is to protect the health, safety, and welfare of the public by encouraging high standards and professional competence of persons practicing in the profession of nutritional counseling. It provides a designation (CNC) which serves to inform the practitioner’s clients and potential clients that the practitioner has met professional requirements in addition to, and beyond, normal academic studies and/or professional experience.”</p>

What the Letters Are & What They Stand For	What the Job is
CNC Certified Nutritional Consultant (Cont.)	<p>“Nutritional consultants often work in private practice where they provide nutritional information in a variety of ways, such as writing articles or books, conducting seminars or providing weight loss counseling. Nutritional consultants may also work on a contract basis for corporations, retirement centers or hospitals, consulting with food service managers or in-house nutritionists.”</p> <p><i>Note: a CNC does not require the same level of study and experience as a CNS, a CCN, or an RD.</i></p>
CSCS Certified Strength and Conditioning Specialist	<p>“Certified Strength and Conditioning Specialists® (CSCS®) are professionals who apply scientific knowledge to train athletes for the primary goal of improving athletic performance. They conduct sport-specific testing sessions, design and implement safe and effective strength training and conditioning programs and provide guidance regarding nutrition and injury prevention. Recognizing that their area of expertise is separate and distinct, CSCS® consult with and refer athletes to other professionals when appropriate.”</p> <p>“The nature of a CSCS’s job is working with sports teams on developing safe and effective strength and endurance training programs. Certified Strength and Conditioning Specialists have an extensive knowledge of nutrition, training techniques and injury prevention methods. Compared to Certified Personal Trainers, CSCSs have tougher standards when it comes to certification. CSCS may also work as strength coaches, physical therapists and CPTs.”</p>
CN Certified Nutritionist	<p>“A CN can be obtained after a two-year college level or distance learning six-course program and passing a proctored exam.”</p> <p>“Those who want to provide nutritional counseling through a more accelerated timeframe (and on a more affordable basis), may want to consider becoming a Certified Nutritionist, also known as a Certified Nutrition Consultant... Once your coursework is complete, you can take on a number of job roles, from being self-employed as a nutritional and wellness consultant, to working for food supplement distributors, corporate wellness centers, weight loss centers, health food and nutrition retail stores, health and wellness publications, schools, or community programs.”</p>
CNS Certified Nutrition Specialist	<p>“Certified Nutrition Specialists (CNSs) are advanced nutrition professionals. CNSs engage in science-based advanced medical nutrition therapy, research, education, and more, in settings such as clinics, private practice, hospitals and other institutions, industry, academia, and the community.”</p>

What the Letters Are & What They Stand For	What the Job is
CNS Certified Nutrition Specialist (Cont.)	<p>According to the American Nutrition Association, a CNS is “a highly qualified nutritional professional with an advanced degree (graduate or doctorate) from a fully accredited university in nutrition plus 1,000 hours of a supervised internship and must pass the rigorous exam administered by the Board for Certification of Nutrition Specialist.” This certification is “fully accredited by the National Commission for Certifying Agencies (NCCA) which distinguishes the CNS for its robust and reliable process for development, implementation, maintenance and governance of the certification. It is the most widely recognized nutrition certification by federal and state governments.”</p> <p>“[CNSs] often work in clinics, private practice or community settings.”</p>
CPT Certified Personal Trainer	<p>“The fitness professional provides guidance to help clients achieve their personal, health, fitness, and performance goals via the implementation of exercise programs, nutritional recommendations, and suggestions in lifestyle modification.</p> <p>Personal trainers commonly work in clubs, homes of clients, public spaces or in multiple fitness centers as an independent trainer.”</p>
CTN Certified Traditional Naturopath	<p>“A traditional or classic naturopath does not practice medicine, diagnose or treat disease but rather concentrates on prevention and education. Their education consists of distance learning or online courses in herbology, iridology, energy techniques, mind-body medicine, manual therapies: massage, reflexology, & acupressure and homeopathy, to name a few.</p> <p>Their philosophy is similar to the naturopathic doctor but the scope of their practice is limited.”</p>
DC Chiropractic Doctor	<p>“A licensed chiropractic doctor must attend a 4-year accredited chiropractic college and pass 4 examinations from the national board of chiropractic examiners. They are considered a complementary and alternative health care practitioner with the ability to order lab tests, x-rays, and diagnose but cannot perform surgery or prescribe pharmaceutical drugs. Chiropractors focus on mechanical techniques to affect the nervous system such as spinal adjustments and soft-tissue manipulations to treat disorders relating to the spine and musculoskeletal system.”</p> <p>“Chiropractors work in a range of dynamic settings including: private practices, health and wellness centers, sports teams, pain centers, private and community hospitals, veterans administration hospitals.”</p>

What the Letters Are & What They Stand For	What the Job is
<p>DO Osteopathic Doctor</p>	<p>“A licensed osteopathic doctor must attend a 4-year accredited medical school plus additional training on manipulative medicine techniques and disease prevention and must pass the COMPLEX exam with the option of taking the USMLE. After medical school they must complete an osteopathic or allopathic residency.”</p> <p>“DOs...are fully licensed physicians who practice in all areas of medicine. Emphasizing a whole-person approach to treatment and care, DOs are trained to listen and partner with their patients to help them get healthy and stay well.”</p>
<p>EPC Exercise Physiologist Certified</p>	<p>“An Exercise Physiologist is a healthcare professional who either has an academic degree in exercise physiology or who is certified by ASEP to practice exercise physiology [via the Exercise Physiologist Certified exam (EPC)] and, therefore, is recognized as an ASEP Board Certified Exercise Physiologist, or who has a doctorate degree in exercise physiology from an accredited college or university.... The Exercise Physiology Practice involves four areas: promoting health and wellness; preventing illness and disability; restoring health; and helping athletes reach their potential in sports training and performance.”</p> <p>“Sports medicine and athletic training facilities employ exercise physiologists to create programs that help athletes reduce the number of injuries and recover faster from them. Makers of athletic equipment hire exercise physiologists to design sports gear. Exercise physiologists also run their own businesses as sports or athletic performance consultants. You may also meet exercise physiologists who work as clinicians, sports directors, coaches or trainers, wellness directors, exercise managers, program coordinators, rehabilitation specialists or several other titles.”</p>
<p>LDN Licensed Dietitian/ Nutritionist</p>	<p>“Some states have licensure laws for nutritionists, such as C.D.N. (Certified Dietitian/Nutritionist) or L.D.N. (Licensed Dietitian/Nutritionist). These credentials indicate that a person has met the state’s particular education or experience requirements for licensure. Generally, someone with an R.D. or R.D.N. would also meet the state’s criteria, so you could see the state’s credential used in conjunction with R.D. or R.D.N. However, in states with no licensure, there is little regulation over the use of the term “nutritionist” and the third-party verification of qualifications, education and experience that is part of the licensure process was never conducted.”</p>

What the Letters Are & What They Stand For	What the Job is
<p>LMHC/LPC Licensed Mental Health Counselor/ Licensed Professional Counselor</p>	<p>“LPCs and LMHCs work in a collaborative approach with the patient to determine the best way for the counseling sessions to provide preferred outcomes. LPCs and LMHCs require advanced degrees and training to achieve licensure to operate.... The LPC and LMHC offer a method of mental health counseling that is very individually based and tends to rely on a more collaborative approach than other methods of mental health counseling and often has a more flexible outlook on methodologies than social work or psychology.”</p> <p>“Some mental health counselors help people who have normal cognitive processes cope with difficult life events, for example, physical illness, death of loved ones, and relationship problems or divorce. Others help people manage serious mental illnesses like bipolar disorder. Counselors need to know when to refer clients or patients for additional resources and how to identify when abuse may be happening or when there is a risk of suicide or other violence...Clinical counselors often work as part of a health care team; the team could include doctors, nurse specialists, psychologists, and even social workers.”</p>
<p>MD Medical Doctor</p>	<p>“Medical doctors (MDs) are physicians who work in hospitals, clinics, medical centers, or private practices. MDs treat people for illnesses and injuries. They also prescribe medications, order diagnostic tests, diagnose ailments, and record patient information.”</p>
<p>MS Master of Science</p>	<p>A “master of science” degree is a graduate degree indicating study in an area of science (i.e., biology, chemistry, engineering, nursing, etc.).</p>
<p>ND Naturopathic Doctor</p>	<p>“Naturopathic physicians combine the wisdom of nature with the rigors of modern science. Steeped in traditional healing methods, principles and practices, naturopathic medicine focuses on holistic, proactive prevention and comprehensive diagnosis and treatment.”</p> <p>“[NDs] are considered complementary and alternative health care practitioners and are often primary care physicians.”</p>

What the Letters Are & What They Stand For	What the Job is
<p>NCC National Certified Counselor</p>	<p>“National counselor certification from NBCC demonstrates to the public and employers that the counselor has met the national standards set by the counseling profession. It is not a license to practice. In some states, holding a national certification can assist the counselor in obtaining a state license. National certification travels with the counselor no matter the state or country of residence. The flagship national certification offered by NBCC is the NCC (National Certified Counselor), and it is the largest national counselor certification in the world.”</p>
<p>RD/RDN Registered Dietitian/ Registered Dietitian Nutritionist</p>	<p>“Registered Dietitians (RD)* or Registered Dietitian Nutritionists (RDN)* are individuals who have 1) completed the minimum of a Baccalaureate degree granted by a U.S. regionally accredited college or university, or foreign equivalent; 2) met current minimum academic requirements (Didactic Program in Dietetics) as approved by the Accreditation Council for Education in Nutrition and Dietetics (ACEND) of the Academy of Nutrition and Dietetics; 3) completed a supervised practice program accredited by the Accreditation Council for Education in Nutrition and Dietetics (ACEND) of the Academy of Nutrition and Dietetics; 4) successfully completed the Registration Examination for Dietitians; 5) remitted the annual registration fee; 6) complied with the Professional Development Portfolio (PDP) recertification requirements.”</p> <p>According to the American Nutrition Association, an RD is “a food and dietary professional, usually with a 4-year bachelor’s degree and 900-1200 hours in a dietetic internship through an accredited program and passing a dietetics registration exam. Dietitians focus on calories (energy), quality of food in regard to freshness, sanitation and freedom from spoilage and contamination, meal planning, evaluation of standard measurements of foods, specific diets for certain conditions, and eating patterns based primarily on food groups, such as the food pyramid, and other guidelines based on daily food intake strictly outlined by health organizations [10]. Dietitians often work in health institutions as clinical dietitians and, management dietitians, but can also work as community or consultant dietitians.”</p> <p>“About half of RDs work in hospitals, clinics, doctors’ offices and extended-care facilities or nursing homes.”</p>

What the Letters Are & What They Stand For	What the Job is
<p>RN Registered Nurse</p>	<p>“Registered nurses (RNs) are one of the most versatile roles in the nursing industry and the demand for them is growing. Working as an RN can be very rewarding and it’s also a fantastic stepping stone if you decide you want to advance i n your nursing career in the future. Plus, one of the biggest advantages of becoming an RN is gaining real hands-on experience.”</p> <p>“Registered nurses work in hospitals, physicians’ offices, home healthcare services, and nursing care facilities. Others work in correctional facilities or schools, or serve in the military.”</p>
<p>TTS Tobacco Treatment Specialist</p>	<p>“A Tobacco Treatment Specialist is a professional who possesses the skills, knowledge and training to provide effective, evidence-based interventions for tobacco dependence across a range of intensities. The TTS may have various professional affiliations and may work in a variety of settings including but not limited to hospitals, community health centers, HMOs, medical and dental practices, educational settings, social service agencies, tobacco treatment centers, telephone quitlines, drug abuse treatment programs and mental health centers. The TTS may engage not only in providing treatment but also in educating others (health care professionals, administrators, scientists, smokers, nonsmokers) about tobacco dependence treatments.”</p>

Why We Do What We Do

(a.k.a., What Led Carey and Stacey to Create Health Coach Institute)

WHY WE DO WHAT WE DO

(a.k.a., What Led Carey and Stacey to Create Health Coach Institute)

Okay, this is a SPECIAL SECTION where we talk about Health Coach Institute (a.k.a., HCI) and, in this case, ourselves! We want you to get a sense of who we are, which we hope will give you a sense of what our school is like, what our priorities are, and **why we think our program is a fantastic option for anyone interested in finding the fastest path to impact and income as a health coach.**

MEET STACEY

About ten years ago, I was earning \$17/hour as a professional cookie and pie taster. (The irony of that now is pretty delicious, isn't it?!) Sugar had really taken a toll on my health. I was 29-years old, and feeling fat, tired, and depressed. My emotions were all over the place. I felt like I had lost my sparkle, and I was ready for a radical change. A friend suggested that sugar might be the culprit which seems obvious now, but I really had not connected how sugar affects your body, your mood, and your brain's ability to function.

So I began to study health, nutrition, yoga, behavioral psychology, shadow work, shiatsu, somatics, brain science, spirituality, and all kinds of peak-performance and personal-development modalities hoping to find my purpose and my great work. I also wanted to develop the kind of financial freedom that would allow me to quit my life-draining, health-destroying job and give me more choice in how I lived.

Ten months after getting my first health coaching certification, I found myself earning more money than I had ever earned. I had already made \$96,000 and had a waitlist of clients wanting to work with me. Remember, less than a year earlier I was making \$17/hour, so this was huge. It completely changed my life, my freedom, my sense of security, and what I thought was possible. At the time, earning \$100,000 seemed pie-in-the-sky but it happened, and it happened quickly.

In my second year, I nearly doubled my health coaching practice to \$165,000 by launching programs online that could serve more people and by becoming a paid speaker. In my third year, I hired several health coaches with various specialties to work with me so I could continue to scale up and serve more people. What I love about coaching is that there's a ton of creative flexibility in how you work with people and the kind of experiences you can create. You get to design a healthy lifestyle that's in alignment with your core values. You can choose to travel to exotic places, lead group retreats, incorporate yoga or dance, or work part-time from home. And it can evolve as you evolve.



For the most part, it was a great transition for me. But I discovered, when I finished my health coach training back in 2006 and started my private practice, that there were some holes in my training and in my perception of what I had to offer. I think where I felt really frustrated was that I wasn't a naturopathic doctor or a functional nutritionist. I didn't have clinical experience, but the way that I was taught health coaching positioned me as if I should know more than I did. I was looking at blood types and histories, and I didn't know what to do with that information, even after a year of health coach training. I'd go to the bookstore and the library to read up between sessions and hope my clients wouldn't ask me certain questions.

I also noticed that practitioners who had a lot more schooling than I did would be angry at health coaches who were acting as nutrition experts. I realized that health coaches could go on and get that clinical nutrition education but that it would take years of study to get to that level, and I didn't want to do that. What I wanted to do was provide ongoing support and accountability—the inner and outer habit change work that clients and patients really need. The bottom line was that I could give somebody all the nutrition information in the world—amino acids, supplements, diet recommendations, all of that—but if they didn't do anything with it, it was meaningless.

Health coaches have to address the underlying reasons why their clients aren't actually changing their habits, which is what led us to start BHC. We wanted to actually redefine what it means to be a health coach, so that coaches are not in a position of worrying that their clients are going to ask them questions they can't answer! Instead, coaches are positioned as masters of habit change, which allows them to collaborate—not compete—with all of those other health professionals who can provide complicated nutrition and medical advice.

MEET CAREY

I came to health coaching looking for a way to overcome sugar addiction and a binge eating disorder that I'd had for years. Like so many women, I had an incredibly complex relationship with food and I didn't realize it.

As we all know, there are ridiculous and insane societal pressures on women to be small, to weigh less. Even as a kid I internalized the idea that if I didn't fit into the feminine ideal of smallness, it was a statement about my worth as a human being. Here's an example: When I was in third grade and in a new school, my friend got a pair of Guess jeans, which were brand new and the coolest, skinniest, tiniest jeans anybody had ever seen. Well, I wanted a pair, too. I begged my mom to take me shopping, which she did. I went into the dressing room, took off my own jeans, stepped into the Guess jeans...and I couldn't pull them up past my knees. I was devastated. I didn't fit into that feminine ideal of smallness. Literally! I still remember exactly how that felt to this day.



I secretly struggled for years with compulsive eating. Then one day, I saw a profile about someone who was a health coach. And even though I didn't know anything about health coaching at that point, something about that profile resonated with me—the very idea of it felt like a lifeline. But I thought, who am I to be coaching someone else on health when I have this secret that I've never officially admitted to myself, let alone to anyone else? Fortunately, the pull toward health coaching was strong, because a part of me knew I was onto something, something that was really right for me. So I decided to take a certification training, and I began working as a health coach.

I built my first six-figure coaching business online in under ten months, and went on to be the featured Health Coach Guest Expert on the Yahoo original web series *Reluctantly Healthy*, hosted by my health coaching client, actress Judy Greer. Some of our episodes got over a million hits, and the show was also on the CW television network on Saturday mornings.

While all this was happening, I met Stacey, and when she and I started working together, I decided to go deeper in my personal growth work. I hired coaches, and started asking for the first time in my life, “What do I want? Who am I?” For a long time, I had barely been able to admit my eating disorder to myself because I was ashamed, so of course I couldn't admit it to anyone else either. But one of the first things I realized during this period of self-discovery was that my shame about binge eating was keeping me isolated, and I wanted to change that.

As I began to share, to come out of that isolation, everything in my life shifted. Discovering that my greatest personal challenge actually strengthened my work as a health coach by enabling me to help clients on a very deep level was a revelation. Health coaching changed my life in more ways than one...including leading me to create HCI with Stacey.



SO...WHY HCI?

We created the Health Coach Institute—and the *Become a Health Coach* program—because we felt that what you really need to know to succeed as a health coach is NOT taught in most health coaching schools.



What do we mean by this? First, a little background. Then we'll explain.

After hundreds of requests from other health coaches around the world, we joined together to share what we've learned about what works and what doesn't work to create a lucrative health coaching business that serves others. First, we created a company called Holistic MBA, an international coaching and education company that's trained thousands of clients around the globe. Holistic MBA is a graduate-level education, meaning that the students who came to us were already certified health coaches. They studied at various health coaching schools around the country and the world, graduated, and got a certification or degree. They thought that getting certified would guarantee them a thriving practice. But they learned that not all certifications—and not all health coaching schools—are created equal.

Certified coaches came to us saying that they hadn't learned how to make a living as coaches and were overwhelmed by all the conflicting nutrition information out there. After training these frustrated coaches, it became clear to us that most coaches lacked these four key ingredients after receiving their certification:

1. NUTRITION KNOWLEDGE

That's right. Coaches came to us saying they had studied nutrition and dietary theory for years, but still didn't feel confident about getting results for their clients. The problem was they had no idea how to apply the nutrition information they'd studied to an actual client. Knowing 100 dietary theories is good in terms of knowing what the trends are, but it doesn't prepare you to facilitate change. These coaches learned the hard way that information does not equal knowledge. *Knowledge is understanding how to apply what you've learned.*

HCI gives you both information AND knowledge. We turn theory into practice so you know exactly what to do with your clients in every session.

2. A COACHING METHODOLOGY

Almost none of the health coaches that came to us for graduate training knew how to coach. Can you imagine calling yourself a health coach without knowing how to coach?

That's the predicament that thousands and thousands of health coaches from other schools find themselves in. No wonder they struggle to get clients—it's extremely difficult to offer your services to someone if you feel like you have no idea what you're doing!



Our coaching methodology is called the Habit Change Coaching Method (HCCM) and it is specifically designed to help you feel ready to practice. We'll get into the details of this method later, but for now we'll just say that HCCM will elevate your standard for great coaching...

3. A ROCK-SOLID BUSINESS PLAN

Another area where coaches struggle is building a business that makes real money—enough money to replace a 9–5 job, or add a few thousand dollars per month to the household income, or allow for the freedom to work from anywhere in the world and take time off to pursue hobbies and passions.

Many of our students go into private practice, which gives you incredible flexibility. But not everyone wants to build their own practice. Some of you may want to work in a doctor's office or a clinic. *That's why we are proud to provide a career-services initiative that works to match our graduates with allied health and wellness professionals like doctors, chiropractors, and physicians who love doing the assessment part but don't have time for the accountability part.* We already have doctors who are begging for well-educated health coaches. Our career services department bridges the gap between mainstream medicine and a more client-centered, personal healthcare approach, which is incredibly exciting!

4. BEING A CLIENT OF THE WORK

The last thing that we found was missing from most health coaching schools was a built-in, deliberate path to being a client of the work. Yes, you are getting this education to learn how to coach others, but what about your own health journey?

As we say at HCI, transformation starts with YOU.

This is great news, especially if you feel like you have your own health challenges or if there are areas of your life that you feel are, shall we say, “messy.” (Who doesn't feel that way?!) We're all works in progress. It's okay to not be perfect. In fact, *becoming a masterful health coach is not about being perfect, it's about being on the path.* (Repeat this ten times! Then memorize it! Then write it on your notebook, your mirror, your hand—wherever you need to in order to internalize it and know it as TRUE!)

And by the way, just so you know, **clients actually don't want a “perfect” coach.** They want a human being who is relatable! That's what creates the trust and connection that makes for an amazing coaching experience.

So, let's use one of our beloved handy-dandy charts to recap!



The Four Ingredients Missing from Most Health Coaching Certifications

Nutrition Knowledge

A Coaching Methodology

A Rock-Solid Business Plan

Being a Client of The Work

Now let's talk about what happens when you are missing these four ingredients: *You struggle to make a living as a coach, whether you work for yourself or someone else.*

We've seen it thousands of times. In fact, one of the reasons we created the *Become a Health Coach (a.k.a., BHC) program* is that *coaches who came to us for our graduate-level program said they wished they could have begun their coaching journey with us and saved many years and thousands of dollars rather than going through training that lacked these four key ingredients.*

After mentoring our Holistic MBA coaches and watching their practices—not to mention their health, their lives, and their income—completely turn around, and hearing them say they wished they could have started their journey with us, *we realized that we were being called to create a program based on a new paradigm.*

So what did we do, you ask? We'll tell you! First we researched all the different health coaching certifications out there and discovered that the best programs were teaching diet and nutrition without transformation, and offering only a few tips on how to build a business. The business-building information they did offer didn't give students the tools necessary to confidently launch a successful practice, leaving new health coaches to figure it out on their own. We realized it would be a relief for people searching for training programs to find a school that had designed a curriculum that provided health knowledge, coaching skills, and business acumen in a perfect package; with: 1) relevant nutrition knowledge; 2) a results-oriented coaching methodology; 3) a business and marketing system, and 4) the personal growth they need in order to start seeing clients and earning money...*while still in school.*



And that, future health coach, is why we created BHC. Students become masterful health coaches and learn how to launch a successful business at the same time, instead of coming to us several years and thousands of dollars later, after tears and frustration, on the verge of quitting, crying, “What went wrong?!”

When you train with us in BHC, you’re learning from coaches who have achieved the very result you want to achieve. Our unique, habit-change-based curriculum draws on cutting-edge psychology and healthy lifestyle design. Through the 6-month professional certification training, you will learn to facilitate transformational experiences for your clients that will help them embody a new way of being, creating positive change for them in every area of their lives. What that means for you is that you’ll come out of the BHC certification feeling confident and equipped to build a health coaching practice that makes you a great living and allows you to live a great life!

Okay! As much as we like tooting our own horns, we’re done with the self-promotion for now. In the next section, we’re going to get into the nitty-gritty of the industry and answer some of your questions about salaries, stats, and setting yourself up for success!



YEAH, BUT IS THIS A REAL JOB? (A.K.A., WILL I MAKE MONEY?)

What You Need to Rock This Career

(a.k.a., What Health Coaches Need to Be Successful)

WHAT YOU NEED TO ROCK THIS CAREER!

(a.k.a., What Health Coaches Need to Be Successful)

We'd like to answer one of the most common questions we get from future health coaches... is this a real job?

YES, THIS IS A REAL JOB, AND YES, YOU WILL MAKE MONEY!

Some insurance companies are starting to offer coverage for health coaching, and trust us, insurance companies wouldn't even consider doing this if there were any doubt in their minds that health coaching played a valid and essential role in the health of their clients!

Let's let the numbers do the talking. We're going to delve a little deeper into some of the stats we mentioned earlier regarding the future of healthcare, and also look at projections for salaries.

According to Forbes.com (and this was back in 2014), healthcare is a nearly \$4 trillion industry (up from \$3 trillion in 2012). As healthcare costs surge, more corporations are hiring health coaches to establish workplace wellness programs for their employees. The Huffington Post says 51 percent of all employers with a workforce of fifty or more employees created workplace wellness programs in 2013, and estimates workplace wellness to be a \$6 billion industry in the U.S. alone. Why? There are a number of reasons, but mostly it boils down to the idea that a company is only as healthy and productive as its employees, so it's in the company's best interests to keep its workers happy and healthy and, of course, working. Regardless of why companies are investing in workplace wellness, the investment translates into incredible opportunities for health coaches, and raises the profile of health coaching in general, no matter what the setting.

But of course, an opportunity is only an opportunity if you know what to do with it and are prepared to take advantage of it, right? So how do you do that?

By our count, there are *four things you need to rock this career*. As you've probably figured out by now, we love charts, so here's another one for you:



The Four Things You Need to Rock This Career

Passion for the job

Great coaching training

Business and marketing skills

Ability and willingness to work on yourself

You probably don't need us to explain these four things to you, but we're going to do it anyway because, to be frank, we're pretty fired up about setting you up for success!

Speaking of being fired up...first on the must-have list is *passion for the job*. You need to be excited about and committed to helping other people be their best selves. You need to be the kind of person who absolutely thrives on seeing your clients reach their goals, change their habits, and become who they were meant to be. Without that passion, it will be difficult—and unfulfilling—to build your health coaching business or to work as a health coach in a corporate setting. But we're not worried—as we've said before, you probably wouldn't be reading this book if you didn't have that passion.

Second, **you need great coaching training**. You need to find the school that's right for you (which we will help you do in a future section), that inspires you and encourages you to stretch and grow, that focuses on the things that you want to focus on, in the ways that you want to focus on them. Having said that, let's take a brief detour here into the three curriculum essentials that you should look for in a training program: behavior change techniques, core nutrition, and real-life experience.

What do we mean by all that? We'll tell you! Let's start with behavior change first. A great training program should be focused on teaching you how to help your clients transform through behavior change—that should be the centerpiece of the curriculum. If they aren't teaching you how to facilitate change, you aren't learning how to coach!



Next is core nutrition. *Learning the right nutrition information—the information that will be useful for your clients—is different from learning every last scrap of nutrition information you could possibly learn.* What is the right nutrition information? In short, it's what to eat in order to get rid of cravings, lose weight, and gain energy...for good. That's truly what the vast majority of your clients need to know in order to make life-altering changes to their eating habits. And it's not only important that you're taught this information, but also that you're taught how to present it in a way that is concise and coherent for your clients.

Last but certainly not least (and again, we'll cover this in more detail in the next chapter), a great training program should *provide you with opportunities to gain real-life experience with real people.* It's one thing to learn about coaching from books and webinars; it's another thing to take that knowledge and apply it to clients! This may seem obvious to say, but it's important to have the experience of coaching people while you're still a student so you can check in with your mentors and get the feedback you need to become a masterful coach.

Okay, back to our list of what you need to rock this career! In addition to *passion for the job* and *great coach training*, you need *business and marketing skills.* These skills are just as important as coaching skills. Because without business and marketing acumen, you will have a difficult time finding your clients, keeping your clients, and charging your clients (which probably means you will have a difficult time paying your bills). *We cannot stress this enough: business and marketing skills are the key to you having the kind of career you want as a health coach, which will in turn allow you to have the kind of life you want.*

The fourth and final thing you need—and this is a big one—is the *ability and willingness to work on yourself.* (Remember our “Is Health Coaching the Right Job for You?” quiz?) This is not something that you can check off a list (despite the fact that, um, we love lists). This is a lifelong practice! The more you check in with who you are, what you want, how you move through the world, and who you choose to surround yourself with (to name just a few personal-growth barometers), the more you'll have to offer your clients and the stronger you'll be as a coach.

All right! Now that we know what needs to be in the tool box, let's take a look at the *money situation*, shall we? (Do those words strike fear in your heart? If they do, take note, and know that you are not alone! Here we go...)



Stats Galore: The Numbers on Salaries, Health, and Healthcare

STATS GALORE: THE NUMBERS ON SALARIES, HEALTH, AND HEALTHCARE

The moment you've been waiting for...*information about your potential salary!*

First of all, according to the U.S. Bureau of Labor Statistics, healthcare occupations are “expected to have the fastest employment growth and to add the most jobs between 2014 and 2024.” So that’s great news with regard to the direction in which the industry is heading. In general, the average salaries of health coaches are estimated to be in the range of \$50,000–\$75,000, with the **top 10 percent of health coaches earning \$100K and above**. Worldwide, six in ten coaches showed an increase in clients at the rate of \$200–\$500 per hour, earning an average of \$44,000–\$95,000 a year or more.

Just for comparison’s sake, let’s take a look at what the Bureau of Labor Statistics has to say about the salaries of health coaches. Health coaches aren’t defined specifically by the Bureau, so let’s look at two different categories that may apply: health educators and community health workers.

The Bureau explains what health educators do this way: “Provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Collect and analyze data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. May serve as resource to assist individuals, other health professionals, or the community, and may administer fiscal resources for health education programs.”

Now let’s look at how they explain what community health workers do. “Assist individuals and communities to adopt healthy behaviors. Conduct outreach for medical personnel or health organizations to implement programs in the community that promote, maintain, and improve individual and community health. May provide information on available resources, provide social support and informal counseling, advocate for individuals and community health needs, and provide services such as first aid and blood pressure screening. May collect data to help identify community health needs.”

According to the Bureau of Labor Statistics, the wage range for a health educator is \$30,250–\$92,950. The wage range for a community health care worker is \$22,570–\$62,880. There’s quite a spread here, isn’t there? What do think determines where you land on that range? YOU. More specifically, the way YOU apply the knowledge that you gain in your training program in terms of being a fantastic coach that people want to work with, and also in terms of being a great business person who knows how to value yourself, whether that’s with regard to setting your prices or negotiating your salary.



Whew! We get a little fired up about that stuff! (As if you hadn't noticed.) Understandable, right? There's a lot of potential here, right? Now let's see where the industry has been, and where it's going.



Will I Still Have a Job in 5 Years?
Where the Industry Is Headed

WILL I STILL HAVE A JOB IN 15 YEARS? WHERE THE INDUSTRY IS HEADED

It's hard to believe that only 20 years ago, health coaching barely existed. And now, it's one of the fastest growing sources of employment. As we've already mentioned, according to the US Department of Labor, the number of health coaches employed in the U.S. is expected to grow 21.9 percent by 2022.

Over the same period, overall employment growth is projected at 10.8 percent. *Healthcare and social assistance—the bucket that health coaches fall into—is projected to be the fastest growing source of employment in the economy.*

According to the Centers for Medicare and Medicaid Services, U.S. healthcare spending reached \$3 trillion dollars in 2014, or \$9,523 per person. The National Center for Complementary and Integrative Health (NCCIH) and the Centers for Disease Control and Prevention report that “Americans spent \$30.2 billion—\$28.3 billion for adults and \$1.9 billion for children—out-of-pocket on complementary health approaches, according to a nationwide survey.”

And now here's the kicker, the stat that shows you where healthcare is going: “For 2015–2025, health spending is projected to grow at an average rate of 5.8 percent per year (4.9 percent on a per capita basis).”

For better or worse (in terms of our collective health!), that's a pretty incredible growth rate, isn't it? Part of why our spending on healthcare is skyrocketing might have something to do with these alarming statistics from the Centers for Disease Control and Prevention about chronic diseases and conditions such as heart disease, stroke, cancer, type-2 diabetes, obesity and arthritis. “As of 2012, about half of all adults—117 million people—had one or more chronic health conditions. One of four adults had two or more chronic health conditions.”

All right. Enough with the doom and gloom. Now let's see how health coaches fit into all this.

In an article in the *Orlando Sentinel*, Dr. Steven McCarus, a gynecologist for Florida Hospital for Women at Winter Park Memorial Hospital, says he relies on a health coach to do what he doesn't have time for. He said, “I am one physician with 5,000 patients in my practice. I'm working at max. For me, a health coach is a way to get through my day and address problems I can't.” In the same article, health coach Bridgette Jameson said, “Having a health coach helps doctors provide support for patients who need help dealing with chronic diseases, such as high blood pressure, diabetes, heart disease and obesity. The doctor's goal is to prescribe as little medicine as possible and treat as much as we can with lifestyle. That's where I come in.”



In fact, top doctors believe that “lifestyle medicine” or “lifestyle change” is the future of healthcare. Let’s go back to that paper by Dr. Mark Hyman, Dr. Dean Ornish, and Dr. Michael Roizen. (It’s from 2009, FYI, but it still contains a lot of relevant information.) They said that “...most of the chronic diseases that affect 160 million Americans and account for 78 percent of our healthcare costs are caused by lifestyle and environmental factors—namely our diet, sedentary lifestyle, smoking, chronic stress, and environmental toxins.”

The paper goes on to say that, “Lifestyle medicine is not just about preventing chronic disease but also about treating it, often more effectively and less expensively than relying only on drugs and surgery.” Also that “...lifestyle intervention is often more effective in reducing cardiovascular disease, hypertension, heart failure, stroke, cancer, diabetes, and all-cause mortality than almost any other medical intervention.”

So as you can see, there is now overwhelming evidence that *changing lifestyle—a.k.a., habit change—is one of the best things that people can do for their health*. And who is perfectly equipped and positioned to help doctors help their patients implement lifestyle change? YOU ARE, Future Health Coach! Isn’t that thrilling?! You can help patients shift their eating habits, their smoking habits, their exercise habits, and how they manage—or don’t manage—stress. And, of course, what we put into our bodies and how we treat our bodies—our lifestyle choices—is directly connected to our health.

Here’s another quote from the paper that shines a light on the important role health coaches can play in people’s lives. “Presently, according to the American Heart Association, 1.3 million coronary angioplasty and 448,000 coronary bypass operations are performed annually at a cost of more than \$100 billion. Despite these costs, many studies, including one last month in *The New England Journal of Medicine*, reveal that angioplasties and stents do not prolong life or even prevent heart attacks in stable patients (i.e., 95 percent of those who receive them). Coronary bypass surgery prolongs life in less than 2 to 3 percent of patients who receive it. In contrast, the INTERHEART study, published in *The Lancet* in 2004, followed 30,000 people and found that changing lifestyle could prevent at least 90 percent of all heart disease.”

In other words, making lifestyle changes is a much better bet when it comes to coping with heart disease than medical or surgical procedures. Isn’t that amazing? And who is qualified to help people change their lifestyles? YOU will be, future health coach!

So if you didn’t think your future career was important before, we hope you do now. You may not see results on a day-to-day basis the way that, say, a surgeon does, but the fact of the matter is, your work can have a profound effect. It can save lives. If you help someone quit smoking, start exercising on a regular basis, eat healthy foods and portions, or maintain a healthy weight, you are literally helping to save a life.



An article from doctors David A. Asch and Kevin G. Volpp puts it another way. They say, “Employers, health insurers, doctors, and health systems increasingly recognize that everyday behaviors are among the most important determinants of health. How we live our lives—whether we smoke, exercise, take our medications, and wear seat belts—substantially determines how long we live and the health we enjoy. Everyone is interested in wellness, yet everyone’s first suggestion for achieving it is education. That approach seems reasonable, until you think through the implicit assumptions: if we tell people that smoking is dangerous, they will stop; if people are informed about the benefits of exercise, they will go for a run. Health education is critically important, but if we devote resources to educating people about what they already know but don’t do, we may overlook more practical solutions.”

In other words, knowing what’s good for you is valueless unless you actually take action and change your behavior. To put it another way, knowledge alone does not create lifestyle change.

Okay, we’ve gone a little quote crazy, so this is the last one and then we’ll stop (for a little while, anyway). “Health risk behaviors are unhealthy behaviors you can change,” says the CDC. “Four of these health risk behaviors—lack of exercise or physical activity, poor nutrition, tobacco use, and drinking too much alcohol—cause much of the illness, suffering, and early death related to chronic diseases and conditions.”

This, of course, is where health coaches are invaluable in the healthcare marketplace. What we’re saying—and what these doctors and the CDC are saying—is, once again, that knowledge alone does not create lifestyle change. Habit change does. If you, future health coach, can change a behavior or a habit, then you can change someone’s health. And if you can change someone’s health, you can change their life.

So we hope all of these facts, figures, and stats convince you that YES, you will still have a job in 5 years! The ability to help people change their habits is only going to increase in importance, which means there’s never been a better time to become a health coach than right now.

Along those lines, next we’d like to delve into a SPECIAL SECTION and tell you how the *Become a Health Coach* program at HCI preps future health coaches like you to not only guide clients through behavior change but also help them make it last.



SPECIAL SECTION

How BHC Arms Health Coaches
with Everything They Need to Facilitate
Lasting Transformation and Make a
Fantastic Living

NO ASSUMPTIONS

A common mistake people make when they start health coaching is assuming what clients want. Newbie coaches often assume clients want a friend, a nurturer, a sympathetic ear, a savior—someone who can make everything better for them. You may be surprised to hear this, but that’s actually not what clients want at all. Or at least, it’s not what they truly want.

What clients *truly* want from their health coach is a leader, someone who has the strength and clarity of vision to guide them through challenges, into transformation, and into a new and greater version of themselves. A coach who can accomplish this is what we like to call a masterful coach. And we’d like to take some time now to tell you about what we consider the five qualities of a masterful coach.

The five qualities of a masterful coach are: 1) showing leadership; 2) maintaining boundaries; 3) providing support while encouraging growth; 4) increasing options, choices, and possibilities for clients; and 5) creating lasting lifestyle change. Let’s go through what we mean by each of these so that you’ll have a good sense of the philosophy behind BHC and the kind of coaches we are passionate about training.

1. SHOWING LEADERSHIP

The first thing masterful coaches learn to accept is that they are not “fixing” or “healing” their clients. First of all, clients are not broken, even if their health is suffering. Second, healing is an inside job—a client makes a decision to change, and then comes to you because they don’t know how to do it or can’t sustain it when they’ve managed to do it—even briefly—on their own.

Here’s an interesting tidbit. If you are trying to fix or heal, then you probably have an underlying agenda that’s pointing to an unmet need of your own. (That’s intense, right? But it’s true.)

This underlying agenda usually has to do with you wanting to feel valuable and needed. But in that case, “fixing and healing” is fulfilling your need, not the client’s need. It’s like this old adage: give a man a fish and he’ll eat for a day; teach a man to fish and he’ll eat for a lifetime. In other words, if you fix things for your clients, they aren’t learning how to fix things for themselves, and if they don’t learn that, then you aren’t doing the job you were hired to do, which is to facilitate lasting change.

Therefore, masterful coaches are not fixers or healers, they are vision-holders. They have the ability to see the future self that the client wants to become, and they have the belief that the client is capable of becoming that person. Holding that vision of the future self is how masterful coaches act as leaders for their clients.



2. MAINTAINING BOUNDARIES

One of the best, most important things a masterful coach can do for herself and for her client is maintaining boundaries. The stronger the boundaries are, the more respect the health coach will engender in the client. As a health coach, maintaining boundaries means a few different things.

First, it means that *you know what your role is* as a master of habit change. You are not trying to assess or diagnose—you are guiding toward transformation. Second, it means that you *stick to your established session time lengths*—you make the length of the session clear up front, and you do not waver from that.

Third, you *do not cave on fees or give away your time or materials for free*, which sends a message to your clients (and to yourself!) about how you value your time and your work. Fourth, *you require your clients to honor the commitments they make* to you and to themselves in terms of coming to sessions prepared; and fifth, you *require your clients to show up for themselves* and do the work rather than trying to do the work for them. (Remember the fish adage?)

When you first start coaching, you may love your clients so much that you lie awake at night worrying about them, wishing you could move in with them and just make them see the way forward. This is your first clue that you are at risk for having boundary issues! *Your goal is to create a space for your clients to step into...not to step in first and pull them in behind you!* This doesn't mean that you are any less compassionate or empathic—just the contrary, in fact. By maintaining your boundaries, you are giving them the space to take control of their own journeys.

3. PROVIDING SUPPORT WHILE ENCOURAGING GROWTH

This might seem like a crazy thing to say, but supporting your clients without pushing them to stretch themselves can actually be detrimental to their progress. Why? Think about Michael Phelps. If Michael Phelps had won silver medals in his first Olympics, and his coach said, “Hey, Mikey, it's all good—as long as you tried your best, you're still a winner in my eyes,” we probably never would have known the Michael Phelps we now know—the Olympic champion and American icon! Had he chosen to surround himself with people who continually patted him on the back, he wouldn't be the athlete he is today. Fortunately for all of us, he didn't make that choice.

As a coach, it is your job to inspire your clients to stretch, to reach, to push themselves. You have to figure out how to challenge them to bring their “A” game, to envision big, bold futures for themselves. If they are struggling to stay on track while trying to achieve a goal, support them by helping them figure out what's going wrong rather than telling them not to worry about it and that it'll all be fine.



If they are scared of the change they're pursuing, support them by pushing them to keep taking risks rather than telling them to play it safe. They most likely already have internal voices that are telling them to play it safe, so what they need from you—their masterful health coach—is a different voice, a different story.

4. INCREASING OPTIONS, CHOICES, AND POSSIBILITIES

Not every coaching session with your clients will lead to a life-changing breakthrough, but every coaching session with your clients has the potential to open up more options, choices, and possibilities where your client may have thought she had none. Oftentimes, for a client, feeling “stuck” is the same as feeling like she doesn't have any good options. A coach helps clients feel “unstuck” by opening them up to options they couldn't previously see. A masterful coach knows what these options are before the client does, and also knows when to reveal them. Revealing them all at once would be overwhelming and counterproductive, but revealing them one at a time, at the right time, is gold!

5. CREATING LASTING LIFESTYLE CHANGE

Being able to create lasting lifestyle change for your clients is, in our opinion, the most important quality of a masterful coach. It involves the Habit Change Coaching Method. And it's one of the things that makes us stand out in the crowded field of health coaching programs. As you know by now, we believe that knowledge alone does not create behavior change, and HCCM operates on that principle. We're going to tell you a little bit more about it when we dive into the Four Pillars—the very foundation of BHC—in just a minute.

But before we move on, let's do a simple but powerful exercise.

You may be feeling intimidated by the five qualities of a masterful coach but trust us, there's no need. YOU have the ability to do all of these things! How do we know? The very fact that you're interested in this career indicates that you either already embody these qualities, or have the capacity to do so. Take a moment now to imagine yourself embodying each of these qualities...and then fill in the blanks on the “I Am a Masterful Coach” chart for yourself. Feel free to borrow ideas from the previous pages if you need help!



I AM A MASTERFUL COACH

I CAN SHOW LEADERSHIP BY:

I CAN MAINTAIN BOUNDARIES BY:

I CAN PROVIDE SUPPORT WHILE ENCOURAGING GROWTH BY:

I CAN INCREASE OPTIONS, CHOICES, AND POSSIBILITIES BY:

I CAN CREATE LASTING LIFESTYLE CHANGE BY:

Okay! Now that we've talked about the qualities that we feel make a masterful coach, let's talk about how BHC prepares you to be a masterful coach. Our curriculum is based on what we called the four pillars: *Functional Nutrition, Health, and Wellness; Transformational Coaching Skills; Personal Growth/Life Coaching; and Proven Marketing and Simple Business Systems*. Let's look at these in more depth.

In **Pillar 1: Functional Nutrition for Health Coaches**, you'll learn that we (of course) feel a solid foundation in nutrition, health, and wellness is important for success as a health coach (and for getting healthy yourself!). But you'll also learn that you don't need to know everything about nutrition. It would take you years of schooling to sort out all the conflicting, confusing nutrition information out there. What we focus on in BHC is the core nutrition knowledge that will be relevant to your clients.

How do we know exactly what that nutrition knowledge is? Great question!

After coaching thousands of clients, we discovered that 80% of what we learned during our years of studying nutrition we never even used, because the information or the protocols were too complicated for most clients to follow. So we distilled that nutrition information down to core knowledge, and we teach it in an easy-to-use format that will enable you to feel confident presenting it your clients.

Nutrition for health coaches is based on these 4 main principles:

THE FOUR PRINCIPLES OF PILLAR 1: FUNCTIONAL NUTRITION FOR HEALTH COACHES

Multiple dietary theories can be understood at a glance.

"Healthy food" doesn't always mean it's healthy for everyone.

Counting chemicals trumps counting calories.

There are six questions every health coach must know how to ask (and answer): what to eat, how to eat, when to eat, why eat, where to eat, and who you are when you eat.



Okay, that's a "taste" of Pillar 1 (sorry, we couldn't resist that one!). Let's move on to pillar 2. **Pillar 2** of the BHC curriculum is **Habit Change Coaching Method**. This is the foundation of our coaching methodology, which will keep your clients engaged and allow them to get results. How does transformational coaching work, you ask?

Here's an example. As you surely already know from your own experience, people often do not do what they know they should do. And that is where the true value of health coaching lies. Coaching helps people figure out what's keeping them from taking action, and it clears away the blocks so they can finally get the results they want. If you can change someone's habits, then you are changing the very thing that determines their health and quality of life. As we've said before, *when you can change a habit, you can change a life*.

Habits are the little rituals you perform every day, and they are the primary determiners of health. We believe health coaches—more than any other health professional—can massively impact people's ability to change their habits to achieve great health. As we've also already said before (although we think it's impossible to mention it too much!), knowledge does not equal behavior change. So no matter how good your nutrition, health, and wellness advice is, your client won't get results unless you learn how to address the underlying reason for whatever their harmful habit happens to be.

We like to demonstrate the "power of the underlying reason" by asking you to imagine all your beliefs about yourself stacked up on top of each other to form a tall, strong pole. You are tethered to this pole with a bungee cord. Now imagine that you want to start moving toward a goal—let's say it's finding a soul mate. But one of the things that makes up your Pole of Beliefs is the idea that you aren't worthy of love. So as you move toward your goal to find a soul mate, the bungee cord gets more and more taut until it snaps you back to the Pole of Beliefs and the idea that you aren't worthy of love. No matter how many steps you try to take toward that soul mate, the cord will keep snapping you back...*until you address the erroneous belief that you aren't worthy of love*. Then, and only then, will you be able to move forward toward your goal.

Before we move on to the other pillars, we're going to ask you to take a second to list three things that would be on your Pole of Beliefs, and three of your goals. Don't think about it too long—just write the first things that come to mind.



POLE OF BELIEFS	GOALS

Now take a second to see if there's anything on your Pole of Beliefs list that could possibly keep you from reaching any of your goals. If there is, draw a line between the two, and *understand that you've just made an extremely important connection for yourself..*

Helping your clients make these kinds of connections is much more important than teaching them endless amounts of nutrition information that they most likely won't be able to process or remember. And that's why BHC focuses on teaching you how and why people get stuck, as well as how to help them move forward—**that's Transformational Coaching.**



Pillar 3 is Personal Growth (The Life Coach Certificate). In order to create transformation in others, you must first be able to create transformation within yourself. As we like to say at HCI, “First for you, then for others.” That means understanding how to take care of YOU first. When you master that, you’ll be able to help your clients create lasting transformation. That’s why we offer personal growth and Life Coach training in Pillar 3.

You’ll receive personal growth training, where you’ll learn how to transform your life in key areas of your life such as money, relationships, career, and spirituality (or “that which is greater”) so that you can fully align with your purpose and be the very best coach you can be.

The Life Coach training portion of Pillar 3 will teach you how to use those skills with your clients and help them bring health to all three domains of their life (physical, emotional, and cognitive well-being) so they can step into the boldest, most empowered version of themselves. The beauty of this dual training option is you’ll be equipped to help others on an even deeper level AND you’ll be prepared to launch a fulfilling career as a Health Coach, a Life Coach, OR a Health & Life Coach.

Pillar 4 is our Proven Marketing and Simple Business System. Our mission is not just to teach you how to be a great health coach—our mission is to teach you how to be a great health coach with marketing and business savvy. You made an investment, and we are committed to helping you see a return on that investment both in your personal life and your professional life. Our intention is to help you make a great living while living a great life, which is why BHC includes a powerful marketing and business module. The systems you will learn at BHC have worked for us and for thousands of our graduates. Chances are extremely good that they’ll work for you, too. You’ll learn everything from how to price your programs and how to take payments to how to book talks and how to attract clients online (even if you don’t like technology!), and that truly is just scratching the surface.

There are many other remarkable aspects of BHC but we’ll quickly highlight two more here. BHC offers *interactive weekly skills labs*, a safe environment where you can apply what you’re learning in practice sessions with your peers. The BHC student site is set up so that you can easily make your skills labs appointments with your assigned partner, finding times that are convenient to both of you. No other health coaching certification has this *live, interactive practice* that provides feedback and support, setting you up to feel confident for when you begin working with paying clients.

In addition to the skills labs, we also offer office hours with us (HCI founders Carey and Stacey, in case you forgot who “us” is!) where you can ask whatever you want!



Last but not least, if you're curious about our certification requirements, we'll run them down here quickly: online attendance (you must complete all 24 of the 24 training lessons); completion of four online quizzes (one for each pillar); completion of 12 out of the 24 weekly skills labs; completion of six "Closing the Deal" conversations; and you have to take two practice clients through the Total Transformation 90-Day Health Coaching Program within one year of finishing BHC.

Does it sound daunting? We hope not! We work to make this training as accessible—while still being rigorous—as possible.

In short, we encourage you to **trust the BHC process**. Our training is unique, and will help you create a strong foundation for a successful health coaching business. And the best part is, it will be YOUR business and YOUR career. Yes, you will be a BHC-trained health coach with the full array of tools, but when all is said and done, you will be bringing YOURSELF to your clients, offering them something special that can only come from YOU.

Okay, enough with the whole "BHC is awesome" thing! (Though it is—truly.) Next we're going to move on to unraveling the mysteries of accreditation, certification, and credentialing, and we're going to reveal to you one of our favorite and most useful features of this book: THE BIG GIANT CHART OF YOUR DREAMS!

Hang on to your hats, future health coaches.

This is going to rock your world...



WHO'S RUNNING THE SHOW? THE MYSTERIES OF ACCREDITATION, CREDENTIALING, AND CERTIFICATION, PLUS PICKING A SCHOOL

What's the Deal with Accreditation, Credentialing, and Certification?

(a.k.a., What They Are, Why They Matter, and Why They're Currently a Big Mystery in the World of Health Coaching!)

ACCREDITATION, CREDENTIALING, AND CERTIFICATION

Are you confused about *accreditation*, *credentialing*, and *certification*? If you are, don't worry! Many people are confused, and they're confused for very good reason. Let's discuss, shall we?

For one, the words “accreditation,” “credentialing,” and “certification” are often used interchangeably, so let's sort that out for you right now. In general, *accreditation* refers to the official authorization given by a governing body to schools and programs which qualifies their graduates to coach professionally. *Credentialing and certification* (which, for our purposes, can be used interchangeably) refers to the process by which individuals who have completed a program are deemed able to coach professionally. (More on all that as we move through this chapter.)

To make things even more confusing (fun, right?!) there's also *licensing*, which is different from accreditation. Licensing is done by a government organization; accreditation is not. Although there are state-by-state laws, in general, an educational institution needs to be licensed by a state in order to operate legally. (The Health Coach Institute is currently licensed by the state of Idaho.)

Why are we telling you all this? Great question! Here's the deal.

In addition to the regular ol' vocabulary confusion we just talked about, there is also confusion on a much larger level about who decides which schools get accredited and which coaches get certified. In an effort to eliminate this confusion, there is currently an organization called the National Consortium for Credentialing Health and Wellness Coaches (NCCHWC) that is in the process of instituting national certification for health coaches. On the surface, national certification seems like a great idea, right? The thing is, the requirements they are asking programs to meet in order to be accredited (thus enabling their graduates to take the national certification exam) can only be met by certain kinds of programs with specific kinds of curriculums.

Now we'll explain to you why we think this is a problem!

Education is changing rapidly these days on all fronts. For example, it used to be that students had to be present in a classroom, with a teacher, in order to learn. Now, thanks to technology, students can learn remotely, on their own schedules.



It also used to be that an extremely expensive college degree virtually guaranteed your employment; that's no longer the case. In fact, the diploma's value seems to be waning. According to an article in Fast Company, "Today, diplomas granted by years in school are the dominant certification of 'learning.' Yet, in almost all cases, these diplomas certify nothing other than the fact that the person in question spent x years in school. Competency-based certifications testing specific skills...will become a global currency for both employers and job seekers."

We at HCI believe it's important for students to have access to a new model of education that not only allows them to learn skills they can put into practice right away but also teaches them how to make a living utilizing those skills. To us, and to our students, *our business training is just as important as our coaching training* because we want our students to make a great living and thrive. And in today's economy, if you have coaching skills without business skills, you cannot thrive. It's as simple as that. *Therefore, we feel that business training should be valued as highly as coaching training and nutrition information in a health coaching curriculum, and that that should be reflected in the national certification process.*

There should be an element of flexibility in terms of the programs that NCCHWC accredits in order to accommodate new education models, and at the moment, that flexibility does not seem to be in place. The national accreditation and certification process appears to value a one-size-fits-all education model that is quickly becoming outdated. According to a recent online article from the American Medical Association about how doctors can implement health coaches into their practices, the "education of health coaches depends on the role you expect them to play. If your health coaches are going to provide clinical education, a nurse or social worker may be a good option. If they will be reinforcing the physician's plan of care and using phone calls to keep patients on track, someone without a clinical license could acquire that skill set." So as you can see, there are—and should be—different paths for different types of health coaches.

Here's the other thing you should know as you ponder the certification process, and research who receives accreditation by NCCHWC and who does not: *NCCHWC is a non-profit consortium funded by grants and donations. Organizations and people who have donated to NCCHWC and are also affiliated with schools on the "NCCHWC-Approved Transition Programs" list (the list of programs that will likely receive accreditation) include:* Integrative Nutrition Foundation, Inc. (at the platinum level, which is \$10,000 and above); the Wellcoaches Corporation (at the platinum level); Duke Integrative Medicine; American Council on Exercise (ACE); and Dr. Sears Wellness Institute. Other platinum donors include Richard Cotton, who served as the chief exercise physiologist with ACE, and Ruth Q. Wolever, who was the research director at Duke Integrative Medicine.



The bottom line is, regardless of what happens with this national certification process, *it is and will be perfectly legal to practice as a health coach without NCCHWC's particular version of national certification, just like it's legal to practice as a health coach if you don't have an academic degree in health sciences.* There are different types of training to suit different needs, and that's as it should be. As we've already mentioned, in the next seven years, the field of health coaching is expected to see a growth rate of 21.9 percent, which is why national standards are emerging, but there is no need to be intimidated by this.

Whether you end up in an academic degree program, a program that drives you toward taking the national certification exam, or a state-licensed program, you will be able to work—and thrive—as a health coach!

So! Onward. In this chapter, we are going to break things down for you by looking at most of the major programs and organizations that offer education and certification so you can see what you're dealing with. Our Big Giant Chart of Your Dreams explains what each organization or program offers, who's behind it, how long the process takes, how much it costs, and other delicious tidbits. Let's take a look!



The Big Giant Chart of Your Dreams!

(a.k.a., Schools and Organizations You Should Know!)

WELCOME TO THE BIG GIANT CHART!

This chart covers a majority of the most prominent organizations (in alphabetical order) that provide accreditation, credentialing/certification, and/or education. We want you to have all the information you need as you navigate this rapidly changing industry, so this chart details who provides *credentialing/certification* (the credential/certification you will have at the end of the program) and, of course, *education* (who is training you and what the program offers). There's also a section on *accreditation* (official approval for training programs). Some organizations accredit, some accredit and certify, some educate and certify...you get the picture.

The Big Giant Chart of Your Dreams (we know, we know—but we can't stop saying it!) is meant to help you, so don't let it intimidate you, and don't feel like you need to read every piece of information on it. We've divided it into schools/programs that provide education and some type of certification (in blue), and organizations that certify coaches and accredit schools/programs (in yellow). That way, if you're mainly curious about education because you're currently trying to decide on a program, you can just focus on the first part of the chart—the organizations that provide education. If you already know which schools you're interested in, you can focus on those.

Immediately following the chart is a section on how to choose the right school for you, which is in turn followed by a SPECIAL SECTION on why we think HCI is a fantastic choice for anyone who is interested in health coaching! (Surprise, surprise, right?!)

One thing to keep in mind about this chart is that it is geared toward people who are not looking for an academic degree in health coaching, so it does not cover academic programs. We do, however, include certificate programs that are affiliated with universities.

And so, without further ado...let's do this! We'll be with you the whole time. We promise.



Health Coaching Programs/Schools (in alphabetical order)

Organization/Program	<p>AMERICAN COUNCIL ON EXERCISE (ACE) www.acefitness.org/fitness-certifications/health-coach-certification/default.aspx</p> <p>“The ACE Health Coach Certification was designed to produce professionals who...have the behavior change, physical activity and nutrition coaching skills they need to empower people to long-term healthy change.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • The American Council on Exercise is “the leading non-profit advocate for achieving health through physical activity and other lifestyle changes by providing accessible NCCA-accredited certifications and scientifically rooted education to fitness professionals and health enthusiasts to significantly impact preventable, inactivity-related lifestyle diseases by 2035.” • “In keeping with standards of practice among other healthcare professionals, ACE has received accreditation for all four of its primary certification programs. The ACE Personal Trainer, Group Fitness Instructor, Health Coach, and Medical Exercise Specialist Certification programs all hold accreditation by the National Commission for Certifying Agencies (NCCA).” • The Health Coach Certification program is listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • Two courses of study are offered online: premium and standard. • Premium: Includes ACE Health Coach Manual, video lecture series, custom progress tracking, 2 online practice tests, online exam review video course, access to the ACE resource center, Master the Manual, the certification exam, and an exam retest voucher. • Standard: Includes 12-week guided email series, 1 online practice test, online exam review video course, and access to the ACE resource center.
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • Requirements for taking the ACE Health Coach Certification exam: • “Be at least 18 years old and hold a current CPR/AED certification with a live-skills check.” • “Submit proof for one of the following: 1) Current NCCA-accredited certification or license in fitness, nutrition, health care, wellness, human resources or a related field, OR 2) An associate’s degree or higher from an accredited college or university in fitness, exercise science, nutrition, health care, wellness, human resources or a related field, OR 3) At least two years of comparable work experience in any of the industries specified above. • Present a current government-issued photo ID with signature (driver’s license, passport, military ID) on scheduled exam day.
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • Premium program (online): \$599. • Standard program (online): \$499. • Certification as an ACE Health Coach, through a program of study accredited by the NCAAA. • The standard program mentions a 12-week guided email series, suggesting the program takes about 3 months.

Organization/Program

Catalyst Coaching Institute www.catalystcoachinginstitute.com

"The Catalyst Coaching Institute is THE premier international provider of comprehensive Wellness Coach Certification Training, education and operational tools and resources for wellness coaches around the globe.... For those of you interested in more advanced training, check out our Master Certified Wellness Coach program. The MCWC program is approved by the National Consortium for Credentialing Health and Wellness Coaches (NCCHWC) as an approved transition program as a requirement needed to take the upcoming National Certification Examination (beginning in 2017)."

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- Suzanna Cooper (MS, OTR, CWC) is listed as the Chief Learning Officer.
- The Catalyst website currently displays a "WELCOA (Wellness Council of America) Premier Provider 2015" badge, a "Certified by ProCert (a program of the Federation of State Boards of Physical Therapy)" badge, an "ACSM (American College of Sports Medicine) Approved Program" badge, and an "Approved CE Provider for the Athletic Trainer: BOC (Board of Certification)" badge.
- The Master Certified Wellness Coach program is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Suzanna Cooper (MS, OTR, CWC) is listed as the Chief Learning Officer.
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- The Master Certified Wellness Coach program is listed as a "NCCHWC-Approved Transition Program."

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- "There are no prerequisites for the Certified Wellness Coach program."
- Prerequisites for the MCWC program: "1) completion of the Catalyst Coaching Institute's Certified Wellness Coach (CWC) Fast Track program; 2) a written log of 50 health and wellness coaching sessions of at least 20 minutes in duration, and at least 75% devoted to coaching facilitation (vs. education). Log to include coded identity, date and time, duration of coaching relationship, and coaching topics."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- CWC certification: "The cost is \$1695 for either track."
- MCWC certification: "Total Cost of the 10 hours of advanced training: \$549 for CCI graduates"
- Completion of the MCWC program will allow coaches to take the National Certification Examination sponsored by NCCHWC.
- The CWC program is mostly self-guided (except for the live Fast Track event). In the FAQ section on the website, the answer to the question "How long does all this take?" is "That really depends on you!" The MCWC appears to take five weeks (one live webinar a week for five weeks).

Organization/Program

Dr. Sears Wellness Institute

www.drsearswellnessinstitute.org/health-coach-certification

"In 2007, world-renowned Dr. Sears and a team of experts developed a Health Coach Training that provides the education and tools to help make a positive difference in the lives of others. The training is based on the four pillars of health: Lifestyle, Exercise, Attitude and Nutrition."

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- "The Dr. Sears Wellness Institute Health Coach Training was developed by world-renowned physician William Sears, MD, and a team of experts."
- The Dr. Sears Wellness Institute Team: William Sears (MD); James Sears (MD); Robert Hodgkin (President/CEO); Moira Hanna (PhD); Dominique Hodgkin (MA, NE); Rebecca Bishop (JD); Amy Quinn
- "Our health coaching certifications are approved by: Brandman University, NCCHWC, NANP, American College of Sports Medicine, ICEA (International Childbirth Education Association), Academy of Nutrition and Dietetics, ACE, NASM (National Academy of Sports Medicine), Americorps, BCC, and Career Advancement Account."
- The Master Health Coach Certification program is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "The training is based on scientific principles that support optimal wellness, rather than just theory or opinion. You will learn an evidence-based, balanced approach to wellness based on Dr. Sears' four pillars of health which include Lifestyle, Exercise, Attitude and Nutrition (L.E.A.N). Through the Dr. Sears Wellness Institute training, you will learn how to help others understand not just what to do to live more healthfully, but why to do it and the science that supports all recommendations."
- Core Curriculum Course plus the choice of one, two, or three life-stage programs (families, adults/seniors, pregnancy)
- Master Health Coach Certification is available after completing the Core Curriculum program

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- "We have students with varying backgrounds, education, degrees, work and life experience who are able to successfully complete the training."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- Courses are offered online.
- Depending on what you choose to focus on, the length of the core program varies from 6-9 weeks.
- Depending on what you choose to focus on, the cost of the core program varies from \$795-\$1,395.
- The master Health Coach Certification is 18 weeks and \$1,595.
- Certification as a Health Coach from the Dr. Sears Wellness Institute upon completion of the Core Curriculum program.

Organization/Program

Duke Integrative Medicine

www.dukeintegrativemedicine.org/integrative-health-coach-training

"Choose [Integrative Health Coaching Foundation Course and/or Integrative Health Coaching Certification Course] to... 1) learn how to dynamically partner with people to achieve the goals they have always wanted for themselves; 2) train in a coaching model based in many years of clinical experience and cutting-edge research; 3) experience a transformational program with personalized attention from the leaders in this field; 4) benefit from Duke's proven reputation as a world-class academic and healthcare system."

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- Founder/Director of Integrative Health Coach Professional Training (IHCP): Linda L. Smith, PA-C, MS, ACC
- Duke University Health System Clinical Education & Professional Development is accredited by the American Nurses Credentialing Center (ANCC), the Accreditation Council for Pharmacy Education (ACPE), and the Accreditation Council for Continuing Medical Education (ACCME), to provide continuing education for the healthcare team. It is also authorized as an Accredited Provider of Continuing Education by the International Association for Continuing Education & Training (IACET)
- The Foundation Course and the Certification Course are listed as "NCCHWC-Approved Transition Programs."

- **What It Offers**

- Education and certification.
- The Integrative Health Coaching Foundation Course "empowers clients to make lasting behavior changes that are the foundation for a lifetime of well-being. An Integrative Health Coach can help people find ways to successfully implement healthy lifestyle behaviors into their lives."
- The Integrative Health Coaching Certification Course follows the Foundation Course. "Continue your training with one of the nation's finest health care institutions and a world-wide leader in Integrative Medicine. Mastery in the field of Integrative Health Coaching comes with practice, skill development, and mentoring. The Certification Course is designed to deepen your understanding of the core competences and to allow you to achieve a more advanced level of proficiency in the field."

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- Applicants need a bachelor's degree or higher in any field of study, or 3-5 years in a medical or allied health field (medicine, nursing, physical therapy, health education, exercise physiology, psychotherapy, or nutrition).
- Both courses (the Foundation Course and the Certification Course) are required to be certified as an Integrative Health Coach by Duke Integrative Medicine.

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- Foundation Course: 2 on-site 5-day modules at Duke Integrative Medicine (Duke University's Center for Living, Durham, NC) and online components
- \$5,497.00 registration fee (\$4,947.30 early registration)
- "Those who successfully complete all the course modules and requirements [of the Foundation Course] will earn a certificate of completion, continuing education units, and International Coach Federation Continuing Coach Education (CCE) Credits."
- Certification course: 8 online group sessions, 3 online mentor sessions, and online course components
- \$4,025.00 registration fee (\$3,622.50 early registration)
- "Those who complete all requirements for the Certification Course earn a certificate of completion and certification as an Integrative Health Coach by Duke Integrative Medicine."

Organization/Program	<p>Emory University ece.emory.edu/health_coach/index.html</p> <p>“Emory Continuing Education’s Health Coach Certificate Program combines self-paced learning (online/live and recorded classes)—as well as independent and mentored coaching practice—for 12 weeks. Curriculum includes health-related topics covered by experts in diabetes, cancer survivorship, older adults, heart health, exercise and movement, healthy eating, mental health, pain, and work-life balance.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • The certificate program is part of Emory University’s Continuing Education program. • The Health Coach Certificate Program is listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • “Participants will employ active listening, motivational interviewing, and collaborative goal setting and action planning techniques, while also developing a strong core coaching skillset through study and practice. Course material also includes expert presentations on health topics.”
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • “The Health Coach Certificate requires a Bachelor’s degree, but there are specific exceptions for those with an Associate’s degree and requisite experience and training.” • “Completion requires full attendance on campus, full participation in weekly coaching practice, completion of recorded classes and reading assignments (with possible make-up work for scheduling conflicts) and completion of a final oral exam with a passing grade.”
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • “Four classroom days (two at the beginning and two at the end) at Emory Continuing Education’s Executive Park location in Atlanta bookend 12 weeks of live and self-paced instruction and study. Health coach practitioners may utilize video and phone in addition to one-on-one and group meetings.” • “Students can expect to spend a minimum of six hours per week on classwork, with regular hour-long self-paced recorded classes, 90-minute live classes online (via AdobeConnect), and 90 minutes of coaching practice with your classmates (including mentored sessions with ECE faculty) as well as regular reading assignments.” • Health Coaching Certificate program: \$2,995.

<p>Organization/Program</p>	<p>Expert Coach Center www.expertcoachcenter.com</p> <p>Some programs on the market focus entirely on the mechanics of coaching while offering little training in health and wellness. Other courses give scant attention to coaching standards and best practices. Some programs leave you on your own to learn and practice the material. Our instruction [Expert Wellness Coach Certification], on the other hand, parallels that of university-structured classes. Classes are taught by licensed instructors with years of experience and masters degrees. Under their tutelage, you'll learn nutrition, fitness, stress management, relationship management, life balance and more."</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • Founder/Lead Instructor is Dawn Mazur. • Expert Wellness Coach Certification is listed as a "NCCHWC-Approved Transition Program."
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • "Our curriculum meets the National Wellness Coaching Standards and is approved by the NCCHWC, National Consortium for Credentialing Health and Wellness Coaches." • Two certifications are available: • Full Certification Track: Includes the 6 core courses, "a free two-year membership to the community connections and entails working towards becoming a Nationally Certified Expert Wellness Coach." • Accelerated certification: "If you currently have or are working towards a degree in the Health and Wellness Field, you can bypass the 5 elective courses if you have at least 15 hours in health/wellness courses and enroll in the Coaching Foundations course for the Wellness Coach Certification. This path entails working with our success coach, successfully completing Coaching Foundations, and passing the exam."
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • "Our program does not have any prerequisites. We support all students following their passions and helping others live healthier. However, the NCCHWC (for the National recognition), does require students to have an associate degree or complete an alternative route."
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • "Our program is offered entirely online so you can learn at your convenience and at your own pace. There's no calling in on specific times and days; no hours on the phone." • "We provide continuous, one-on-one feedback. Each week, our instructors will deliver a live-mini-lesson to engage you in the weekly topics. All live sessions are recorded for your convenience." • "Each module requires an investment of ~3 hours per week. Each week varies on the time commitment and you have the flexibility to work ahead if desired. There are due dates to follow in the course to ensure you stay on track." • "Our full program is 10 months long and opens every Fall and Spring, for a total of 125+ hours of instruction and training. We also offer an accelerated path for nurses and other established health professionals." • "Upon successful completion of the program, you will receive your Expert Wellness Coach Certification. You'll also be prepared to take the national exam to earn your nationally recognized certification." • Full Certification Track leading to national certification with NCCHWC: \$2,999 • Accelerated certification: \$1997

<p>Organization/Program</p>	<p>Front Range Community College frontrange.smartcatalogiq.com/en/2016-2017/Catalog/Degrees-and-Certificates/Holistic-Health/Holistic-Health-Certificates/Integrative-Health-and-Wellness-Coaching</p> <p>“[The Integrative Health and Wellness Coaching] certificate trains individuals in the core competencies of the coaching profession, including skills in relationship-building, active listening, powerful questioning, goal-setting, positive psychology, and motivational interviewing. Enhanced knowledge in the areas of nutrition, fitness and mindfulness practices are also part of the curriculum so that individuals are prepared to work in a variety of professional settings in the emerging field of health and wellness coaching.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • The coaching program is part of the Holistic Health Professional certificate program at Front Range Community College. • The Integrative Health and Wellness Coaching program is listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • This is a new program for 2016/2017. • The goal is to prepare students “to work in a variety of professional settings in the emerging field of health and wellness coaching.”
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • “Our open-admission policy means that anyone seeking to better themselves through education is welcome at our college. If you are at least 17 years old, you will be admitted automatically to Front Range Community College. Admission to the college, however, does not ensure acceptance into any specific program.” • “All courses in this certificate must be completed with a C or better to graduate.” • 12 required courses (26 credits) plus 4 additional credits of health and wellness education/physical education classes
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • “The program is designed to take 30 weeks to complete.” • Classes take place at the Larimer campus in Fort Collins, Colorado • Tuition and fees: \$4,273; books and supplies: \$2,250 (total: \$6,523)

Organization/Program

Functional Medicine Coaching Academy

www.functionalmedicinecoaching.org

Using a science-based, systems-oriented approach, [Functional Medicine] addresses the underlying causes of disease and engages both patient and practitioner in a therapeutic partnership. It represents an evolution in the practice of medicine and effectively addresses the healthcare needs of the 21st century. By shifting the traditional disease-centered focus of medical practice to a more patient-centered approach, Functional Medicine considers the whole person, not just an isolated set of symptoms. Functional medicine practitioners pay attention to their patients' unique stories and consider the interactions amongst the genetic, environmental, and lifestyle factors that influence long-term health and complex, chronic disease."

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- The Functional Medicine Coaching Academy was founded by Sandra Scheinbaum (PhD, IFMCP, BCB, CHC, RYT) and Elyse Wagner (MS, CN, LMHCA).
- The Functional Medicine Coaching Academy's health coach certification program is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "Learning centers around case studies and personal exploration. We emphasize practical application of concepts so that you graduate with the knowledge, skills and confidence to coach effectively. Monthly modules consist of webinars and interviews with Institute for Functional Medicine faculty and certified practitioners, experts in mind-body medicine and positive psychology, and leaders in coaching."

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- "Applicants must have an associate degree; or a certificate as a health coach or personal trainer; or an associate degree in an allied healthcare field; or 200 hours of training as a yoga instructor. Those who do not meet these qualifications are asked to petition for enrollment."
- "Upon completion of the 12 learning modules requirements and supervised practicum, you'll graduate with a certificate as a Functional Medicine Certified Health Coach."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- "Functional Medicine Coaching Academy, Inc. offers a 12-month online educational program leading to recognition as a Functional Medicine Certified Health Coach."
- "There are 12 learning modules. Modules are available to you on the first day of each month. You'll have 4 weeks to complete the assignments for each module. Within that time period, you can work at your own pace and on whatever time schedule that best suits your needs. You are responsible for pacing yourself, communicating with your teammates regarding case studies, and keeping up with assignment due dates. Prior months' modules will remain available as you move forward in the program."
- Standard Tuition: \$5,997

Organization/Program	<p>Georgetown University scs.georgetown.edu/programs/385/health-coaching/</p> <p>“The Certificate in Health Coaching program is a collaboration between the Georgetown University Medical Center and the Institute for Transformational Leadership at the School of Continuing Studies. The program prepares students to be health coaches and covers wellness-oriented coaching, the psychology of behavior change in a health context, and the fundamentals of chronic disease.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • “The Institute for Transformational Leadership [at Georgetown University] is a generative hub of conversation, research, and education vital for addressing 21st century leadership challenges.” • The Certificate in Health Coaching program is listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • “Our program is distinct in that it adopts a holistic approach to health coaching based on Georgetown University’s core value of cura personalis, or “care of the person,” which calls on health practitioners to address the whole person—mind, body, and spirit—of those they care for. Students examine health and wellness topics, engage in mindfulness activities, practice individual and group coaching, incorporate self-reflection into their practice, and achieve competency through a supervised practicum.”
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • This program is ideal for: “Individuals seeking to join the health and wellness fields as a health coach and current health professionals interested in learning about the health coaching role and/or expanding their own skill set and advancing within health, wellness, or preventive care.” • “In order to ensure that there is a baseline of knowledge and experience of students in the cohort, applicants must meet at least two of following pre-requisites: a bachelor’s degree from an accredited institution; completion of a degree or licensure in a related field (i.e. nursing, social work, psychology, counseling, nutrition, personal training/fitness); completion of a related educational program and/or training program (i.e. patient navigation, leadership coaching); a minimum of one year of employment in a related field (i.e. home health care, social work, social services support, fitness, nutrition, allied health). On a case-by-case basis, volunteer experience in a related field will also be considered as an alternative to the employment pre-requisite.” • Applicants must also be open to feedback, capable of self-examination, and willing to challenge their own beliefs.” • “To receive the Certificate in Health Coaching from Georgetown University, students must successfully complete six (6) required courses for a total of 12.75 Continuing Education Units (CEUs), which is equivalent to 127.5 contact hours. The program must be completed in sequence as a cohort over the six-month duration of the program.”
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • “Six courses—including the 30-hour practicum—are completed in sequence over six months.” • “Total program tuition including all six courses is \$6,995.00, not including textbooks.” • “This cohort-based program combines traditional classroom learning with interactive experiential methodology. Classes typically meet for three consecutive days—Wednesday through Friday—at our downtown Washington, D.C. campus. Students also complete a 30-hour practicum.

Organization/Program	<p>Health Coach Institute www.healthcoachinstitute.com</p> <p>“Previously health coaches primarily informed people about diet and nutrition. We believe health coaching is about so much more than food. It’s about habit change. Most people already know what to do to be healthier, the problem is they aren’t doing it. Our premise is that a health coach is a master of habit change. Healthy habits create healthy results, and the most effective health coaches help people make naturally better choices for themselves. Our goal [through our Become a Health Coach program] is to create the best coaches worldwide in the art and science of habit change so we can collectively contribute to the healthy planet we all want to live in.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • “Stacey Morgenstern and Carey Peters are the founders and primary teachers of Health Coach Institute, a world-class international coach training company in service of creating leaders in the art, science, and business of health coaching.” • “HCI is accredited by the American Association for Drugless Practitioners (AADP).” • HCI was given an A+ rating by the Better Business Bureau.
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • “Fastest path to impact and income.” • “[Become a Health Coach (BHC)] is thoughtfully designed so you can create a new, exciting career as a professional health coach in just 6 months from anywhere in the world. Each lesson draws on cutting edge psychology, brain science and healthy lifestyle design.” • “Our course is carefully delivered in 4 digestible pillars: Nutrition, Health & Wellness, Habit Change Coaching, Personal Growth (Life Coach Certificate), and Proven Marketing & Simple Business Systems.” • “Throughout the 6-month professional certification training, you will learn the secrets to facilitating transformational experiences for your clients and loved ones that has them embody a new way of being that will create a positive ripple in every area of life.”
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • “BHC is for anyone who wants to become a health coach or wants to add health coaching to their existing modality/expertise or wishes to sharpen their health coaching skills.” • Completion of the four self-paced training modules is necessary for certification. “We’ve made sure to chunk down the pieces of the curriculum into completely manageable pieces. If you watch all the videos and show up to the Q&A calls, plan on about 3-5 hours per week.”
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • BHC Training: \$6,450. HCI is the only school that offers a 100% 30-day money-back guarantee. • “Your training is released in weekly modules in our private, members-only website. Each module contains short, step-by-step training videos, transcripts, done-for-you templates to use with your clients, ‘cheat sheets,’ and easy-to-implement action guides. Each lesson builds on the previous lesson so that you know exactly what to focus on first, second and third... in order to go pro. Our goal is to make your online learning experience smooth, easy and fun.” • “The course is designed to be completed in 6 months. Upon graduation, you will be given a certificate of completion and a seal for your website to display your credentials.”

<p>Organization/Program</p>	<p>Integrative Women's Health Institute integrativewomenshealthinstitute.com/health-coach-certification</p> <p>"Get the tools you need to build a Women's Health Practice, specializing in integrative functional medicine and coaching! [The] Women's Health Coaching Certification [is] the only NCCHWC-accredited Health Coach Certification Program designed specifically for health and wellness professionals, specializing in women's health."</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • The program is run by Jessica Drummond (MPT, CCN, CHC). • The Women's Health Coaching Certification is listed as a "NCCHWC-Approved Transition Program."
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • "Through our program, you will learn to skillfully understand the research on functional nutrition, movement practices, sleep improvement and stress reduction strategies; you will build an essential support network of like-minded health professional colleagues; you will develop strong health coaching skills to powerfully support women through the challenges and changes they will face throughout their lifespan." • Students can choose the Health Coaching Skills Education program, the Functional Nutrition for Women's Health program, or the Integrative Women's Health Two-Course Bundle.
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • There are no restrictions to applying. • Upon passing the exams at the end of the 2 online programs (Health Coaching Skills and Functional Nutrition for Women's Health), students will receive certification from the Integrative Women's Health Institute.
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • Health Coaching Skills Education: \$4,997 • Functional Nutrition for Women's Health program: \$2,997 • Integrative Women's Health Two-Course Bundle: \$6,997 • The programs are offered online. Completion time varies. • Students will receive certification from the Integrative Women's Health Institute.

<p>Organization/Program</p>	<p>Institute for Integrative Nutrition (IIN) www.integrativenutrition.com</p> <p>“Gain knowledge on nutrition, as well as valuable coaching and business skills, to launch a career healing others through food with Integrative Nutrition’s Health Coach Training Program.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • Founded by Joshua Rosenthal, who holds a masters of science in education and has over 30 years of experience in health, wellness, personal development and coaching, IIN is now the largest nutrition school in the world. • “Integrative Nutrition has more than 100 world-class educators who are leading physicians, researchers, doctors, and nutrition experts at the forefront of the health and wellness movement.” • Licensed by the New York State Education Department. • The Institute for Integrative Nutrition is listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • “We’re not your traditional nutrition program because we take a holistic approach to wellness and explore all of the things that affect your health – think relationships, spirituality, finances, and education. We do this by deep-diving into over 100 diverse dietary theories spanning from ancient Eastern Traditions to modern Western medicine, including our own unique core concepts, Bio-Individuality and Primary Food. But we’ll never tell you what’s “right” or “wrong,” because we don’t believe in that. We believe there’s no one-size-fits-all diet...” • Earn college credits by graduating from the Health Coach Training Program and pursue a bachelor’s or a master’s degree through academic partnerships with the State University of New York, California State University, and others.
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • The “only academic requirements are a high school diploma, GED, or equivalent.”
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • Cost: \$5,995 • One-year online course divided into 40 modules that cover 100+ dietary theories. Each module contains recorded lectures, supplementary materials, and skill-building activities that take about 5–8 hours per week.

<p>Organization/Program</p>	<p>International Association of Wellness Professionals (IAWP) iawpwellnesscoach.com</p> <p>“The IAWP’s Wellness Coach Certification program was developed to help you to teach people how to embark on a new healthy lifestyle that they can maintain with ease. We believe ‘wellness’ is not just eating well or exercising regularly, it’s about total mind-body wellness. Our Wellness 360 Education™ will provide you with an in-depth wellness education that addresses all aspects of a person’s well-being. You’ll learn how to coach clients on key lifestyle areas such as nutrition, exercise, lifestyle habits, emotional health, mindset, relationships, career, finances, spirituality and more...so that you can help anyone create a truly healthy lifestyle.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • Suzanne Monroe is the founder of the IAWP. • IAWP is listed as an Accredited Business with the Better Business Bureau. • “The IAWP Wellness Coach Certification program is an accredited training program through a third-party accrediting institution called the American Association of Drugless Practitioners.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • IAWP offers “a comprehensive education based on our three learning pillars: Wellness Training, Coach Training and Business training.” • There are 14 self-paced, interactive modules, based on their three learning pillars.
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • Certification requires completion of the course and the tests.
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • Cost: \$5,950 • The program is 100% online.

Organization/Program

iPEC Health and Wellness Coaching

ipeccoaching.com/become-a-certified-coach

"iPEC offers the most comprehensive wellness coach certification [called the Coach Training Program] in the shortest period of time. Our multi-faceted model for health and wellness has been adopted by physicians and healthcare organizations alike, enabling you to become fully certified, trained, and prepared to succeed as a health and wellness coach in just 7 months. Using our proprietary Core Energy Coaching™ process, you'll outpace the traditional coaching model which focuses only on what a person is "doing" to move from point A to point B. You'll get to the core emotions of the client, breaking through their limiting thoughts and responses, and help them move toward optimal conditioning and lasting change."

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- "Bruce D. Schneider is iPEC's founder and the author of Relax, You're Already Perfect and the blockbuster book, Energy Leadership. His groundbreaking theory of consciousness levels led him to create the transformational Core Energy Coaching™ process, as well as iPEC's proprietary Energy Leadership Index™ Assessment."
- iPEC is an official International Coach Federation (ICF) accredited school.

- **What It Offers**

- Education and certification.
- The full program consists of 3 modules: Life and Leadership Potentials, Core Transformation, and Breakthrough Coaching.
- Specialty courses offered in addition to their core curriculum include: life coaching, business coaching, relationship coaching, professional coaching, transition coaching, executive coaching, health and wellness coaching, and corporate coaching.

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- No restrictions on application.
- "You'll complete your peer work, mentor coaching, teleclasses, required reading, e-workbooks, and self-study projects. Once all of your requirements have been fulfilled and submitted, you'll take an oral exam to complete your certification process, after which you'll earn the designation of Certified Professional Coach (CPC). With the completion of your Energy Leadership debriefs, you'll also receive your certification as an Energy Leadership Index™ Master Practitioner (ELI-MP)."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- The "All-Inclusive Accredited Coach Training Program" costs \$9895.
- Classes take place over the course of three 3-day weekend modules at one of 17 different locations "worldwide" (the U.S. plus Toronto and London). They also offer one midweek class at their headquarters in New Jersey.
- Upon completion of the program, students receive "dual certification as a Certified Professional Coach (CPC) and an Energy Leadership Index™ Master Practitioner (ELI-MP)."

Organization/Program

Maryland University of Integrative Health

www.muih.edu/academics/academic-certificates/graduate-certificate-health-wellness-coaching

"Maryland University of Integrative Health's Post-Baccalaureate Certificate in Health and Wellness Coaching is at the forefront of a growing field in the healthcare industry. Research shows that health education alone is not enough to inspire people to change behaviors and make positive health choices. Health and wellness coaching is now recognized as a key competency and catalyst that can effect change. This ground-breaking program is designed to prepare educators, life coaches, fitness instructors, employee assistance specialists, human resource specialists, healthcare professionals, and others with a strong interest in health and wellness to empower people to take charge of their own health and create sustainable change. Graduates practice in a multitude of settings including health education facilities, gyms, spas, corporations, schools, physicians' offices, and private practice."

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- Rebecca Pille, Ph.D., CWP (Program Director, Health and Wellness Coaching Programs)
- The Post-Baccalaureate Certificate in Health and Wellness Coaching is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "The curriculum focuses on three primary goals. The first goal is the development of a wider view of the field of health and wellness in contrast to our current disease-focused model. The second is to teach coaches to listen to the wisdom of their own bodies and to teach their clients to do the same. The third is to develop both proficiency and excellence in the skills necessary to help clients adopt attitudes and lifestyle changes most conducive to optimal health and other issues that affect health."

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- "Applicants must have a bachelor's degree from a regionally accredited institution."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- "Presented in both a weekend and online format to accommodate working professionals"
- "Can be completed in 11 months with 15 graduate-level academic credits"
- Tuition for spring 2017: \$11,958
- "MUIH's coaching program is an approved transition program per the standards of the National Consortium for Credentialing Health and Wellness Coaches (NCCHWC). Graduates who have met NCCHWC's requirements will qualify to sit for the national exam, which will first be offered in Fall 2017. MUIH plans to become one of the first accredited programs when NCCHWC makes this option available."

Organization/Program

Mayo Clinic, Wellness Coach Training Program

wellnesscoachtraining.mayo.edu

“Wellness coaches help healthy clients stay well and clients recovering from illness improve their health. To achieve this goal, students [in the Wellness Coach Training Program] learn how to establish relationships and practice core coaching skills that assist individuals in identifying their values and desires, transforming them into action, and maintaining lasting change over time. Students partner in dynamic collaboration with others, respecting the client as the expert in his or her life, and using a strength-based focus and strong grounding in best practices.”

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- The Mayo Clinic and its “clinical, scientific and technical staffs”
- The Wellness Coach Training Program is listed as a “NCCHWC-Approved Transition Program.”

- **What It Offers**

- Education and certification.
- “Wellness coaching employs a strength-based approach based on Martin Seligman’s principle that “It’s not about fixing what is broken, it’s nurturing what is best within ourselves” (Learned Optimism, 1991). Strength-based approaches are grounded in contributions from counseling psychology, positive psychology, prevention research, social work, solution-focused therapy and motivational interviewing.”
- “Wellness coach training prepares students to work as wellness coaches within diverse settings by combining online and on-site learning that maximizes potential for individual growth; providing opportunities for group interaction and practice; and respecting individual needs via a flexible training schedule.”

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- “Bachelor’s degree, or in lieu of a bachelor’s degree, an associate degree in a health-related field with current license to practice may be considered.”
- “Training involves 4 mandatory components. Online: Eleven weekly sessions are taught online and are available through the Blackboard Learn system. Online learning includes assignments that involve reading, watching videos and discussion. Onsite: This onsite workshop is a four-day interactive training in Rochester, Minn. It is an immersive wellness experience led by an array of Mayo Clinic experts. Live distance: Throughout the course there are 4 live webinars and 1 conference call that will provide you with further opportunity to interact with Mayo faculty, ask questions and learn practical coaching skills. Peer coach practice: For 6 weeks during the course you will meet in peer coaching dyads or triads, using the distance communication technology of your choice. You will have practice coaching assignments to complete together, and some of these calls will be mentored by Mayo Clinic faculty to maximize learning of skills.”

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- \$3,750
- 12 weeks of online and 1 four-day coaching workshop
- Online and in Rochester, Minnesota
- “The Mayo Clinic Wellness Coach Training & Certification Program is an approved training program through the National Board for Health and Wellness Coaching. Successfully completing our training program prepares you for eligibility to sit for the Nationally Board Certified- Health & Wellness Coach exam. In addition, you have the option to become a Mayo Clinic Certified Wellness Coach.”

Organization/Program

National Society of Health Coaches (NSHC)

www.nshcoa.com/index.php

“The National Society of Health Coaches is dedicated to advancing the knowledge and use of Evidence-based Health Coaching (EBHC)[®] utilizing motivational interviewing (MI) to actively and safely engage patients/clients in health behavior change to better self-manage wellness and chronic health conditions resulting in optimal health outcomes, reduced health risk, and lowered overall health costs.”

- Who Runs/Developed It
- Who Provides Accreditation/Seal of Approval

- Co-founders: Melinda Huffman and Colleen Miller.
- The NSHC is allied with the Commission on Dietetic Registration (the credentialing agency for the Academy of Nutrition and Dietetics) and the American College of Sports Medicine, among others.

- What It Offers

- The program manual is divided into 11 sections: Introduction to Evidence-based Health Coaching; Identifying Your Communication Style; Are You Listening?; Tapping into the Client's Learning Style; Facilitating Health Behavior Change; Guiding the Health Coaching Agenda & Goal Setting; Motivational Interviewing (MI); Wellness and Prevention; Evidence-based Practice Interventions for Chronic Conditions; Measuring Health Coaching Outcomes; and Putting it All Together.

- Who Can Apply
- What is Necessary for Credentialing/Certification

- Certification [CHC, or Certified Health Coach] available only to licensed/credentialed healthcare professionals; certificate of completion available to others.
- “The [certification] exam contains 125-item multiple choice and is timed. This exam must be passed before entry into Skills Competency is permitted. Skills competency is timed and is taken only after passing the multiple-choice examination. It simulates health coaching encounters via online video, whereby your responses to the clients are graded.”

- Cost
- How Long It Takes
- Where It Takes Place
- What Is Awarded Upon Completion

- “The cost for program materials is \$465 + shipping/handling.”
- “NHSC's program is designed for independent self-study, and that individuals taking our program vary widely in reading speeds, learning styles and comprehension. It is estimated that it takes a minimum of 70 hours to complete the self-study, including the online resources.”
- Credential awarded: CHC, or Certified Health Coach.

Organization/Program

The Institute for Life Coach Training, Wellness Coaching Specialist Program

www.lifecoachtraining.com/programs/specialties_path/wellness_coaching_specialist_certificate

Coaching wellness requires acknowledging many aspects of well-being that extend beyond an attention to physical health. Wellness involves a holistic approach that integrates mind, body, and spirit to facilitate optimal living. Designed for coaches, wellness professionals, and laymen, [the Wellness Coaching Specialist Program] begins with the 40-hour foundations course incorporating core competencies and live coaching. This specialties program also requires 40 hours of electives providing expert instruction in wellness concepts, wellness assessments, and the skill set of effective wellness coaches, allowing for each student to customize their training to meet their specific needs and interests.

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- “Originally founded in 1998 by Dr. Patrick Williams, MCC, to train counselors, psychologists, social workers, etc. The Institute for Life Coach Training continues to be a leading international provider of coach training, having trained thousands of professional coaches throughout the world to transition their skills into coaching.”
- The Wellness Coaching Specialist Program is listed as a “NCCHWC-Approved Transition Program.”

- **What It Offers**

- Education and certification.
- The Foundational Course “covers 3 modules, combining theoretical and experiential learning through twice-weekly teleclasses and once-a-week Peer Coaching practice and post-class assignments (called fieldwork).” This is followed by the Wellness Coaching specialist program, involving coach training electives.

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- Applicants must have a “bachelors degree, preferably in the social and behavioral sciences, or experience in the helping professions and strong communication skills.”
- “Requirements to achieve certification: completion of the Foundational course or the Foundations course for Christian Coaches (40 hours); completion of at least 40 hours of additional, specified, coach training electives.”

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- “The cost for this program depends on the courses you select. The average cost of completing 80 hours of training is approximately \$4,550.”
- “The time required to get certified depends on your availability and the courses you are interested in taking. Many Wellness courses can be taken while you are enrolled in the Foundational course, meaning you could complete your program in approximately 6 - 9 months.”
- “Students will need to have regular access to the internet and ILCT website.”
- “Students who have completed the requirements for the Wellness Coaching Specialist certification will be eligible to sit for the national exam after meeting the additional requirements [listed on ILCT’s website].”

Organization/Program

The Soma Institute, Health and Wellness Coaching Program

soma.edu/health-and-wellness-coach/health-coach-certification/health-wellness-certification-program

“The Soma Institute is dedicated to helping redefine healthcare in the United States through our comprehensive and innovative HWC Certification Program— Health and Wellness Coaching program. Soma prepares graduates for rewarding and successful careers in coaching in many fields and areas, including: spas & gyms, private practices, doctors’ offices, sports teams, and more.”

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- Amber Mills is the program founder (BS, DC).
- Listed as a “NCCHWC-Approved Transition Program.”

- **What It Offers**

- Education and certification.
- “As a student in this program you’ll learn: strategies for coaching people with health challenges; motivational techniques; disease prevention; health habits for weight loss; stress reduction; ethics in coaching; and chronic disease management. You’ll also learn self-care strategies to maintain your own wellness and the practical business solutions to turn your new health coaching skills into a successful career.”
- The program consists of six modules.

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- “Candidates for the Health and Wellness Coaching Program must be at least 18 years of age and hold a bachelor’s degree, or have a minimum of three years of experience in a medical or allied health field, or be a graduate of the Soma Institute or be enrolled at The Soma Institute.”
- In order to receive a certificate, students must “complete all required courses with a minimum average of 70%” and “attend at least 80% of the scheduled 110 program class hours.”

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- \$2,150
- 15 weeks
- “This program is designed to fit the needs of busy adult learners. Classes run just two nights per week [in Chicago, Illinois].
- “Graduates receive a certificate in Health and Wellness Coaching.”

<p>Organization/Program</p>	<p>University of Arizona, Center for Integrative Medicine, Integrative Health Coaching integrativemedicine.arizona.edu/education/index.html</p> <p>“University of Arizona’s Center for Integrative Medicine (AzCIM) Integrative Health Coaching certification program is a blend of online coursework, video-conference-based mentor-supervised group and individual practice, documented practice-client hours, face-to-face training sessions, and rigorous assessments to ensure both skill and knowledge attainment.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • “The University of Arizona Center for Integrative Medicine is leading the transformation of health care by training a new generation of health professionals and by empowering individuals and communities to optimize health and wellbeing through evidence-based, sustainable, integrative approaches. The Center was founded in 1994 by Dr. Andrew Weil, and has focused its efforts in three domains: education, clinical care and research. The Center was built upon the premise that the best way to change a field is to educate the most gifted professionals and place them in settings where they can, in turn, teach others.” • The Integrative Health Coaching Certification program is listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • “Integrative Health Coaching is a client-centered, relational approach to working with individuals collaboratively to address the health and wellbeing of the whole person. It acknowledges the interdependent roles of mind, body and spirit, and the innate healing capacity within each person, with an emphasis on self-care. An integrative health coach forms a partnership with individuals or groups to empower and support them in achieving their personal goals related to optimal health and wellness.”
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • “IH Coaching students must first receive their integrative health and medicine education that will inform their coaching by completing one of our certificate programs—Integrative Health & Lifestyle program (250 hours) or Integrative Medicine Fellowship (1000 hours)—then they begin their 6-month IHC certification program.” • Candidates must “successfully complete all online requirements” and “[attend] both training retreats.” “Certification is based on proven skill attainment and practice.”
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • \$6,073.50 for tuition (plus an estimated \$2,280 for lodging/travel expenses for the two training retreats) • A 6-month training program blending online learning, face-to-face workshops, and live video practicums dedicated to successful skill-attainment. Expect to devote 6-8 hours per week to complete the work. • “After successful completion of all program and certification requirements, you will receive a certificate verifying certification from the Arizona Center of Integrative Medicine, as well as being listed on our IH Coach Graduates list on our website.”

<p>Organization/Program</p>	<p>University of Delaware, Graduate Certificate in Health Coaching sites.udel.edu/bhan/graduates-health-coaching</p> <p>“The Graduate Certificate in Health Coaching provides students and professionals working in health care with the knowledge and skills to facilitate positive behavior change to promote health and reduce chronic disease risk and experience. Specifically, training serves to develop health coaching skills that will: help people clarify their health goals, and implement and sustain behaviors, lifestyles, and attitudes that are conducive to optimal health; guide people in their self-care and health-maintenance activities; assist people in reducing the negative impact made on their lives by chronic conditions such as cardiovascular disease, cancer, and diabetes.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • The program is run by the University of Delaware's College of Health and Sciences. • The Graduate Certificate in Health Coaching program is listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • “This graduate certificate program allows students to take courses (18 credit hours) specializing in health coaching to enhance their academic and professional experience. Students may work towards a graduate certificate in addition to pursuing a master's or doctoral degree or students may enroll in this stand-alone graduate certificate program for the purpose of personal and professional development.”
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • Applicants should have “a health-related undergraduate degree from an accredited institute of higher education (e.g. behavioral health, nutrition, exercise science, nursing, or related discipline(s))” or “a non-health related undergraduate degree but with commensurate and demonstrable experience in behavioral health and/or health care.” • “All graduate certificate program students must achieve a cumulative 3.0 (B) grade point average in all graduate certificate courses attempted in order for the graduate certificate to be granted.” • “Upon completion of the 15 credit hours of didactic course work and the 3 credit hour practicum students must take a qualifying exam to receive a certificate of completion. The exam format involves a 45 to 60 min coaching session with a standardized patient under the observation of two health coaching program faculty.”
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • Cost is \$12,000 including all coursework and practicum. • The program can be completed in a full academic year (fall/spring for coursework; summer for practicum). • Classes take place on the University of Delaware campus. • Upon completion of the course work and exam, students receive the Graduate Certificate in Health Coaching.

Organization/Program

University of Minnesota, Center for Spirituality and Healing, Post-Baccalaureate Certificate in Integrative Health and Wellbeing Coaching

www.csh.umn.edu/education/focus-areas/health-coaching

Integrative Health and Wellbeing Coaching, an emerging method of partnering with patients to achieve their overall goals, is practiced from a holistic perspective that views each person as intrinsically whole and the ultimate expert in his or her healing journey. Health coaching is being offered in a wide range of venues including hospitals, clinics, community health and fitness facilities, corporations, educational institutions, and private practices. The Center for Spirituality & Healing is a pioneer in the field of health coaching, working to advance education, research and care model innovation.

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- Mary Jo Kreitzer (PhD, RN, FAAN) is the founder and director of the Center for Spirituality and Healing.
- University of Minnesota Center for Spirituality and Healing Post-Baccalaureate Certificate in Integrative Health and Wellbeing Coaching is listed as a "NCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "Our educational and teaching philosophy is based on transformation. In general, the educational philosophy of contemporary education has become a transactional model—an exchange—where the student has expectations that tuition was paid in exchange for information. Along with this comes an expectation of being handed the "educational experience.". In comparison, in a transformative model the student is self-responsible, engaged in learning, and is being changed by the process of learning. This demands dedication to their own process, as well as to conventional mental assimilation of didactic information. We believe that this approach is not only essential to becoming an effective and excellent health coach, but that it provides a richer and more timeless educational experience. In order to support such a process, students receive 3 hours per semester of outside health coaching from a professional health coach throughout the training program, encouraging and facilitating their own personal growth and transformation."

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- "You must be either a healthcare professional, currently enrolled in a health professional graduate program, a board-certified chaplain with three years in a health care setting, or have a non-health care bachelor's degree with work or life experience in a health-related area. A minimum of a completed bachelors degree (terminal degree may be including, but not limited to, such fields as medicine, nursing, psychology, nutrition, Traditional Chinese Medicine, chiropractic medicine, naturopathic medicine, pharmacy, social work, public health, healthcare administration) with a GPA of 3.0 is mandatory."
- "Twelve (12) semester credits are required to complete the certificate."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- Tuition rates vary for residents vs. non-residents. Find tuition rates here: onestop.umn.edu/finances/tuition
- The certificate program is a part-time program that may be completed in 2-4 years.
- "All health coaching courses are taught in a blended delivery format, requiring physical presence on campus twice a semester, with the remaining content delivered online."
- Students who complete the requirements receive the Post-Baccalaureate Certificate in Health Coaching.

Organization/Program

University of North Carolina, Greensboro, UNCG Health Coaching Program

hhs.uncg.edu/wordpress/health-coaching

"[UNCG's Health Coaching Program] will provide participants with specific skills and a mindset that shifts away from prescriptive medicine to a more participatory approach that guides patients toward self-efficacy in finding their own solutions for healthier outcomes. Our approach to training is grounded in behavioral theory using a hands-on interactive approach to learning. Participants should be prepared to engage in discussions and complete hands-on activities to ensure sustainability of health coaching skills."

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- UNCG's Department of Public Health Education runs the program.
- "UNCG Health Coaching Programs Three-day Health Coach Training is a Center for Credentialing & Education (CCE) Approved Board Certified Coach (BCC) training provider. This course is approved as a 30-hour BCC training course."
- UNCG's Health Coaching Programs Three-Day Health Coach Training is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "Throughout this training participants will: review behavioral theory frameworks; practice motivational interviewing and health coaching; learn a guiding style of communication; discover resources and tools to assist the coach in becoming a more effective member of the healthcare team; receive onsite evaluation and feedback from instructors and peers."

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- "Registration is open to anyone interested in learning about health coaching."
- "If a participant who completed the 3-day training chooses to obtain the optional certificate, they will be required to take and score 70% or higher on a test, complete 6 coaching sessions and document those with coach notes and a case study."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- Three-day training: \$699
- In Morrisville, NC, or Greensboro, NC
- "Participants who complete this 3-day training will have the opportunity to earn a certificate as a Health Coach. In order to receive the optional certificate as a Health Coach from UNCG Health Coaching Programs, participants will need to complete additional requirements."

Organization/Program

University of Wisconsin Stevens Point, Graduate Certificate in Health & Wellness Coaching

www.uwsp.edu/HPHD/Pages/Certificates/HealthWellnessCoaching/program.aspx

"The Advanced Certificate in Health & Wellness Coaching is a post baccalaureate graduate program that teaches the applied science of human performance enhancement and health and wellness coaching. Graduates of this program will learn the broad theoretical basis of effective behavior change facilitation and hone their skills through practice in real world situations to position them immediately to work as a health & wellness coach in a wide range of settings. The capstone to this integrative graduate program is a dynamic, hands-on internship that maximizes the application of classroom learning in the field in order to master the dynamics involved in coaching."

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- The School of Health Promotion and Human Development at the University of Wisconsin Stevens Point runs the Certificate in Health and Wellness Coaching program.
- The Certificate in Health and Wellness Coaching is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "The 15-credit Advanced Certificate in Health & Wellness Coaching consists of five three-credit graduate courses offered online in a three-semester course sequence that begins each fall."

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- "The program is designed with the professional needs of the following in mind: physicians, physical and occupational therapists, physician assistants, chiropractors, nutritionists, dietitians, psychologists, counselor and other healthcare professionals seeking professional development in health and wellness coaching in order to improve patient outcomes; physical fitness trainers, weight management coaches and health and fitness coaches wanting to hone behavior change coaching skills; and entrepreneurs who want to run their own wellness coaching business."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- \$6,750
- The curriculum can be completed in 9 months.
- Courses are offered online.
- "...health and wellness coaches who have met NCCHWC's requirements and completed the Health Coaching Program will qualify to sit for the national exam to be launched in fall of 2017."

Organization/Program

Vanderbilt University Medical Center, Vanderbilt Health Coaching Certificate Program

www.vumc.org/health-coaching

"The Vanderbilt School of Nursing and The Osher Center for Integrative Medicine at Vanderbilt's [Health Coaching Certificate Program] is a six-month long program with over 75 hours of course of study. The curriculum emphasizes acquiring the knowledge and skills necessary to provide health coaching for patients at each stage along the health spectrum, from wellness to those managing chronic illness and disease. This course also has a heavy emphasis on self-care and self-awareness, which is the core of the health coaching experience."

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- "Dr. Ruth Wolever, PhD, is the Director of Health Coaching: Research, Practice & Education, jointly hired with the Osher Center for Integrative Medicine and Health and the Vanderbilt University School of Nursing. She is a clinical health psychologist with 21 years of experience designing, implementing, and evaluating behavior change programs for medical patients and those at risk for chronic disease. She is a nationally recognized expert on Health and Wellness Coaching and one of the elected leaders of the National Consortium for Credentialing Health and Wellness Coaches, a non-profit organization which has launched the first national certification for health and wellness coaches."
- The Vanderbilt Health Coaching Certificate Program is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "The Vanderbilt Certificate Program requires a significant amount of time, course work, and skills practice. The program is divided into two phases. The first phase includes instructional modules, two 3-day in-person intensives, and weekly triad group teleconferences to practice the coaching skills. During the first phase, each trainee will also complete a personal change project. While a large portion of the project will be accomplished during the weekly triad meetings, participants should plan to devote additional time to the personal change project. Six of the weeks during the first phase will have Group Skills Calls rather than triad calls. Participants are required to participate in 1 of the 2 call times offered on each of these six weeks. The second phase of training [is] referred to as practicum... While participants are allowed a year from the end of the first phase of the program to complete the practicum coaching and pass the practical exam, most students complete the practicum in less time... During the first 4-6 months of practicum, participants are required to actively participate in at least five mentorship sessions and provide at least two recordings of their coaching for faculty feedback."

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- "Applicants must have a degree and be licensed in a healthcare field (ie, RN, MD, PT, OT, Psychologist, Counselor, or Social Worker, etc.)."
- "Each participant must complete at least 70 documented practicum coaching sessions and pass a practical skills exam for full completion of the program."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- Cost is \$5,200.
- 75 hours of course study over 6 months.
- "The program is offered in a modified distance format with two on-campus intensives."
- Upon completion, students receive certification.

Organization/Program

Wellcoaches School of Coaching

wellcoachesschool.com

"Since 2002, Wellcoaches has delivered a gold standard of coach training, education, certification, and support, in partnership with the American College of Sports Medicine. Our programs are high-impact, science-based, and innovative. As a Certified Wellcoach® you become an expert facilitator of mindset and behavior change that generates sustainable healthy lifestyles, which prevent or treat disease, and foster well-being and thriving. You can impact some of the toughest challenges of our times."

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- Founder and CEO is Margaret Moore.
- "Endorsed by the American College of Sports Medicine since 2004."
- "To advance the field, Wellcoaches co-founded and co-leads the National Consortium for Credentialing Health & Wellness Coaches (NCCHWC)"
- The Core Coach Training and Certification Program is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "What you'll learn: describe/apply key ingredients and dynamics to facilitate lasting change; elicit mindful self-awareness and insights; apply self-determination theory and motivational interviewing techniques to support clients in uncovering the autonomous motivation needed for change; leverage the science of positive psychology to help clients apply their strengths and gain the capacity to adapt to setbacks; help clients develop self-efficacy and resilience; how and when to provide expert advice or referrals to enable just-in-time learning of knowledge and skills; apply principles of goal-setting theory to help clients design engaging visions and goals that spur them to go beyond what they can do alone."

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- "This training program is open to students with ANY ONE of the following: 1. an associate's degree or higher, in any area of study; 2. a license, or license equivalent, in any of the following: Certified Dental Assistant, Certified Medical Assistant, Certified Occupational Therapy Assistant, Certified Pharmacy Technician, Certified Dental Assistant, Licensed Physical Therapy Assistant, LVN/LPN, NREMT-First Responder, NREMT-Intermediate/85 or NREMT-Paramedic, Registered Respiratory Therapist, RN; or 3) no degree and a certification in any of the following, with a minimum of 2,000 hours of work experience in the field, with individuals or groups: Academy of Applied Personal Training Education, Action Personal Trainer Certification, American College of Sports Medicine, American Council on Exercise, The Cooper Institute, International Fitness Professionals Association, National Academy of Sports Medicine, National Council for Certified Personal Trainers, National Council on Strength and Fitness, National Exercise and Sports Trainers Association, National Exercise Trainers Association, National Federation of Professional Trainers, National Personal Training Institute, National Strength and Conditioning Association, Training and Wellness Certification Commission, 200-hour certified Yoga Alliance instructor."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- "To meet the needs and learning preferences for all of our students, we provide two options for training: an 18-week teleclass (cost: \$1,245) or a 4-day residential session (cost: \$1595). Both courses provide the same educational content and coaching practice opportunities."
- There are "two distinct certifications based on the previous education and experience of the student: the Certified Health and Wellness Coach for health professionals and the Certified Personal Coach" for non-health professionals.

Organizations that Certify Coaches and/or Accredite Coaching Schools
(in alphabetical order)

Organization/Program	<p>American Association of Drugless Practitioners (AADP) aadp.net</p> <p>The American Association of Drugless Practitioners Certification and Accreditation Board was established in 1990. The AADP is dedicated to promoting an enhanced professional image and prestige among practitioners of traditional and non-traditional therapies and methodologies.</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • The AADP's national and international membership body is made up of MDs, NDs, DCs, OMDs, PhDs, DDs, RNs, Herbalists, and other 'drugless' practitioners.
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Certification: "Both traditional and non-traditional holistic schools and colleges have suggested to their graduates to become board certified." The AADP is recognized by more than 70 holistic schools and colleges. • Accreditation: "The American Association of Drugless Practitioners Certification & Accreditation Board offers schools full board professional accreditation. The AADP is recognized by both, traditional and non-traditional holistic schools and colleges world-wide as an independent accrediting board for alternative health educational institutions and programs."
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • "Students who have graduated from a school or college holding professional accreditation stature by the AADP are eligible to apply for board certification." • "Any doctor or practitioner who practices "drugless" therapies or methodologies" is eligible to apply for AADP board certification.
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • "There is a one-time board certification and application fee of \$285 and a yearly fee of \$150.00 to remain a member with access to all benefits after the first year. A 'Certificate of Membership' will be issued at that time."

<p>Organization/Program</p>	<p>Center for Credentialing and Education (CCE) Board Certified Coach (BCC) www.cce-global.org/bcc</p> <p>The Board Certified Coach (BCC) credential is a mark of distinction for credential holders and a source of credibility for their clients. A BCC has met professional coaching competency standards established by CCE and subject matter experts.</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • “The Center for Credentialing & Education (CCE) is a not-for-profit organization that provides practitioners and organizations with assessments, business support services and credentialing. Created in 1995 as an affiliate of the National Board for Certified Counselors (NBCC), CCE credentials more than 25,000 practitioners globally in a variety of fields.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Certification: “The BCC certification demonstrates to the public that a professional coach has: 1) Met educational and training requirements; 2) passed a psychometrically sound coach-specific examination; 3) obtained experience in the field of coaching; 4) professional peer references; 5) accountability to an enforceable ethics code; and 6) commitment to continuing education. The achievement of the Board Certified Coach credential solidifies the professional identity of the coach. The BCC credential is attractive to professionals who would like to provide independent third-party verification that they have achieved certain coaching competency standards.”
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • The BCC credential has different requirements for different educational backgrounds. (www.cce-global.org/Credentialing/BCC/Requirements) • These are the requirements (U.S.) for someone with a bachelor’s degree or higher in any field: <ul style="list-style-type: none"> • Sealed official transcript from your educational institution. • Completion of a minimum of 120 hours of professional coach training from a CCE-approved coach training provider. • 30 hours of post-degree coaching experience working with individuals, groups or organizations. Experience form completed by a professional coach, supervisor or colleague. • One professional endorsement. • Endorsement form completed by a professional reference. • Applicants must pass the BCC examination to be awarded the BCC credential.
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • \$279 application review fee. • \$40 annual maintenance fee for certificate holders. • “Your Board Certified Coach (BCC) certification is valid for five years as long as you comply with CCE policies and procedures. To maintain your certification, you are required to recertify at the end of five years.” • “Recertification requires confirmation of 70 clock hours of continuing education accrued within your five-year recertification cycle as determined by CCE. Of the 70 clock hours, four clock hours must be earned in the area of ethics. The remaining 66 clock hours must fall within at least one of the six BCC competency areas.”

<p>Organization/Program</p>	<p>International Association for Health Coaches (IAHC) iahcnow.org</p> <p>“The IAHC is a Washington, DC based organization dedicated to supporting the professional development and advancement of Health Coaches throughout the world. As the world’s largest alliance of Health Coaches and wellness professionals, we work to position Health Coaches as an integral part of an emerging preventative health care model. With this work, we aim to significantly decrease lifestyle-related chronic diseases that fuel the global health crisis, and in turn, change people’s lives.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • The IAHC is currently run by a 5-person board/staff. It defines itself as “... an independent organization dedicated to the promotion of Health Coaches worldwide through certification, advocacy, and professional support.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Certification: “The IAHC is an independent organization dedicated to the promotion of Health Coaches worldwide through certification, advocacy, and professional support.” • “The IAHC certification distinguishes those Health Coaches who have: 1) graduated from a qualified school or been approved to take the Certification Exam, and 2) passed the International Health Coach Certification Exam. By meeting these criteria, coaches have demonstrated competency in critical coaching skills and can use the Certified International Health Coach (CIHC) designation.” • The IAHC website offers exam materials in the form of two downloadable books: the IAHC Candidate Handbook, and the IAHC Study Guide.
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • “All graduates of qualified schools are eligible to take the certification exam. If you did not graduate from a qualified school, you must apply to be approved to take the exam.” (Currently, the only “qualified” school is Institute for Integrative Nutrition. If you did not attend IIN, “then you must demonstrate that you’ve completed 200 hours of learning and 45 hours of client sessions.”) • “This certification exam gives Health Coaches the opportunity to increase their credibility. The exam tests Health Coaches on their knowledge of critical coaching skills, as well as ethical and professional health coaching standards.”
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • Cost: \$150 • Upon successful completion of the exam, health coaches receive: 1) “confirmation (email and in person at exam center) from Pearson VUE that [they] passed the certification exam”; 2) “a paper certificate mailed...within 4-6 weeks of passing the certification exam”; and 3) “a digital badge from Acclaim to display...on [their] online platforms.”

Organization/Program	<p>International Coach Federation www.coachfederation.org</p> <p>For over a decade, the International Coach Federation has been leading the development of professional coaching. More than 18,000 coaches have participated in one of ICF's three credentials, gaining coaching expertise and professional fulfillment.</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation/Seal of Approval 	<ul style="list-style-type: none"> • Professional Coach Thomas Leonard started ICF in 1995 as a nonprofit organization for fellow coaches to support each other and grow the profession.
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Certification: "With an ICF Credential, coaches demonstrate not only knowledge and skill, but also a commitment to high professional standards and a strong code of ethics." • Accreditation: "To ensure quality training, the International Coach Federation accredits coach-training programs that meet its high standards. This accreditation provides coach-training programs, and those who complete them, with a competitive edge both in their content and stature. Coaches worldwide recognize ICF as an industry leader and turn to the Association for training and continuing education. Getting your coach training program accredited or approved by ICF will give you credibility and expose your program to a wider network of coaches through its listings and searches."
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/Certification 	<ul style="list-style-type: none"> • "Anyone serious about building or maintaining a coaching business should pursue an ICF Credential and become part of this well-respected group that has chosen to regulate itself and provide accountability to clients and the coaching profession as a whole." • ICF offers three different types of credentials for coaches: Associate Certified Coach (ACC), Professional Certified Coach (PCC), and Master Certified Coach (MCC).
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • Coaches can apply for certification by taking an assessment test and providing proof of coaching hours. Requirements and cost varies depending on the type of certification for which coaches are applying. • Associate Certified Coach: costs for ICF members range from \$100-\$400; costs for non-members range from \$300-\$600. • Professional Certified Coach: costs for ICF members range from \$300-\$875; costs for non-members range from \$500-\$875. • Master Certified Coach: cost for ICF members is \$575; cost for non-members is \$775.

Organization/Program

National Board for Health & Wellness Coaching (NBHWC)

www.nbhwc.org

"NBHWC is a volunteer team of U.S. leaders who pioneered science-based training, education, and research of health and wellness coaches over the past 15 years. Since 2010, our team has consulted widely, developed a broad consensus, created national standards, and formed a partnership with the National Board of Medical Examiners in May 2016 to launch a National Board Certification for Health & Wellness Coaches in September of 2017.

The objective of the National Board Certification for Health & Wellness Coaching (NBC-HWC) is to provide a minimum standard and measure of foundational competencies: the knowledge, tasks and skills essential to the practice of health and wellness coaching."

- **Who Runs/Developed It**
- **Who Provides Accreditation/Seal of Approval**

- Co-founders Karen Lawson and Margaret Moore
- "The National Consortium for Credentialing of Health & Wellness Coaches (NCCHWC) and the National Board of Medical Examiners (NBME) have signed an agreement for the launch of a national certification for individual health and wellness coaches in the US. The application period for the first certification examination is expected to open in early 2017."

- **What It Offers**

- The credential will be granted in recognition of documented and verified work experience, education, and successful performance on the Health & Wellness Coach Certifying Examination (HWC Certifying Examination). Professionals who wish to obtain the credential must meet established eligibility criteria. For more information, see www.ichwc.org/individuals for a comprehensive list of recognized educational programs.

- **Who Can Apply**
- **What is Necessary for Credentialing/Certification**

- Once the permanent phase of certification is in place, candidates will need:
- "1) Associate degree or higher in any field. For those who do not have a degree, the standard is 4,000 hours of work experience in any field.
- 2) Applicants must complete an Approved Transition Program and provide a certificate of completion from the Approved Transition Program and, if required, a Certificate of Completion of the "additional requirement" (noted with an asterisk at www.ichwc.org or documentation of completion from an Approved Transition Program. In the event you are unable to provide a Certificate of Completion, the Health & Wellness Coach Certifying Examination program will contact your health and wellness coach training program to determine program completion and eligibility. Further details are available on the Credentials/Individuals page at www.ichwc.org/individuals.
- 3) A written log of 50 health and wellness coaching sessions of at least 20 minutes; at least 75% of each session must be devoted to coaching facilitation and not education.

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- Fees TBD

All Schools Are Not Created Equal: How to Choose the Right School for You

ALL SCHOOLS ARE NOT CREATED EQUAL: HOW TO CHOOSE THE RIGHT SCHOOL FOR YOU

There are so many things to consider when trying to decide where to get your health coach training that it can be downright overwhelming. First and foremost, you have to choose a program that is right for you, and in order to know if it's right for you, you have to do some soul-searching in addition to your own research. We're providing you with a lot of information here, but ultimately, once you've narrowed it down to a few schools, you should check out their websites, watch their videos, talk to graduates, and get a sense of the people who founded the program and who will be teaching you. It is important that the program works with who you are and how you like to learn, and only you can decide if that's the case.

So. Let's delve into the TOP SIX AREAS OF INQUIRY for choosing your school. They are: personal motivation, cost, curriculum, mode of education, practical training, and endgame.

Personal Motivation

Spend some time figuring out why you are interested in becoming a health coach. You want to help people become their best selves, right? That's fantastic. There is no nobler pursuit—truly. But let us ask you this: what's behind that? What made you start thinking about your desire to help people in the first place? Did something happen with your health, or the health of someone you love, that made you want to go into this profession? Are there changes you're interested in making in your own life?

Thinking about your motivation for becoming a health coach can actually help you understand what you're looking for in a program. All programs have a different philosophy, a different tone, and in some cases, a different focus. If you know what is driving you to pursue this line of work on a personal level as well as a professional level, you will be able to identify the programs that align with your hopes, dreams, and desires. The bottom line is, you want to make sure that the program feels right to you based on what you are looking for in a training.

Cost

Enrolling in a coach training program is making an investment in yourself. You're stretching your beliefs about what you're capable of and what's possible for you. It's important that you not only understand the investment you're making, but that you believe in it and have support from your partner and/or loved ones who believe in it too. This is why it's essential that you pick a program that's right for you! You want to feel that not only are you spending your money wisely, but that you're excited to make the investment because it's one of the best things you've ever done for yourself. *You're willing to invest your time, money, energy, and resources because you have an important goal, and achieving that goal is going to change your life.*



Find out the cost of the schools you're interested in. *Then find out which of these schools are willing to work with you to help you achieve your goal.* Do they offer payment plans of any kind, or money-back guarantees? If the school of your dreams doesn't offer a payment plan to ease the upfront cost and support you in pursuing your dream, or a guarantee that you will be satisfied, then it may not be the school of your dreams after all. *Because remember: you should feel supported every step of the way by the school you've chosen!*

Curriculum

The next thing to look at is the scope and breadth of the program's curriculum. Download the materials they offer online and evaluate whether you feel the curriculum is comprehensive. Do you like the information the program is planning on covering? Does it jibe with what you would like to focus on, and what you want to be able to offer your clients? Is there anything that you feel is missing, or comes up short? Make note of those things as they come to mind so you can ask questions later, if you find you're still interested in the program at the end of your evaluation process.

Mode of Education

Now think about how you like to learn. Do you take in information best in a classroom setting, or do you prefer to learn through online classes and seminars in the privacy of your own home? Do you like to read material or listen to it, or do you like to mix it up to keep things interesting? These days, there are as many options for learning as there are different technologies, so make sure you take note of how a program provides its students with educational materials. Also, know where you want to be geographically, and whether you're willing to travel regularly, sometimes, or not at all.

In addition to asking yourself questions about how you like to learn, find out who you will be learning from. Will you have access to the program's founders and teachers? How much access to these experts do you have? Do you get to train with them directly? Do they keep track of your progress and give you feedback?

Practical Training

One of the most important things to consider when looking at how a program trains its students is whether it offers practical, hands-on experience. As important as it is to gain "book" knowledge, it's equally important to test your knowledge and skills on actual, live people! The prospect of doing this while you're still a student may sound scary, but it's an extremely important part of your training, and every time you do it, it will get easier, and the things you need to work on will get clearer. *Quite frankly, for us, this point is a deal-breaker—if a program doesn't offer that kind of hands-on training (beyond asking you to practice on your own friends and family members), we wouldn't even consider it.*



Endgame

Finally, ask yourself what you will have at the end of the program. What kind of certification is offered? Will your training be complete, meaning does the program offer you not only classes for gaining knowledge and opportunities to practice coaching, but also ongoing support and continuing education? If the program offers shortcuts in terms of the time and money you have to invest, beware—*the more shortcuts a program takes, the less likely it is to give you complete training*. Becoming a professional requires investing in yourself, and that takes time and money. There's no way around that...and there shouldn't be.

Okay! Because this is SO important, here is another handy-dandy chart. It recaps—and expands on—the TOP SIX AREAS OF INQUIRY you should be thinking about as you evaluate a program in order to find the path that's right for you. Let's review...



TOP SIX AREAS OF INQUIRY FOR EVALUATING TRAINING PROGRAMS

Area of Inquiry	Questions to Ask
Personal Motivation	<ul style="list-style-type: none"> • What sparked my interest in becoming a health coach? (Did something happen with my health, or the health of someone I love, that made me want to go into this profession?) • Are there changes I'm interested in making in my own life? • Does this program's tone and philosophy jibe with my interests?
Cost	<ul style="list-style-type: none"> • How much am I willing to invest in this new path? • How much does the program cost? • Does it offer payment plans? Refunds or money-back guarantees?
Curriculum	<ul style="list-style-type: none"> • What is the scope and breadth of the program's curriculum? Is it comprehensive, addressing the full spectrum of health concerns? • Do I like what the program is planning to cover? Does it jibe with what I would like to focus on, and what I want to be able to offer my clients? • Is there anything that is missing, or comes up short?
Mode of Education	<ul style="list-style-type: none"> • How does the program train its students, and does the structure work for me? • Is the program online, in class, or some combination of the two? • Do I like to read material, listen to it, or some combination of the two? • Who are the founders and teachers, and how much access to/involvement with them would I have? • Does the overall length of the program work for me? • Does the geographic location of the program—and the amount of required travel—work for me?
Practical Training	<ul style="list-style-type: none"> • Does the program offer hands-on, practical training (beyond practicing on family and friends)?
Endgame	<ul style="list-style-type: none"> • Does the training seem complete? • What kind of certification does the program offer?



If you take the time to answer these questions about yourself and about the programs you're interested in, you will come out on the other side with a clear idea of which program is best for you.

Okay! Now...let's move on to the SPECIAL SECTION that details why we think HCI's BHC program might be just what you're looking for!



SPECIAL SECTION

Why HCI Stands Out in the Field

WHY HCI STANDS OUT IN THE FIELD

We're giving you a ton of information about health coaching schools, but of course, when it comes right down to it, we are biased—we believe BHC is the best option for anyone who is serious about being a master health coach! Why? Well, in short, *it's the fastest path to impact and income!*

But you deserve more than a “short” answer. So now that we've given you some information about the other schools out there, we want tell you why we believe the BHC program is truly special.

(We're going to do this thing here where we pretend you're asking us questions directly, and we answer. It's fun! We promise! You'll see.)

Okay, Stacey and Carey, tell me—what's so great about HCI and BHC?

When you get right down to it, HCI is essentially revolutionizing health coaching. Through our BHC program, we train students to be coaches by teaching groundbreaking, transformational coaching skills. Our curriculum's focus is on personal growth through mentoring, and we offer skills labs that enable our students to practice their coaching skills in real time, in real life, with real people—because in this business, knowledge without practice is futile.

Our curriculum is based on cutting-edge psychology, intuitive listening, habit change, and healthy lifestyle design. In addition to training our graduates to be skilled coaches, we also give them business and marketing tools so they know how to thrive in a highly competitive and rapidly growing marketplace. Without business acumen, even the most skilled health coach can fall short of his or her potential.

But the most important thing to know about us—the big thing that separates us from the pack—is that, while we teach the core elements of nutrition, we are not a nutrition school. We are a health coaching school, and we define health coaches as masters of habit change, not as unlicensed nutritionists who feel they must try to pass for nutritionists. Therefore, after graduation, our students are masters of habit change, not unlicensed nutritionists.

Wait—what? Can we go back to the whole nutrition thing? What do you mean you're not a nutrition school?



Okay, here's the deal with nutrition and health coaching. Most health coaching schools overload their students with excessive nutritional advice and dietary theory and very little, if any, coaching and business skills. We believe this creates health coaches who lack the complete spectrum of skills necessary for building a successful coaching career. So to avoid that, BHC distills nutrition, health, and wellness information down to the essentials needed to successfully coach clients, leaving plenty of time for learning all the other important skills that health coaches desperately need.

As we said before, our graduates are certified health coaches, not unlicensed nutritionists, because our curriculum's primary focus is on habit change. BHC coaches go on to help change their clients' mindsets, thought patterns, attitudes, programming, and conditioning by using a holistic approach that addresses the big picture. How do they do that? They focus on what we call *The Big 5—health, money, love/relationships, career/calling, and connection to something greater*. If you look carefully at this big picture and do the math, you'll notice that nutrition is less than one-fifth of the whole deal, whereas habit change plays a crucial role in every aspect of it.

So, wait. If nutrition isn't actually the main focus for health coaches, what's the difference between a health coach and a life coach? Do I want to be a life coach?

Quite frankly, in this day and age, the term "life coach" is too general to appeal to potential clients. People really want a master—someone who's a specialist, not a generalist. What do we mean by this? Well, imagine going to the drugstore when you've got a cough. On the shelf are two options: medicine and cough syrup. Which do you choose? Cough syrup, of course! Why? Because it's *specific*.

Life coaching, like "medicine," is general, not specific. You don't know who it's for or when to prescribe it. Health coaching, though it has a broad scope, is still specific. The beauty of health coaching is that it IS life coaching, but it's much more marketable due to its specificity...within a broad scope.

Which brings us back to *The Big 5*.



Take binge eating, for example. If you're a binge eater, that pattern of bingeing might show up in how you handle your money—you might have credit card debt because you are spending to try to fill a hole or a hunger that is never satisfied. Or maybe it shows up in your love relationships—you might attract partners who make you happy at first but feel like black holes later when they create drama, or need way more from you than they are willing to give. It could also show up in your career, in the form of constantly jumping from job to job, or experiencing regular dissatisfaction or volatile ups and downs at your workplace. It can even show up in your connection to something greater: you may have strong intuition but you use food to silence it because you're afraid of what it's telling you.

So you can see how the Big 5 are the key to understanding—and addressing—health challenges, and also issues that may fall outside of the realm of health and wellness. It is the key to your being able to address *anything your clients may need help with*. Without delving too deeply into history (as a therapist would), you will be able to help your clients gain an intellectual understanding of their issues and rewire their thinking.

Because you'll need to coach clients on all Big 5 topics, you must be willing to work on your own Big 5. Why? Because you can only take a client as far as you are willing to go yourself, remember? It's this aspect of coaching that will make your career a journey of personal as well as professional growth. (Isn't that THRILLING? Personal growth is the best! Yes, yes, it's hard...but it's still the best!)

Let's go back to the example of the binge eater so we can show you how BHC training can save you from the frustration of having clients who don't follow through even though you're giving them the best of everything you've got.

Your binge-eating client is having an issue with ice cream. Most health coaching schools will teach you to do something like help your client create a list of other behaviors she could engage in instead of going to her freezer, like calling a friend, writing in a journal, taking a walk, or drinking a glass of water. In that case, you're giving your client "advice" on what she can do instead of binge eat. And that advice might work for a while, but the reality is, the improvement won't last. Why? Because following any of that advice requires your client to have willpower, or be able to "hold out" against the urge to binge and make herself do something else. Meanwhile, she still wants to binge.

BHC will show you how to rewire your client's thought process so that she completely loses the urge to binge. She doesn't need the list of action steps, and she doesn't need willpower, because she has completely forgotten about the ice cream in the freezer. The beauty of this is, your client is different without having to do any work in the moment. She doesn't have to remember to be different because *her thinking has been rewired*.



With our Habit Change Coaching Method, you'll have the skills to do this kind of deep work that leads to permanent change. This is a radical up-leveling of what's possible in health coaching, and it's something that we feel you won't learn in any other health coaching school or training program.

What else should I know about the BHC curriculum?

Well, for one, BHC students learn that a successful client/coach relationship is based on two things: support and accountability. *Coaches are there to help their clients achieve wellness in conjunction with other healthcare providers, not as replacements.* We train our students to empower clients to take control of their own health through measurable behavioral changes. Our health coach graduates do not tell clients they can cure their diseases; they tell them they can support their best health.

This is one of the most important distinctions between HCI and other health coaching schools—the work our graduates do with their clients is *complementary* to all other healthcare experts, not contradictory or competitive. HCI graduates are healthcare providers' collaborators, not competitors. They help clients make positive life changes that are in alignment with their doctors, nurses, dietitians, and other healthcare professionals. Our graduates do not qualify as substitutes for healthcare providers, nor should they. That is not the role for which they have trained, and therefore they should feel no pressure to take it on!

How is the BHC curriculum structured?

The BHC curriculum is structured around what we call the 4 Pillars. The *4 Pillars* are: *Functional Nutrition, Health, and Wellness; Habit Change Coaching Method; Personal Growth (The Life Coach Certificate); and Proven Marketing and Simple Business Systems.* In case you missed it in the earlier chapter, let's get into the nitty-gritty of those pillars here!

THE FOUR PRINCIPLES OF PILLAR 1: FUNCTIONAL NUTRITION FOR HEALTH COACHES

Multiple dietary theories can be understood at a glance.

"Healthy food" doesn't always mean it's healthy for everyone.

Counting chemicals trumps counting calories.

There are six questions every health coach must know how to ask (and answer): what to eat, how to eat, when to eat, why eat, where to eat, and who you are when you eat.

Pillar 1 is Functional Nutrition for Health Coaches. As we mentioned earlier, you don't need to know everything about nutrition in order to be of service to your clients. There are as many different diets as there are people on the planet, and it would take you years to sort through all the conflicting, complex information that's out there. What we want to pass on to you is the health and wellness knowledge that will really matter to your clients.

And how could we possibly know what will really matter to your clients? Experience!

After coaching thousands of clients, we discovered that 80 percent of what we learned from years of studying nutrition we never even used, because the information or the protocols were too complicated for most clients to follow. The other 20 percent, though, *is gold*. So what we've done is distill all of that information down into the essential 20 percent, in the form of easy-to-use concepts and checklists.

That is the basis of Pillar 1, and we are confident you'll find that it provides you with all the nutrition information you'll need to help your clients.

Okay, on to Pillar 2. *Pillar 2* of the BHC curriculum is *Habit Change Coaching Method*. This is the foundation of our coaching methodology, which will keep your clients engaged and allow them to get results. As you may already know from your own experience, people often do not do what they know they should do. And that is where the true value of health coaching lies. Coaching helps people figure out what's keeping them from taking action, and it clears away the blocks so they can finally get the results they want. If you can change someone's habits, then you are changing the very thing that determines their health and quality of life. Simply said, when you can change a habit, then you can change a life.

As we said before, habits are the things we do over and over again each day. So when our habits are good—we drink plenty of water, eat a balanced diet, and move our bodies—our health tends to be better. When our habits aren't so good, our overall health declines. When someone needs help transforming those bad habits into good ones, they need help with making changes that stick. All of the best research and information in the world won't help your clients if you can't help them figure out how to put it to work. The BHC program will teach you how to do it.



When you become a health coach, you'll be helping clients achieve transformation in every area of their lives—physical, emotional, and cognitive. That's why we make *Pillar 3* of the BHC program focused on *Personal Growth and Life Coach training*.

Health Coaching and Life Coaching are closely intertwined and mastering the art of personal transformation for yourself will help facilitate positive transformation in others. You'll work on transforming your own life in key areas and learn how to use those same skills with clients, helping them see and step into the boldest, most empowered and alive version of themselves.

The beauty of this dual training option is you'll be equipped to help others on an even deeper level AND you'll be prepared to launch a fulfilling career as a Health Coach, a Life Coach, OR a Health & Life Coach.

The last Pillar—*Pillar 4*—is our *Proven Marketing and Simple Business Systems*. Our mission is not just to teach you how to be a great health coach—our mission is to teach you how to be a great health coach with marketing and business savvy. You made an investment, and we are committed to helping you see a return on that investment both in your personal life and your professional life. Our intention is to help you make a great living while living a great life. How do we do this?

Well, for starters, we stock Pillar 4 with *amazing* information, if we do say so ourselves. Here's a sampling of the topics we cover: how to get clients from networking and referrals; how to get clients from talks and workshops; how to get clients online even if you're not a fan of using technology; how to price your programs; how to schedule and prioritize to maximize your time (even if you have kids, other jobs, hobbies, passions...); and how to become confident, courageous, and client-attractive as a coach.

We also offer a whole bunch of done-for-you materials, like scripts, checklists, handouts and templates that include *entire marketing programs* for our detox program and our 90-Day Intensive Total Transformation Program. In addition, as a bonus, upon graduation from the program, you'll receive (and no, we're not kidding!) a three-month trial containing a personalized drag-and-drop business website and publishing platform; a private client portal with calendar and scheduling capabilities; a contact-management system for getting clients online; email and SMS notifications for appointment reminders; cutting-edge marketing and business automation tools; easy email integration; social media integration; and invoicing and reporting capabilities.

BHC provides not just entrepreneurial education for people who want to start their own businesses, but also career coaching for those health coaches who want to coach in the corporate world. *In short, we've got you covered, no matter what you want to do with your health coach training and certification.*

That all sounds A-MA-ZING! It also sounds like A LOT. How will I learn all this juicy stuff you're talking about?



Your training is released in *32 weekly* lessons on our private BHC website. Each lesson contains short step-by-step training videos, transcripts, templates to use with your clients, “cheat sheets,” checklists, and easy-to-implement action guides.

Every lesson builds on the one before it so you know exactly what to focus on. Plus, the site will track your personal progress through the course. Our goal is to make your online learning experience smooth, easy, and fun, so we offer three convenient media formats—video, MP3, and PDF—so you can watch, listen, and/or read based on how you learn best.

As we’ve already mentioned, we feel strongly that knowledge without practice is meaningless, which is why we have *32 weekly skills labs*. The labs are where you apply what you’re learning in a safe environment so you can hone your skills and feel complete confidence when you start working with paying clients. We also believe that another great way to gain confidence and skill as a health coach is to listen to masterful coaches at work, so you’ll have access to our Coaching Demo Library—a library of masterclass coaching demos that you’ll want to listen to over and over again.

You’ll also get **Carey and Stacey**—a.k.a., us! This is pretty unique to BHC—most programs do not offer live access to the founders, creators, or teachers. It’s another thing that makes us stand out annnnnnd...it’s also our favorite part of the program! We get to coach you bi-weekly throughout your training on transforming your own health, mastering new coaching skills, building a meaningful business, and creating the lifestyle of your dreams. As you might imagine, it’s unbelievably fulfilling and exciting for us to help you—and see you!—grow personally and professionally.

Wow! If I keep asking what else you have, will you keep saying you have more to offer me?

Basically, yes! (We’re only half kidding!) Here’s a quick rundown on some of the other aspects of BHC that we think set us apart from the rest:

- Access to one live training event each year, led by Stacey and Carey
- World-class continuing education and training in coaching skills, personal development/life coaching, and, business and marketing to support you as you and your business grow
- Complimentary access to our highly active alumni community for networking, masterminding, and collaborating
- Bonus “Go Pro” Marketing Tools, a comprehensive online marketing machine, plus a complete client management system in one easy-to-use platform
- Two completely done-for-you health coaching programs utilizing Habit Change Coaching techniques and structured to keep your clients engaged, excited, and taking action (instead of self-sabotaging, dropping out, and disappearing)
- A rock-solid business and marketing education specifically for health coaches
- Access to the 24/7 BHC online community. Our students come in as strangers and quickly become the best of friends...or even business partners!



All right! That's a loooooong explanation of why we think **BHC is the gold standard** in health coaching programs. We know it's a lot of information to take in, so let's just sum it all up like this...

HCI's BHC program is perfect for you if you:

- are passionate about nutrition and healthy living.
- want a career that pays well, feels fulfilling, and makes a difference.
- love to learn and geek out on personal growth.
- know that you would thrive if you were doing what you love and inspiring others.
- want to know the truth about what really works to change habits.
- want skills that will have a positive impact on your health and EVERY area of your life.
- want a career where you can express who you really are (even if you're not sure who that is yet!)
- want the freedom to work flexible hours from anywhere in the world.
- want to be connected to an incredible community that inspires you.
- are committed to living the best life ever and helping others do the same.

Now let's move on to the next chapter and see what's in store for health coaches once they've finished their training...and hear from some BHC grads!



YEAH, BUT IS THIS A REAL JOB? (A.K.A., WILL I MAKE MONEY?)

Follow Your Bliss! The Different Options
and Paths for Coaching Grads

FOLLOW YOUR BLISS! THE DIFFERENT OPTIONS AND PATHS FOR COACHING GRADS

When you're a masterful health coach, there are many, many career opportunities available to you. You can partner with other practitioners, have your own solo practice and work from home (or anywhere in the world your heart desires), partner with other health coaches, work in doctors' offices, work in wellness centers, work for supplement companies, work for health insurance companies who provide health coaching programs, provide corporations with health coaching and health coaching programs to lower their healthcare costs...and more! Just about anything you can think of to do with your health coaching training, you can do.

Let's say you're not interested in starting your own practice, and would like a bit more stability and schedule consistency in your day-to-day life. There are plenty of options for you, future health coach! You can be a part of a patient care team at a hospital, work for health insurance companies, create wellness or weight loss programs for organizations, or—one of the most popular gigs for health coaches these days—work in corporate wellness, helping to take care of a company's employees. It makes sense, if you think about it. People spend a huge majority of their waking lives in the office. And employers want their employees to be as healthy as possible, don't they? Ultimately, healthy employees benefit everyone, employees and employers alike.

According to a paper called *When the Coach is In, Everyone Wins*, “Wellness programs are uniquely poised to play a pivotal role in the effort to change how we look at health and wellness. These programs come in many shapes and sizes and with good reason—each organization and each individual has unique needs. However, there is one element that we know directly improves the effectiveness of a wellness program—health and wellness coaching.”

Health coaches in the corporate environment—whether present physically or digitally—clearly can have a huge impact. For example, look at the results of a study about the effectiveness of digital health coaching provided by WebMD Health Services. According to an article on MobiHealthNews.com, “WebMD partnered with Verizon to offer digital health coaching to 1,100 of Verizon's employees in a recent pilot, Employee Benefit News reports. The program led to weight loss for *73 percent of participants*.” That's a pretty remarkable outcome, isn't it? Here's how coaches participated.

Employees took a health assessment test first. “If they had a BMI over 30 or a blood glucose level above a certain threshold,” they were invited to participate. “The program included one-on-one coaching over the phone and digital coaching via an app, which allowed employees to set goals and work toward them through various baby steps. At the end of 12 months, 800 of the 1,100 participants had lost weight.”



The program was so successful, Verizon is planning to expand it to the rest of their employees.

Another development for health coaches is the use of app coaching by hospitals. How does it work? “Patients are connected to a coach through an app, and that coach will connect with them about things like medication adherence, diet, and exercise, as well as help them navigate their insurance and connect them to members of their care team—either by setting up appointments, or via HIPAA-safe texting or video communications.” It’s great for the patient, but also great for the doctors. The CEO of Kaigo—the app company—told MobiHealthNews, “A primary care doctor that on a daily basis might be seeing six people a day, you’re now going to assign your patients to a Kaigo representative, a health coach that can follow up. So you don’t feel as though you only see them for five minutes and nothing’s going to happen. We also make it possible for all the doctors on our platform to communicate with each other.”

Other coaching apps are having success as well. Take Noom, for example, an app that connects people directly with personal coaches. Noom was recently the subject of a study published in the *British Medical Journal Open Diabetes Research & Care* that found that “64 percent of people using the Noom app lost more than 5 percent of their weight, which is comparable to the Centers for Disease Control’s findings from traditional diabetes prevention programs.” (Just FYI, HCI has a website called HealthCoachMatch.com, which matches individuals with health coaches and offers a free consultation so people can find out what health coaching is all about!)

In other words, thanks to the wonders of technology, health coaches can work with clients in a number of different ways, meaning that you can “see” clients from all over the world whether you’re onsite coaching, digital coaching, telephone coaching, or group coaching. There are of course advantages to both the coach and the client to all of these options: some clients and coaches need face-to-face accountability, some prefer the anonymity of telephone coaching, some like the convenience of digital coaching.

But the bottom line is the same for you: not only are there many different types of opportunities for health coaches, there are many different ways for health coaches to practice and earn money. This confirms our original point about your excellent choice of profession: there has never been a better time to be a health coach than right now!

We do want to make you aware that in certain corporate environments, hospitals, and doctor’s offices, employers are looking for health coaches who have an undergraduate or graduate degree in the health sciences with specific certifications in coaching or nutrition. That’s not the case in all situations, so if you don’t hold a health sciences degree, don’t panic. There are different types of health coaching opportunities, and many employers also understand that degrees and specific certifications are only one part of the picture.



They are also interested in knowing what experience you have (or, if this is your first coaching job, what real-life experience you received working with clients in your training), and equally important, they want to see if you have the “health coach personality”—meaning that you have the ability to motivate, inspire, encourage, empower, and celebrate. As you know, it takes a special type of person to help people overcome obstacles and rewire behavior that they’ve been struggling with for years. Employers will want to see that you are that type of person.

In some cases, coaching may actually be about getting someone ready to be coached, and that of course requires patience and the sensitivity to understand what a person is ready to do and how quickly they are ready to do it. Push too hard and you risk shutting down your client; don’t push enough and you risk having a client who feels unchallenged or even bored. Patience and sensitivity are also part of the health coach personality that employers will be looking for.

Employers are also looking for coaches who have the ability to see the big picture—the totality of a person’s history as well as the details of a person’s day-to-day life. Health coaches need to demonstrate a level of flexibility in terms of being able to create and tailor a program to an individual client based on their needs—programs can’t be “one-size-fits-all,” and a talented health coach recognizes that and knows how to adjust accordingly.

In today’s age of technology, it’s also important for health coaches to exhibit a certain amount of tech savvy in the form of an Internet presence. Coaches should have a website and a social media presence that demonstrates who they are and what they offer. If you have webinars or other promotional videos, before you include them on your resume, make sure they’re professional quality and relevant to your “brand.”

What do we mean by brand? Think of your brand as what you stand for, what you bring to the table. In other words, if you were to start your own coaching business, what would it be called and why? You’d choose a name that reflects who you are, what you do, and what you believe in—that’s your brand. And of course, the more tech savvy you are, the more attractive and marketable you are to employers. In other words, if you are as comfortable coaching face-to-face or in a group as you are in the digital space or via text, you are flexible, and that flexibility makes you accessible to a wider range of employees or clients.



So, to recap, here are things you should think about showcasing in an interview:

WHAT TO SHOWCASE IN AN INTERVIEW

Your wisdom and experience! Talk about the tools and techniques you have at your disposal, thanks to your training and any coaching practice you've had.

Your stellar health coach personality! Tell the interviewer about your ability to motivate, inspire, encourage, empower, and celebrate, as well as your gifts for patience and sensitivity.

Your remarkable vision and flexibility! Explain how you are able to see in people what they can't quite see in themselves, and how you are able to shift tactics according to others' needs.

Your tech savvy and social media presence! Discuss how comfortable you are coaching in different mediums, and also how you use social media to promote your brand.

Remember, it's also okay to admit to a potential employer that there are "opportunities for improvement" in your work as a health coach. No one expects you to be perfect, and actually, talking to an interviewer about what you'd like to improve shows self-awareness and passion for your work.

Okay, so now that we've talked about the different kinds of jobs you can have as a health coach, let's figure out what YOU want to do...



5 Questions to Help You Design the Coaching Career of Your Dreams

(So You Know Exactly What You Want!)

DESIGN YOUR OWN CAREER!

One of the greatest things about being a health coach is that you truly get to design your own career! That doesn't happen with a lot of careers or jobs. More often than not, other people dictate the terms of our work (which is what sends some of us running to find more flexible situations!). But with health coaching, you have all the power. YOU choose who you work with, how you work with them, when you see them, where you see them, how much you charge them...the list of what YOU decide goes on and on.

So here are five questions you should start thinking about in order to envision your life as a health coach. We know this might seem overwhelming since you haven't even started training yet, but the more specific you are about the way you'd like your career to look, the more likely you are to end up with exactly that career! There are, of course, more than five questions to ask, but let's just start here.

And don't be alarmed if you don't automatically have answers to these questions. You actually may not be able to answer some of these until you're in school, or out of school and starting to work as a health coach. And that's okay! We just want you to know that these are important questions to ask yourself, because YOU get to answer them! YOU get to decide exactly how you want to practice. (And feel free to write down any other questions that come up for you as you're thinking about these!)

FIVE QUESTIONS TO HELP YOU DESIGN THE COACHING CAREER OF YOUR DREAMS

Who do you want to help?

Where/how do you want to work?

How often do you want to work?

How big do you want your business/job to be?

How much money would you like to make?



Let's break it down!

Who do you want to help?

This question is really designed to get at whether you want to specialize or generalize. Are you looking to work with people who are struggling with weight because you are passionate about body image? Or are you more interested in working with the general population because you like the idea of your clients coming to you with different goals they are looking to achieve?

This is also a question about whether you want to have your own business and help your own clients, or whether you want to, say, take care of an employee population at a company. The people you want to work with can determine the kind of coaching career you pursue, or vice versa. You choose!

Where/how do you want to work?

This is a “macro” question and a “micro” question, meaning it's both big picture and small picture. Do you want to work in the United States or abroad? Do you want to work from home, in your own office that's not in your house, or in an office in a corporate setting? Do you want to travel or stay put?

Thanks to technology, we can throw a real wrench in this question! Do you want to work in the digital space, or do you want to coach face-to-face, or some combination? Because if you are comfortable with digital coaching, you work from home and “travel” the world at the same time! (Ahhhh, the beauty of coaching...)

How often do you want to work?

Take some time to imagine your dream day. Write out your perfect schedule that has time for work, play, and rest. How many hours a day are you working in that scenario? If each client session is 50 minutes, how many clients do you want to see in a day? How many days a week do you want to see clients? Remember, be completely honest with yourself—no one is going to see this but you!

How big do you want your business/job to be?

You can figure this out in several ways. You can decide on how many clients you want to see and how many days a week you want to work, or you can figure out how much money you want to make each day or week or month and work backward from there. Do you want to work part-time or full-time? If you're starting your own business, do you eventually want to oversee other coaches, or do you want to only see clients? Remember, you don't have to have all the answers right now. You just have to be thinking about the questions!



How much money would you like to make?

Go big for this one, and think about how much money you would like to make in a year of coaching. Don't be modest or shy—just think of your dream number and write it down! Don't worry about the details yet—for now, just come up with the number, write it down, and OWN IT! Remember, it's great to have specific goals. The more specific, the more likely you are to achieve them. (Again, don't be modest or shy. Seriously! This is a version of asking for what you want, which is a very important skill to have in EVERY aspect of life. Here's a great opportunity for you to practice it!)

Okay! If this was your first attempt at designing your coaching career, congratulations! Now save your answers, and plan to revisit them again in 3 months, in 6 months, in 12 months—put it in your calendar! Keep checking in with what you want, see where you stand, and keep your eyes on the prize! You will be astonished to discover how just the act of designing your coaching career will help you make decisions about how you're going to get there...



**I GRADUATED! WHAT NOW?
SPECIAL SECTION**

Why I Chose HCl!

RECENT GRADS

In order to know if a school is right for you, it's important to hear from people who have actually gone through the program and experienced the training firsthand as well as what it takes to implement that training.

The coaches in this special section have all attended BHC, and we consider them to be rock stars! We wanted to talk to them because they are recent grads who are in various stages of making their health-coaching dreams come true. As you will see, the process takes work, dedication, and inspiration. Let's check in with them and find out what drove them to seek out BHC, how health coaching is going for them, and how they're feeling about the awesome lives that they've created for themselves!

INTERVIEW WITH BHC GRAD, RACHEL BECK

Heartsong Health & Wellness

Hi, Rachel! Tell me a little bit about your background and what led you to BHC.

I had been in HR since college years and was in a really stressful job. I had a sudden job change (and you can read between the lines there). I had been really unhealthy with hyperthyroidism as a result of Hashimoto's, and I took time off with my severance pay to start walking and running. I was breathing and had some space in my life, and I was like, "What am I going to do with the rest of my life? I don't know that I want to sit behind a desk and do HR forever."

My daughter was seven at the time, and we were chatting in the kitchen, and she was asking what I thought she would do when she grew up. I said, "Well, whatever you do, honey, I just want it to make your heart sing." And she said, "Mommy, is what you're doing making your heart sing?" And I thought, oh no!

I have a former HR colleague who actually works at HCI and I had seen some posts on Facebook about health coaching. I had spent that time after my job change just really focusing on getting healthy and getting processed food out of our lives and working with a holistic practitioner and turning my health around, and I thought, wait a minute, if I love to help other people, and I love this health and wellness stuff, what can I do with that? So I reached out to my friend and she said, "You'd be a great coach! This is so right up your alley. It's everything you've been doing for yourself but you can pull in your HR experience. You have to do this!" And so I looked into coaching programs and ultimately ended up choosing BHC.



Do you remember what it was about BHC that drew you to it?

For me it was the practical attitude—“here’s a little bit about nutrition but that’s not what is going to drive people to come back to you and work with you and see the change. It’s going to be this transformational coaching methodology, and then oh yeah, you gotta deal with your own stuff, so here’s this personal growth section!” And Carey and Stacey shared that when they graduated, they didn’t know what to do or how to run a business, and I felt like that would have been a very big block for me as well, so I was also drawn to the business and marketing offer.

When you started BHC, did you have a specific goal in mind, or a vision for yourself as a health coach? Or were you just kind of jumping in and saying, “I’m going to see what this is about,” and trusting that by the end of it, you would know what you wanted to do with it?

Yes! Both. I had this very clear path—I was going to help working moms, help corporations with their wellness programs, and do something related to kids and wellness—[I wanted to] teach it to my kids and kids in their elementary school. And at the same time, all of my mentors and people that I had talked to about becoming a coach were saying, “Just pray about it, keep an open mind, you’ll see where it’ll take you.” So I was trying to hear that but I was also like, “No, this is what I’m going to do.” And what’s funny is, the working-mom theme has definitely stuck, and I’m the chair of the wellness committee at their elementary school, and the corporate thing has kind of fallen off for a while. Now it’s resurfacing, so it’s just so interesting what you put out to the universe and what the universe brings back to you.

And do you feel that studying at HCI prepared you for all the different kinds of work that you’ve been doing?

I do, absolutely. I feel like the essential nutrition piece—Pillar 1—really gave me a lot of insight into everything I had been learning on my own, through my own journey, but it really cemented my knowledge and gave me a few more options. A lot of the women I work with travel for their jobs—they’re busy executives and working moms—and so the tips on how to eat healthy on the road and how to make a meal out of an airport food court—things that I would have had to otherwise go and research—are now just right there at my fingertips.

Do you feel like you have achieved your goal of leaving behind the 9-to-5? Are you at a place where you can honestly say to your daughter, “Yes, this makes my heart sing?”

Absolutely. It’s amazing. It brings tears to my eyes. I get off my coaching calls with my clients and I’ll jump up and say, “I love my job!” It’s really hard to call it a job because I have so much fun. What I loved about HR was that I could help people. But what frustrated me about HR was, I was helping them with performance reviews [not changing their lives]. My first job out of school, a guy threw a stapler at me because we had fired him that morning. I wasn’t helping people in a way that was providing lasting change around health, right? This is so much more profound.



Tell me what a typical workday looks like for you...if you have a typical workday.

I work out early, before I take the kids to elementary school at 7:30, and I'm back to my desk by 8. I work either doing marketing or my work for HCI's HMBA Mastery program. I have a day set aside for marketing, a day for study, a day for client calls, and then a day for my "Closing the Deal" conversation. And then I have a free day—I haven't solidified what it's going to be for but I just got off the phone with my Success Coach last night and she suggested using it for marketing to get more clients. I pick the kids up at 2:30 four days a week and at 1:15 one day a week, and then I'm with them. Sometimes I'll log back on in the evening to prep for sessions the next day, but it's a great schedule—it's amazing.

Do you see yourself differently now than you did before you became a health coach?

Oh, absolutely. I was so far removed from who I was. I have young kids. I was working 40 to 50 hours a week. That left the weekends for "run to the grocery store, run to this, do that, do this, get the laundry done..." and then it's Sunday night again. I had no time. It's so interesting because the last HR job that I had, when I got hired, they said, "Tell us about yourself. What do you like to do?" And I was like, "Um...I'm a mom? Uh...I don't know!" That really struck me, and I remember feeling like, how did I get here?

So I started running—I hated running but I'd heard that it was the best way to get in shape—and did the Couch to 5K app on my phone. Some friends trained with me and made me keep running, and in 2015, I did 11 5Ks. I went and met with a personal trainer at the gym and I started working out, and I realized...I love working out! Why did I stop working out?

I'm so much more in tune with who I am, I'm so much more reconnected to my soul. I spent hours thinking, okay, if I'm not going to do HR for the rest of my life, what lights me up? What am I passionate about? What excites me? What would I want to get out of bed every day and do, and it came back to helping people, health and wellness, and having the flexibility to be around my kids. I think that I was so lost, and so far removed, I was just in survival mode. Now I'm in the driver's seat again. I'm creating my destiny, I'm changing our family's legacy, I'm happy, I'm healthy, I feel good, I have energy...so very, very different from who I was before.

That's phenomenal. And what about others in your life? Do they see you differently now that you're a health coach?

Very much. I had a lot of anxiety—I still do, from time to time—but I was really, really anxious and probably depressed. We moved to Denver five and a half years ago, and both of us had a hard time getting acclimated professionally. It was just a tougher job market than Ohio was. So there was a lot of stress, and I think depression came along with that. [Since becoming a coach], my husband has literally said, "You're a different person than you were. You're happier, you're lighter, you're more patient with the kids, you're more in tune with me and we communicate better." And my family of course is like, "Wow! What are you doing? You look great!"



I've built a great network of friends out here, and I have a friend who's a life coach. She said, "You know, watching your transformation over the last couple of years—it's just been really cool to see."

What a great thing to hear from a friend! Sometimes you need that outside perspective. What do you think is your greatest accomplishment as a health coach at this point?

I've had seven or eight clients do the 12-week program—not a ton—but one of those is my mom. What blew my mind was during the discovery questions in the closing-the-deal conversation, she told me things that she said later she had never told anyone. As a fairly new student, I was like, I don't know what to say right now! She also said that this program has done more for her than therapy ever has. She has some pretty significant traumas in her life so for her to say that and open up to me the way she has...it's just mind-blowing. And I love that it's helped her. She did the 14-day cleanse, and she asked, "So, um, is this mental clarity a result of me eating clean?" And I was like, "Oh yes, it is, Mama! Yes, it is!" I love these light bulbs going off for people.

It must be so deeply satisfying. What are your professional goals for the future? Do you have a big picture of where you want to go with coaching?

We haven't been to the beach as a family since my son was born, and he's six. So my big goal is to be able to provide that experience for my family, to be able to travel, to have financial freedom, that's my end goal. I don't know that I want to build that empire that Carey and Stacey talk about, but in three to five years, I want to have helped so many people through this, I would love to bring people onto my team and grow it holistically. I spent eight years in a marketing agency so I love my branding. I'd like to do retreats—bold, fulfilling retreats for women who feel like I felt, just completely lost and detached from who they are as people, and help them find that again. Because it was so nourishing for me to get back to that. My business name is Heartsong Health and Wellness, going back to my conversation with my daughter.

I love that you named your company after your conversation with your daughter! That's amazing.

Yeah, she's amazing. She's almost nine, and she challenges me every day, in a good way. But that conversation, I just was like, wow, I can't tell my kid to go live her life and be passionate and pursue her dreams if I'm not going to do it.

How right you are, Rachel!

Kudos to you for realizing that and changing your life. Thanks for talking to us!



INTERVIEW WITH BHC GRAD, CHRISTINE RYAN

Weight No More Health Coaching

Christine! Thanks for talking to us! Tell us what inspired you to become a health coach. Was there a specific situation or event in your life?

I had a picture pop up on Facebook from a few months after I'd had my daughter, who at the time was four. I realized I was skinnier in that picture—from right after I'd had her—than I was in the mirror that day. And I realized something really had to change because it wasn't lingering baby weight anymore. I was in the habit of daily life, on autopilot and choosing not to pay attention—something had to change. I Googled a calorie tracker and I used that religiously, and that structure worked really well for me for the next several months. I started out at 170 at the beginning of July and by November, I was down to 133. I'd made a lot of headway losing weight on my own and it was very, very empowering for me—I realized I didn't like something about my life and I changed it. And then I thought, “What else don't I like about my life? I could probably change that too!” So I ended up quitting my job on a whim, without knowing what my next job was going to be. I just started researching health, wellness, fitness, empowerment, motivation...and I ended up seeing the BHC ad. I watched it, and participated in the free class, and I was like, “OMG, this is a job? I've been doing this my whole life! You can get paid for this?!” When I watched [the BHC video], I felt like it was completely in alignment with where I was at the moment, and it was just meant to be that it popped up that day.

How did BHC and your shift toward health affect your personal life?

My husband ended up paralleling my own journey about a year after [BHC]. He started acknowledging that he wasn't in the place he wanted to be physically. He'd come home at night and say, “What's for dinner?” If I said, “I fixed jambalaya,” he'd say, “I was kind of thinking we could have something healthy tonight.” I just about hit the floor the first time that happened. I think he wanted to see if my shift lasted before he was going to take my advice. We get so caught up in habits we've created over 20, 30, 40 years that it's really hard to let them go, but once you see the alternative, and the positive effects, then it's only a matter of time before you [take action].

What kind of health coaching career did you envision for yourself while you were in the BHC program?

I knew I wanted to go it alone. I knew health coaching would be an opportunity for me to count on no one but me, and that I would be the only person responsible for my success or failure. And that felt really, really good to me. Within the last couple of months of school, I got my LLC, created a business name, built the website and got the business cards. I really just rolled right into it because I had a dozen practice clients that I'd worked with while I was in school. I was fortunate in that I didn't have to work [while in school] so I could put 110% into what I was doing, which I know a lot of people don't have the luxury of doing.



What did BHC give you that prepared you for the work you're doing now?

Every time we would get a week [of materials], I would print out everything—the email, the transcripts, the handouts, the skills lab—and I created a binder for each pillar with a divider for each week. If there's one thing I could tell anybody who is looking at BHC, it's that there is nothing that you need to establish your business or create a life as a health coach that is not included in the [BHC] materials. There may be areas that you'll want more training in so you can specialize, but there is nothing that you'll need that is not there. There are so many pieces and tools to guide you in creating and sustaining a business, getting clients, nurturing relationships with referral partners—it's all there. Any time I feel like I'm stuck, I pull that binder out, start looking through it, and say, "I didn't try that yet, I'm going to try that next week."

And I'll put this other thing on the calendar for two weeks out because I didn't do that yet either." There's so much information there, you have to go back and look at it again and again and again—you can't get everything out of it in one sitting or one listen. And every time you go back, you can implement the information on a different level because you're at a different place.

How is your work week scheduled?

Mondays are my management days. I watch or listen to webinars that I'm interested in—I take advantage of a lot of different things online—and set up my Facebook posts for the week. I haven't been as organized as I should be on some days so I'm trying to incorporate the block scheduling BHC teaches. I have my schedule set up through [HCI's CoachLeads.com] so that I'm available from 9am to 2pm on Tuesday through Thursday, and 9am to 12pm on Friday (because who wants to work after noon on Friday?!). This way, people can book their breakthrough sessions, their 20-minute strategy sessions, their cleanse sessions, their individual coaching sessions. It works really well. And I've incorporated my Google calendar so that if I have something else scheduled, that block appears as "not available."

How many clients do you have at one time?

Right now I have five that I'm working with, but it fluctuates. I've had a lot of luck doing group cleanses, where I incorporate the cleanse that BHC gave us with the coaching materials. I market to local gyms that are doing boot camps, to a barre studio, and another circuit-training place. It's an eating cleanse—you have plenty of energy while you're doing it—but you get to detox. So [at the boot camp gym] I go and I give a talk—it's about 20 minutes—based on the formula that we were given in Pillar 4 about doing talks (I'm telling you, it's all there! Everything you need!). It's convenient because you've already got [potential clients] in one place—the gym already signed up the boot campers and they're hanging out there to get their measurements taken.

I give them the opportunity to sign up, and then I do a webinar session—an expectation session at the beginning and a revelation session at the end where people can interact in Q&A. I also set up a private Facebook page where, throughout the two weeks of the cleanse, I'm interacting with my clients on a regular basis, giving them motivation, support, encouragement, and inspiration.



They're also interacting with each other and experiencing the cleanse together, and that added a bit of support from other people who are doing it at the same time, which actually makes the follow-through for people so much higher. So that's really working well for me.

Okay, this is one of our favorite questions. What's the most rewarding aspect of being a health coach?

The most rewarding thing is seeing other people's results. Coaching and guiding and challenging people is great, but actually seeing people follow through and get the results they're looking for and feel empowered—that's what I'm in it for, that's what created my passion around this. I realized that losing that weight empowered me, and that's why my niche is weight loss. The momentum of that allowed me to change my job and change other things in my life that I was doing. So seeing the results in my clients is definitely the most rewarding thing, hands down.

Do you see yourself differently now than you did before you became a health coach?

I was already on that journey toward becoming the best version of myself. But BHC guided me toward considering and addressing things that would have taken me a lot longer otherwise. And it also helped me really cement that empowerment.

What advice would you offer someone at the beginning of their health coaching journey?

At the beginning of your training, just go for it. Keep an open mind and embrace the things that you're not sure about. If they don't work for you, then you can just let them go, right? But you never know until you try.

And when you're starting your business, don't expect it to be easy. When I finished BHC, I thought people were going to be knocking on my door saying, "Christine, can you please health coach me? I will pay you a billion dollars! Just please, let me talk to you!" I really felt like that. So when it didn't happen, it was a little crushing! I was like, "What am I doing wrong?" And then I realized that nothing is rewarding unless you have to work for it. If something is easy, we don't have the respect and appreciation necessary to sustain it. So it's not going to be easy, it's going to be challenging. But that's great. Respect the challenges, and use the challenges to motivate you to try harder.

Awesome advice, Christine! Thank you!



INTERVIEW WITH BHC GRAD, DEREK LACEY

Derek Lacey Coaching

Hi, Derek! Thanks so much for talking to us today. Tell us: what inspired you to want to become a health coach? Was there a specific situation or event in your life that made you want to help others?

I had always wanted to help others, but I didn't know how to do it while making a living. I wasn't serving myself or other people with my career before health coaching, so just discovering there was such a thing as health coaching really created possibilities for me that were otherwise just fantasies.

What led you to choose BHC for your health coach training over other schools?

Truthfully, I didn't have to look anywhere else. I had made a decision because I loved what I saw. Now, before I actually signed up, I did peek at other schools' websites but they all seemed dry and to be missing an x-factor.

When you entered BHC, did you have a specific goal in mind in terms of being a health coach? If so, did that goal change by the time you finished the program?

At first, I wanted options of working for myself, or working for someone else in case that didn't work. I remember searching for jobs as a health coach and I was very surprised at how many opportunities there were in the job market. I ended up feeling really passionate about working for myself but knowing I had options at first was really settling.

Have you achieved your goal?

Yes, and no. I am a coach, and the world recognizes me as a coach—it's my new identity, which is amazing considering it has only been [a little over] a year since I started BHC. Being a witness to people experiencing transformation is definitely part of the goal, but there is an audience I still haven't reached. I suppose that will come with time, as long as I keep doing the things that are working for me and strengthening my coaching muscles.

How do you feel BHC prepared you for the work you do now?

That's an understated question. There is almost nothing BHC could have done to prepare me more. Knowledge, the tools, confidence, and the business plan or blueprint—it was all handed to me.

What do you feel is the most important thing (or things) you learned from BHC?

I can't thank the program enough for telling me ahead of time that I will want to give up, I will want to talk myself out of thinking this is what I wanted. But I was also forced to promise myself that I would ask for help and I was reminded I had a support system (classmates, coaches, Stacey and Carey) to show me the way.



I look back at the challenges I faced just 3 months ago and I can't believe I would have given up on myself for such small things had it not been for this support. I've learned this—nothing we ever face is as challenging as we make it out to be!

How has being a health coach changed your life with regard to finances, health, relationships, work, and your work/life balance?

I have a schedule that's based off my value system and balance. I am committed to self-care, because I want to attract clients committed to self-care. I have more time for my personal relationship and I work from home, or anywhere I would like. It's awesome.

What does a workday look like for you?

Once I have gone through my morning routine, I sit down and honor my calendar. I typically spend a couple of hours writing for newsletters or marketing materials, making videos for my email list, scheduling talks and workshops, dedicating time to thinking outside of the box and challenging myself to take bold action steps, and working with 1-on-1 clients.

This may sound like we're fishing for compliments, but we're really not—we swear! Would you recommend BHC to others?

Absolutely. This is something that can complement whatever kind of life you are trying to live. If you want to become a famous, successful coach, you have the tools to do that. If you want to help a smaller number of clients to supplement another career, you have that option too. Plus, you get to experience personal transformation. I've often said, the investment in the program is worth it for this reason alone.

What is the most rewarding experience you've had with a client?

I help people sleep, and when the first person told me she was able to fall asleep and stay asleep with no trouble, it was an amazing feeling. I helped somebody do something that had been a mystery to them most of their life.

Do you see yourself differently now than you did before you became a health coach?

Mmm-hmmm. I had stopped trying to improve myself. For several years I had become stagnant. It is normal now for me to set goals, reach them, set new ones, and not be complacent. It's my new normal, to always be reaching for something slightly out of my comfort zone.

Do you feel others in your life see you differently? If so, how?

They do. It's weird for certain friends and family to hold me as an expert on certain topics. These are the same people that would never pay attention when I tried to offer help around topics like health and wellness. They come to me now, listen, and follow through, for the most part.



What do you feel is your greatest accomplishment as a health coach?

I just taught a 90-minute sleep workshop to a packed house. I loved it. Working with clients has become normal to me but this was different. I had everybody in the room meditating and falling asleep, using my own sequences. As an insomniac of 15 years, saying I teach sleep workshops is pretty freakin' cool :)

What are your professional goals for the future?

I would like to work with a sports organization or individual athletes as a sleep coach, and take on only high-end clients outside of that, still providing online support and products to people with sleep challenges.

What is the one piece (or two, or three!) of advice that you wish someone had given you when you first began health coaching?

1) Just trust the material. Don't try to out-think your mentors. They have created a very proficient system that's based off of results. 2) Do what they tell you! 3) Don't be afraid to make a mistake. Some things will work, some things won't—but it won't be the same things for the same people. Recovering from mistakes is a quicker road to success than being stagnant.

We're so excited for you, Derek! Is there anything else would you like to tell us about your work as a health coach?

I got my swagger back. I believe in myself and in my ability as a leader of people who want to make a change in their life. I am a good—on the way to being great—public speaker! And I'm not afraid to ask people to invest in themselves. I was nowhere close to this a year ago.

YESSSS! Thank you, Derek!



INTERVIEW WITH BHC GRAD, JENNIFER SHEARER

Body Karma Wellness

Hi, Jennifer! Thanks so much for talking to us! So tell us what inspired you to become a health coach.

I've been a personal trainer and holistic nutritionist for the last seven-plus years. And I always found the challenge for me with clients—and myself really, because I had always struggled with weight my entire life—is that I could tell people what to do but yet they weren't doing it, and I didn't know how to bridge that gap. I always knew there was more of an emotional key, and with my own journey it was finding self-acceptance, and knowing I was good enough right where I was starting from. That has always been my message [with clients] but I really didn't have anything to back it up with. When I found HCI, it sounded like the missing link I'd been looking for, and it really has been as I dive deeper and get more clients and start making my business my own. I think it's going to be really, really amazing in the next year or so.

That's so exciting to hear! When you were looking at programs, was there something specific that led you to BHC?

It's a funny story. I'd been chatting with this magical friend of mine that I met at a conference a couple of years ago and I said, I don't know, maybe I need to become a life coach or something, there's something bigger that I just need to tap into. The next morning, he had the HCI info in his inbox, and he forwarded it to me. I literally signed up within three days.

That sounds like fate intervening.

It was totally meant to be!

When you started studying with BHC, did you have a specific goal in mind?

I love fitness, I love training clients. But fitness isn't always the place where people need to start when they're ready to make a change, and so I was really looking for something [in BHC] that would give me the opportunity to give people options [in terms of] their wellness journey. And I really wanted to deepen my practice. Everything just came together in this last year, and it's been great.

Do you practice privately?

I practice privately. I've been a hairdresser for the last 17 years and I have a salon wellness business—Beauty from the Inside Out. I'd studied holistic nutrition but there are so many pieces to it, and everyone's body is so different, and I had kind of fallen away from really being focused on nutrition over the last few years. So I loved that BHC simplified all of the stuff I learned in the two-year nutrition program because that's what I find I needed in my own practice, and what my clients need.



The simpler it is, the easier it is for people to grab hold of it and apply it, right?

And in the end, there's really only a few answers. The different diets and ways to go about dieting can be confusing, but it's all pretty simple when you break it down. The biggest piece is that people often aren't ready because of emotional issues.

Was there something specific that you learned at BHC that informs that emotional aspect of your work as a health coach?

What I've found—even going through the coaching myself, when we did our weekly calls—is that often what we think we want isn't necessarily what we want. So asking the question over and over again, digging out what's really underlying, is key. As I'm going through the program with new clients, I sometimes feel like, okay, this could be deeper quicker, and how do I get there? It's something I want to get better at.

The biggest thing that I've realized is, we attract the clients we are most like. So while I expect everything to be nutrition focused, with my clients, it's not. It is about self-love and self-acceptance.

It must be exciting to watch your clients have that shift, where they realize, “Oh, this is connected to this thing that I’m not thinking about!” How do you feel being a health coach has changed your life?

I think it's given me a lot more confidence to have a system to really help people. Before I was trying to create all these things and wondering, is it right? Is it going to work? [My BHC training] definitely made my system easier. And it's really nice to have the support network online, to be able to go back and find information when I need to—that's been very helpful. Financially, I've only just started really pushing in some different ways—I did my first retreat last weekend, and I was able to bring the coaching into that. It's made me more well-rounded in my work for sure. I would say I'm definitely more grounded in everything that I want my clients to be okay with, in the sense of really believing that I am enough right where I am.

The idea that you can only take your clients as far as you yourself are willing to go really applies. You've got to be able to investigate and think about yourself and shift, if you want other people to be able to do that to. Which is one of the great things about health coaching, right? You're basically coaching yourself as you coaching your clients!

Yeah, it's cool. I love that.

What's the most rewarding experience you've had with a client?

I have to be honest, I've done the program now with probably five people, and sometimes I feel like, “Is this actually doing anything? How are they feeling?” I've almost expected there to be some bigger breakthroughs than there have been. But I just started with a sixteen-year-old girl, and after our first session I said, “Okay, did you have any expectations for this session? Did anything resonate with you?” And she said, “This has totally given me hope that I'm going to be okay.” I realized, all right, people aren't necessarily saying things along the way, but this is life-changing. I'm allowing people to just open themselves up and explore things they wouldn't normally explore, and it's just very rewarding that way.



What are your professional goals for the future? In a couple of years, where do you hope to be with your coaching business?

I'm in the process right now of figuring that out. I know I'm ready to make a lot of money! I would love to have maybe five consistent coaching clients a week, run my weekend retreats three or four times a year, and then continue to do the hair and beauty practice the days that I'm there. I love my life and everything about the way it is, I just want a little more of it so that I can make money.

I've realized that the group work is what's going to bring in more lump-sum money because I can impact 10 or 15 people at once and also make \$10,000 in a weekend. So I'm really working hard on getting out there. I've been home raising kids so I haven't been getting out and meeting people, and I've really relied on my circle of hair clients, so I really need to expand my list and meet new people.

Is there any advice that you would offer someone who is interested in health coaching?

I would say is that it's all about consistency. And for me, I've realized that the support is really, really important so you don't feel alone. Have someone to reach out to.

Do you use the community of BHC grads?

I ended up working mostly with one person in the skills lab which I regret only because I feel like I didn't actually meet that many people. I know that if I have a question, the community is there, though. I didn't make it to the live events, but maybe that needs to be one of my goals—to get to the next one—because I do feel like reaching out to the community makes a big, big difference.

Yes, Jennifer—we'd LOVE to have you! Thanks for talking with us!



AFTERWORD

YOU are the Future of Health Coachnig

CONGRATULATIONS, FUTURE HEALTH COACH!

You've made it through *The Definitive Guide to Health Coaching*, and we hope you now feel that you are armed with every bit of information you could possibly need on this exciting quest of yours to join this special profession that is becoming increasingly more important in today's complex world.

Regardless of where you decide to do your training, there are three things we'd like you to make sure you carry with you as you start on your path to your new career. The first is, health—mental, physical, spiritual, emotional—is everything. Without good health, we can't live the lives of our dreams, our Better Than Ever lives. If we're exhausted, having mood swings and blood-sugar crashes, coping with physical pain, coping with emotional pain...then we can't be who we want to be or do what we want to do. It's that simple. Health is the foundation for everything.

The second, future health coach, is a true, deep understanding of the following idea: *first for you, then for others.* Really take that in for a second, because it's the key to laying that foundation of health in all aspects of your life. As a health coach, it's important that you are doing the very work you are asking your clients to do. You must develop a practice of checking in with yourself, of being mindful of what you want, where you're going and where you've been, of knowing what's true for YOU, knowing what your Better Than Ever life looks like. It's too easy to live a life that's not yours, a life that checks off the boxes on the list called "Things the World Says You're Supposed to Do and Have and Be." We're encouraging you to forget that list and define your Better Than Ever life for yourself. Don't let anyone else do it for you. This practice—and it IS a practice; it's not something that is ever "completed"—will set you on the path to being a spectacular health coach. Imagine: to define and live your Better Than Ever life, and then help others define and live theirs? What greater joy could there possibly be?! *Just remember: First for you, then for others.*

The third thing we'd like you to take away from this book is the fact that health coaching is about coaching. It's not about telling people to eat their greens—well, not directly. We all know we're supposed to eat greens, but some of us just don't do it, right? Health coaching is about knowing how to help people change their habits and shift their thinking. It's a deeper, much more personal practice than just giving people information they can get from a book, and it will require more from you—and offer you more rewards—than you can even imagine.



We've been in your shoes. We've been at the beginning of this very path you're currently considering. The information we are offering you here, about what it takes to have a meaningful, successful career in health coaching, is information we've gathered personally through years and years of experience! So please, don't hesitate to reach out to us if you have any questions about your training, your career path, or anything else. You can call us (877-914-2242) or find us online (<http://www.healthcoachinstitute.com>).

And remember, we think BHC is the best option out there (of course!) and we think that you would love it too, but you have to find the program that's right for you. The right training is the best foundation you can build for your career. With the right training, you'll have a skill set that will allow you to not only contribute to the world in a powerful and important way, but also to follow your passion and make a great living. You'll be living the big, beautiful life of your dreams that you've designed for yourself—your Better Than Ever life. How could it possibly get any better than that?!

Good luck, future health coach! We hope to see you soon!

Carey & Stacey



APPENDIX

We've collected the charts, lists, and quizzes from the book here for your convenience, along with more detailed information about the BHC curriculum. (The Big Giant Chart of your dreams is SO GINORMOUS that it's at the very end.) Enjoy!

Is Health Coaching the Right Job for You?

1. Are **you** passionate about health?
2. Are **you** committed to living a healthy, vibrant life?
3. Are **you** interested in understanding and resolving your own health, body, and food issues?
4. Are **you** willing to do the work it takes to have the lifestyle you want?
5. Do you want to help **others** live a healthy, vibrant life?



Clutter-Clearing Your Environment

1. Clear your desk of papers, receipts, bills, and anything that needs to be filed.
2. Remove piles of magazines, papers, or projects from your office or closet floor.
3. Remove piles from your bookshelves and arrange your books, photos, and knick-knacks neatly, in a way that's pleasing to you.
4. Unsubscribe from at least five electronic newsletters that you don't read.
5. Clean out your inbox of clutter and any messages older than two weeks.



Clutter-Clearing Your Support System

Determine who the people are in your life who have goals and take consistent action to achieve those goals.

Recognize the people in your life who have or communicate a negative attitude, and either cut back on your interaction with them or ask them not to speak negatively in your presence.

Make a new friend who you perceive as having attained an admirable level of success so you're inspired to leap to your next level of success.

Think of someone who—let's just say it—drives you nuts. Do you find yourself thinking, "If he/she would JUST _____ then I would be happy"? In other words, **recognize when you are putting energy into trying to "fix" or change someone else, and stop!** Every time you have an urge or desire to change or fix this person, ask yourself, "What do I need right now to help me feel happy, relaxed, or fulfilled that has nothing to do with what anyone else does or does not do?"



Four Ways to Start Valuing Your Time and Money Right Now

Bring all money owed to you up to date. Write down every company or person who owes you money and the amount they owe. Contact each of those companies or people, and find out where your money is.

Gather up all your unused gift cards and gift certificates and spend them in the next seven days.

Collect all of your loose change, exchange it for bigger bills and spend it in the next seven days. Spend it on yourself, put it towards your education, invest it in savings or pay off debt, but spend it.

Clean out your wallet. If your wallet is torn, worn, or shabby, replace it with one that is new and that makes you happy.



From Section 1, Part 4: Difference Between a Health Coach, a Nutritionist, and...

What the Letters Are & What They Stand For	What the Job is
CCN Certified Clinical Nutritionist	<p>“The Certified Clinical Nutritionist assesses a person’s nutritional needs to achieve normal physiological function. Assessment includes the use of appropriate test and observations such as case history, anthropomorphic measurements, physical signs, laboratory tests, and nutrition/lifestyle analysis to determine an educational nutrition program.</p> <p>According to the American Nutrition Association, the CCN’s “approach to diet structure is developed according to what is best for the individual-not necessarily what is a standard recommendation for the general public at large, or for all people experiencing a particular health concern. Rather than strictly advocating a pyramid or food-group-style diet, the CCN will determine the healthiest and most effective program for the individual according to the latest nutrition research and the unique biochemical make-up of the individual.”</p> <p>“Clinical nutrition involves assessments of specific dietary needs for people, often infants, the elderly or patients with diabetes, cancer or other diseases. Clinical nutritionists generally coordinate with health-care teams consisting of doctors, nurses and caregivers to provide comprehensive health services for patients at hospitals, clinics, nursing homes or other medical facilities. In addition, clinical nutritionists may provide services for food management services, corporations or other private entities.”</p>

What the Letters Are & What They Stand For	What the Job is
<p>CDE Certified Diabetes Educator</p>	<p>“A Certified Diabetes Educator® (CDE®) is a health professional who possesses comprehensive knowledge of and experience in diabetes management, prediabetes, and diabetes prevention. A CDE® educates and supports people affected by diabetes to understand and manage the condition. A CDE® promotes self-management to achieve individualized behavioral and treatment goals that optimize health outcomes.</p> <p>The CDE is a credential for people who are already health professionals (i.e., a nurse or registered dietitian): “the Certification Examination for Diabetes Educators is designed and intended only for health professionals who have responsibilities that include the direct provision of DSME (diabetes self-management education).”</p>
<p>CHES Certified Health Education Specialist</p>	<p>“The CHES (pronounced chez) designation signifies that an individual has met required academic preparation qualifications, has successfully passed a competency-based examination and satisfies the continuing education requirement to maintain the national credential.”</p> <p>“The U.S. Department of Labor...defines health educators as those that provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Health Educators collect and analyze data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. They may serve as a resource to assist individuals, other health professionals, or the community, and may administer fiscal resources for health education programs.”</p>
<p>CNC Certified Nutritional Consultant</p>	<p>“The Certification Program for nutritional consultants is maintained as a service to Professional Members of AANC [American Association of Nutritional Consultants].” “The purpose of certification is to protect the health, safety, and welfare of the public by encouraging high standards and professional competence of persons practicing in the profession of nutritional counseling. It provides a designation (CNC) which serves to inform the practitioner’s clients and potential clients that the practitioner has met professional requirements in addition to, and beyond, normal academic studies and/or professional experience.”</p>

What the Letters Are & What They Stand For	What the Job is
CNC Certified Nutritional Consultant (Cont.)	<p>“Nutritional consultants often work in private practice where they provide nutritional information in a variety of ways, such as writing articles or books, conducting seminars or providing weight loss counseling. Nutritional consultants may also work on a contract basis for corporations, retirement centers or hospitals, consulting with food service managers or in-house nutritionists.”</p> <p><i>Note: a CNC does not require the same level of study and experience as a CNS, a CCN, or an RD.</i></p>
CSCS Certified Strength and Conditioning Specialist	<p>“Certified Strength and Conditioning Specialists® (CSCS®) are professionals who apply scientific knowledge to train athletes for the primary goal of improving athletic performance. They conduct sport-specific testing sessions, design and implement safe and effective strength training and conditioning programs and provide guidance regarding nutrition and injury prevention. Recognizing that their area of expertise is separate and distinct, CSCS® consult with and refer athletes to other professionals when appropriate.”</p> <p>“The nature of a CSCS’s job is working with sports teams on developing safe and effective strength and endurance training programs. Certified Strength and Conditioning Specialists have an extensive knowledge of nutrition, training techniques and injury prevention methods. Compared to Certified Personal Trainers, CSCSs have tougher standards when it comes to certification. CSCS may also work as strength coaches, physical therapists and CPTs.”</p>
CN Certified Nutritionist	<p>“A CN can be obtained after a two-year college level or distance learning six-course program and passing a proctored exam.”</p> <p>“Those who want to provide nutritional counseling through a more accelerated timeframe (and on a more affordable basis), may want to consider becoming a Certified Nutritionist, also known as a Certified Nutrition Consultant... Once your coursework is complete, you can take on a number of job roles, from being self-employed as a nutritional and wellness consultant, to working for food supplement distributors, corporate wellness centers, weight loss centers, health food and nutrition retail stores, health and wellness publications, schools, or community programs.”</p>
CNS Certified Nutrition Specialist	<p>“Certified Nutrition Specialists (CNSs) are advanced nutrition professionals. CNSs engage in science-based advanced medical nutrition therapy, research, education, and more, in settings such as clinics, private practice, hospitals and other institutions, industry, academia, and the community.”</p>

What the Letters Are & What They Stand For	What the Job is
CNS Certified Nutrition Specialist (Cont.)	<p>According to the American Nutrition Association, a CNS is “a highly qualified nutritional professional with an advanced degree (graduate or doctorate) from a fully accredited university in nutrition plus 1,000 hours of a supervised internship and must pass the rigorous exam administered by the Board for Certification of Nutrition Specialist.” This certification is “fully accredited by the National Commission for Certifying Agencies (NCCA) which distinguishes the CNS for its robust and reliable process for development, implementation, maintenance and governance of the certification. It is the most widely recognized nutrition certification by federal and state governments.”</p> <p>“[CNSs] often work in clinics, private practice or community settings.”</p>
CPT Certified Personal Trainer	<p>“The fitness professional provides guidance to help clients achieve their personal, health, fitness, and performance goals via the implementation of exercise programs, nutritional recommendations, and suggestions in lifestyle modification.</p> <p>Personal trainers commonly work in clubs, homes of clients, public spaces or in multiple fitness centers as an independent trainer.”</p>
CTN Certified Traditional Naturopath	<p>“A traditional or classic naturopath does not practice medicine, diagnose or treat disease but rather concentrates on prevention and education. Their education consists of distance learning or online courses in herbology, iridology, energy techniques, mind-body medicine, manual therapies: massage, reflexology, & acupressure and homeopathy, to name a few.</p> <p>Their philosophy is similar to the naturopathic doctor but the scope of their practice is limited.”</p>
DC Chiropractic Doctor	<p>“A licensed chiropractic doctor must attend a 4-year accredited chiropractic college and pass 4 examinations from the national board of chiropractic examiners. They are considered a complementary and alternative health care practitioner with the ability to order lab tests, x-rays, and diagnose but cannot perform surgery or prescribe pharmaceutical drugs. Chiropractors focus on mechanical techniques to affect the nervous system such as spinal adjustments and soft-tissue manipulations to treat disorders relating to the spine and musculoskeletal system.”</p> <p>“Chiropractors work in a range of dynamic settings including: private practices, health and wellness centers, sports teams, pain centers, private and community hospitals, veterans administration hospitals.”</p>

What the Letters Are & What They Stand For	What the Job is
DO Osteopathic Doctor	<p>“A licensed osteopathic doctor must attend a 4-year accredited medical school plus additional training on manipulative medicine techniques and disease prevention and must pass the COMPLEX exam with the option of taking the USMLE. After medical school they must complete an osteopathic or allopathic residency.”</p> <p>“DOs...are fully licensed physicians who practice in all areas of medicine. Emphasizing a whole-person approach to treatment and care, DOs are trained to listen and partner with their patients to help them get healthy and stay well.”</p>
EPC Exercise Physiologist Certified	<p>“An Exercise Physiologist is a healthcare professional who either has an academic degree in exercise physiology or who is certified by ASEP to practice exercise physiology [via the Exercise Physiologist Certified exam (EPC)] and, therefore, is recognized as an ASEP Board Certified Exercise Physiologist, or who has a doctorate degree in exercise physiology from an accredited college or university.... The Exercise Physiology Practice involves four areas: promoting health and wellness; preventing illness and disability; restoring health; and helping athletes reach their potential in sports training and performance.”</p> <p>“Sports medicine and athletic training facilities employ exercise physiologists to create programs that help athletes reduce the number of injuries and recover faster from them. Makers of athletic equipment hire exercise physiologists to design sports gear. Exercise physiologists also run their own businesses as sports or athletic performance consultants. You may also meet exercise physiologists who work as clinicians, sports directors, coaches or trainers, wellness directors, exercise managers, program coordinators, rehabilitation specialists or several other titles.”</p>
LDN Licensed Dietitian/ Nutritionist	<p>“Some states have licensure laws for nutritionists, such as C.D.N. (Certified Dietitian/Nutritionist) or L.D.N. (Licensed Dietitian/Nutritionist). These credentials indicate that a person has met the state’s particular education or experience requirements for licensure. Generally, someone with an R.D. or R.D.N. would also meet the state’s criteria, so you could see the state’s credential used in conjunction with R.D. or R.D.N. However, in states with no licensure, there is little regulation over the use of the term “nutritionist” and the third-party verification of qualifications, education and experience that is part of the licensure process was never conducted.”</p>

What the Letters Are & What They Stand For	What the Job is
<p>LMHC/LPC Licensed Mental Health Counselor/ Licensed Professional Counselor</p>	<p>“LPCs and LMHCs work in a collaborative approach with the patient to determine the best way for the counseling sessions to provide preferred outcomes. LPCs and LMHCs require advanced degrees and training to achieve licensure to operate.... The LPC and LMHC offer a method of mental health counseling that is very individually based and tends to rely on a more collaborative approach than other methods of mental health counseling and often has a more flexible outlook on methodologies than social work or psychology.”</p> <p>“Some mental health counselors help people who have normal cognitive processes cope with difficult life events, for example, physical illness, death of loved ones, and relationship problems or divorce. Others help people manage serious mental illnesses like bipolar disorder. Counselors need to know when to refer clients or patients for additional resources and how to identify when abuse may be happening or when there is a risk of suicide or other violence...Clinical counselors often work as part of a health care team; the team could include doctors, nurse specialists, psychologists, and even social workers.”</p>
<p>MD Medical Doctor</p>	<p>“Medical doctors (MDs) are physicians who work in hospitals, clinics, medical centers, or private practices. MDs treat people for illnesses and injuries. They also prescribe medications, order diagnostic tests, diagnose ailments, and record patient information.”</p>
<p>MS Master of Science</p>	<p>A “master of science” degree is a graduate degree indicating study in an area of science (i.e., biology, chemistry, engineering, nursing, etc.).</p>
<p>ND Naturopathic Doctor</p>	<p>“Naturopathic physicians combine the wisdom of nature with the rigors of modern science. Steeped in traditional healing methods, principles and practices, naturopathic medicine focuses on holistic, proactive prevention and comprehensive diagnosis and treatment.”</p> <p>“[NDs] are considered complementary and alternative health care practitioners and are often primary care physicians.”</p>

What the Letters Are & What They Stand For	What the Job is
<p>NCC National Certified Counselor</p>	<p>“National counselor certification from NBCC demonstrates to the public and employers that the counselor has met the national standards set by the counseling profession. It is not a license to practice. In some states, holding a national certification can assist the counselor in obtaining a state license. National certification travels with the counselor no matter the state or country of residence. The flagship national certification offered by NBCC is the NCC (National Certified Counselor), and it is the largest national counselor certification in the world.”</p>
<p>RD/RDN Registered Dietitian/ Registered Dietitian Nutritionist</p>	<p>“Registered Dietitians (RD)* or Registered Dietitian Nutritionists (RDN)* are individuals who have 1) completed the minimum of a Baccalaureate degree granted by a U.S. regionally accredited college or university, or foreign equivalent; 2) met current minimum academic requirements (Didactic Program in Dietetics) as approved by the Accreditation Council for Education in Nutrition and Dietetics (ACEND) of the Academy of Nutrition and Dietetics; 3) completed a supervised practice program accredited by the Accreditation Council for Education in Nutrition and Dietetics (ACEND) of the Academy of Nutrition and Dietetics; 4) successfully completed the Registration Examination for Dietitians; 5) remitted the annual registration fee; 6) complied with the Professional Development Portfolio (PDP) recertification requirements.”</p> <p>According to the American Nutrition Association, an RD is “a food and dietary professional, usually with a 4-year bachelor’s degree and 900-1200 hours in a dietetic internship through an accredited program and passing a dietetics registration exam. Dietitians focus on calories (energy), quality of food in regard to freshness, sanitation and freedom from spoilage and contamination, meal planning, evaluation of standard measurements of foods, specific diets for certain conditions, and eating patterns based primarily on food groups, such as the food pyramid, and other guidelines based on daily food intake strictly outlined by health organizations [10]. Dietitians often work in health institutions as clinical dietitians and, management dietitians, but can also work as community or consultant dietitians.”</p> <p>“About half of RDs work in hospitals, clinics, doctors’ offices and extended-care facilities or nursing homes.”</p>

What the Letters Are & What They Stand For	What the Job is
<p>RN Registered Nurse</p>	<p>“Registered nurses (RNs) are one of the most versatile roles in the nursing industry and the demand for them is growing. Working as an RN can be very rewarding and it’s also a fantastic stepping stone if you decide you want to advance in your nursing career in the future. Plus, one of the biggest advantages of becoming an RN is gaining real hands-on experience.”</p> <p>“Registered nurses work in hospitals, physicians’ offices, home healthcare services, and nursing care facilities. Others work in correctional facilities or schools, or serve in the military.”</p>
<p>TTS Tobacco Treatment Specialist</p>	<p>“A Tobacco Treatment Specialist is a professional who possesses the skills, knowledge and training to provide effective, evidence-based interventions for tobacco dependence across a range of intensities. The TTS may have various professional affiliations and may work in a variety of settings including but not limited to hospitals, community health centers, HMOs, medical and dental practices, educational settings, social service agencies, tobacco treatment centers, telephone quitlines, drug abuse treatment programs and mental health centers. The TTS may engage not only in providing treatment but also in educating others (health care professionals, administrators, scientists, smokers, nonsmokers) about tobacco dependence treatments.”</p>

The Four Ingredients Missing from Most Health Coaching Certifications

Nutrition Knowledge

A Coaching Methodology

A Rock-Solid Business Plan

Being a Client of The Work



From Section 2, Part 1: What You Need to Rock This Career!

The Four Things You Need to Rock This Career

Passion for the job

Great coaching training

Business and marketing skills

Ability and willingness to work on yourself



I AM A MASTERFUL COACH

I CAN SHOW LEADERSHIP BY:

I CAN MAINTAIN BOUNDARIES BY:

I CAN PROVIDE SUPPORT WHILE ENCOURAGING GROWTH BY:

I CAN INCREASE OPTIONS, CHOICES, AND POSSIBILITIES BY:

I CAN CREATE LASTING LIFESTYLE CHANGE BY:



From Section 2, Part 4: SPECIAL SECTION: How BHC Arms Health Coaches with Everything They Need

THE FOUR PRINCIPLES OF PILLAR 1: FUNCTIONAL NUTRITION FOR HEALTH COACHES

Multiple dietary theories can be understood at a glance.

“Healthy food” doesn’t always mean it’s healthy for everyone.

Counting chemicals trumps counting calories.

There are six questions every health coach must know how to ask (and answer): what to eat, how to eat, when to eat, why eat, where to eat, and who you are when you eat.



From Section 2, Part 4: SPECIAL SECTION: How BHC Arms Health Coaches with Everything They Need

POLE OF BELIEFS	GOALS

From Section 3, Part 3: All Schools Are Not Created Equal!

TOP SIX AREAS OF INQUIRY FOR EVALUATING TRAINING PROGRAMS	
Area of Inquiry	Questions to Ask
Personal Motivation	<ul style="list-style-type: none"> • What sparked my interest in becoming a health coach? (Did something happen with my health, or the health of someone I love, that made me want to go into this profession?) • Are there changes I'm interested in making in my own life? • Does this program's tone and philosophy jibe with my interests?
Cost	<ul style="list-style-type: none"> • How much am I willing to invest in this new path? • How much does the program cost? • Does it offer payment plans? Refunds or money-back guarantees?
Curriculum	<ul style="list-style-type: none"> • What is the scope and breadth of the program's curriculum? Is it comprehensive, addressing the full spectrum of health concerns? • Do I like what the program is planning to cover? Does it jibe with what I would like to focus on, and what I want to be able to offer my clients? • Is there anything that is missing, or comes up short?
Mode of Education	<ul style="list-style-type: none"> • How does the program train its students, and does the structure work for me? • Is the program online, in class, or some combination of the two? • Do I like to read material, listen to it, or some combination of the two? • Who are the founders and teachers, and how much access to/involvement with them would I have? • Does the overall length of the program work for me? • Does the geographic location of the program—and the amount of required travel—work for me?
Practical Training	<ul style="list-style-type: none"> • Does the program offer hands-on, practical training (beyond practicing on family and friends)?
Endgame	<ul style="list-style-type: none"> • Does the training seem complete? • What kind of certification does the program offer?



WHAT TO SHOWCASE IN AN INTERVIEW

Your wisdom and experience! Talk about the tools and techniques you have at your disposal, thanks to your training and any coaching practice you've had.

Your stellar health coach personality! Tell the interviewer about your ability to motivate, inspire, encourage, empower, and celebrate, as well as your gifts for patience and sensitivity.

Your remarkable vision and flexibility! Explain how you are able to see in people what they can't quite see in themselves, and how you are able to shift tactics according to others' needs.

Your tech savvy and social media presence! Discuss how comfortable you are coaching in different mediums, and also how you use social media to promote your brand.



From Section 4, Part 3: 5 Questions to Help You Design the Coaching Career of Your Dreams

FIVE QUESTIONS TO HELP YOU DESIGN THE COACHING CAREER OF YOUR DREAMS

Who do you want to help?

Where/how do you want to work?

How often do you want to work?

How big do you want your business/job to be?

How much money would you like to make?



Organization/Program	AMERICAN COUNCIL ON EXERCISE (ACE) www.acefitness.org/fitness-certifications/health-coach-certification The ACE Health Coach Certification was designed to produce professionals who...have the behavior change, physical activity and nutrition coaching skills they need to empower people to long-term healthy change.
<ul style="list-style-type: none">• Who Runs/Developed It• Who Provides Accreditation /Seal of Approval	<ul style="list-style-type: none">• The American Council on Exercise is “the leading non-profit advocate for achieving health through physical activity and other lifestyle changes by providing accessible NCCA-accredited certifications and scientifically rooted education to fitness professionals and health enthusiasts to significantly impact preventable, inactivity-related lifestyle diseases by 2035.”• “In keeping with standards of practice among other healthcare professionals, ACE has received accreditation for all four of its primary certification programs. The ACE Personal Trainer, Group Fitness Instructor, Health Coach, and Medical Exercise Specialist Certification programs all hold accreditation by the National Commission for Certifying Agencies (NCCA).”• The Health Coach Certification program is listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none">• What It Offers	<ul style="list-style-type: none">• Education and certification.• Two courses of study are offered online: premium and standard.• Premium: Includes ACE Health Coach Manual, video lecture series, custom progress tracking, 2 online practice tests, online exam review video course, access to the ACE resource center, Master the Manual, the certification exam, and an exam retest voucher.• Standard: Includes 12-week guided email series, 1 online practice test, online exam review video course, and access to the ACE resource center.
<ul style="list-style-type: none">• Who Can Apply• What is Necessary for Credentialing/ Certification	<ul style="list-style-type: none">• Requirements for taking the ACE Health Coach Certification exam:• “Be at least 18 years old and hold a current CPR/AED certification with a live-skills check.”• “Submit proof for one of the following: 1) Current NCCA-accredited certification or license in fitness, nutrition, health care, wellness, human resources or a related field, OR 2) An associate’s degree or higher from an accredited college or university in fitness, exercise science, nutrition, health care, wellness, human resources or a related field, OR 3) At least two years of comparable work experience in any of the industries specified above.• Present a current government-issued photo ID with signature (driver’s license, passport, military ID) on scheduled exam day.
<ul style="list-style-type: none">• Cost• How Long It Takes• Where It Takes Place• What Is Awarded Upon Completion	<ul style="list-style-type: none">• Premium program (online): \$599.• Standard program (online): \$499.• Certification as an ACE Health Coach, through a program of study accredited by the NCCA.• The standard program mentions a 12-week guided email series, suggesting the program takes about 3 months.

Organization/Program

Catalyst Coaching Institute www.catalystcoachinginstitute.com

The Catalyst Coaching Institute is THE premier international provider of comprehensive Wellness Coach Certification Training, education and operational tools and resources for wellness coaches around the globe.... For those of you interested in more advanced training, check out our Master Certified Wellness Coach program. The MCWC program is approved by the National Consortium for Credentialing Health and Wellness Coaches (NCCHWC) as an approved transition program as a requirement needed to take the upcoming National Certification Examination (beginning in 2017)

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- Suzanna Cooper (MS, OTR, CWC) is listed as the Chief Learning Officer.
- The Catalyst website currently displays a "WELCOA (Wellness Council of America) Premier Provider 2015" badge, a "Certified by ProCert (a program of the Federation of State Boards of Physical Therapy)" badge, an "ACSM (American College of Sports Medicine) Approved Program" badge, and an "Approved CE Provider for the Athletic Trainer: BOC (Board of Certification)" badge.
- The Master Certified Wellness Coach program is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

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- The Master Certified Wellness Coach program is listed as a "NCCHWC-Approved Transition Program."

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- "There are no prerequisites for the Certified Wellness Coach program."
- Prerequisites for the MCWC program: "1) completion of the Catalyst Coaching Institute's Certified Wellness Coach (CWC) Fast Track program; 2) a written log of 50 health and wellness coaching sessions of at least 20 minutes in duration, and at least 75% devoted to coaching facilitation (vs. education). Log to include coded identity, date and time, duration of coaching relationship, and coaching topics."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- CWC certification: "The cost is \$1695 for either track."
- MCWC certification: "Total Cost of the 10 hours of advanced training: \$549 for CCI graduates"
- Completion of the MCWC program will allow coaches to take the National Certification Examination sponsored by NCCHWC.
- The CWC program is mostly self-guided (except for the live Fast Track event). In the FAQ section on the website, the answer to the question "How long does all this take?" is "That really depends on you!" The MCWC appears to take five weeks (one live webinar a week for five weeks).

Organization/Program

Dr. Sears Wellness Institute

www.drsearswellnessinstitute.org/health-coach-certification

"In 2007, world-renowned Dr. Sears and a team of experts developed a Health Coach Training that provides the education and tools to help make a positive difference in the lives of others. The training is based on the four pillars of health: Lifestyle, Exercise, Attitude and Nutrition."

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- "The Dr. Sears Wellness Institute Health Coach Training was developed by world-renowned physician William Sears, MD, and a team of experts."
- The Dr. Sears Wellness Institute Team: William Sears (MD); James Sears (MD); Robert Hodgkin (President/CEO); Moira Hanna (PhD); Dominique Hodgkin (MA, NE); Rebecca Bishop (JD); Amy Quinn
- "Our health coaching certifications are approved by: Brandman University, NCCHWC, NANP, American College of Sports Medicine, ICEA (International Childbirth Education Association), Academy of Nutrition and Dietetics, ACE, NASM (National Academy of Sports Medicine), Americorps, BCC, and Career Advancement Account."
- The Master Health Coach Certification program is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "The training is based on scientific principles that support optimal wellness, rather than just theory or opinion. You will learn an evidence-based, balanced approach to wellness based on Dr. Sears' four pillars of health which include Lifestyle, Exercise, Attitude and Nutrition (L.E.A.N). Through the Dr. Sears Wellness Institute training, you will learn how to help others understand not just what to do to live more healthfully, but why to do it and the science that supports all recommendations."
- Core Curriculum Course plus the choice of one, two, or three life-stage programs (families, adults/seniors, pregnancy)
- Master Health Coach Certification is available after completing the Core Curriculum program.

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- "There are no prerequisites for the Certified Wellness Coach program."
- Prerequisites for the MCWC program: "1) completion of the Catalyst Coaching Institute's Certified Wellness Coach (CWC) Fast Track program; 2) a written log of 50 health and wellness coaching sessions of at least 20 minutes in duration, and at least 75% devoted to coaching facilitation (vs. education). Log to include coded identity, date and time, duration of coaching relationship, and coaching topics."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- CWC certification: "The cost is \$1695 for either track."
- MCWC certification: "Total Cost of the 10 hours of advanced training: \$549 for CCI graduates"
- Completion of the MCWC program will allow coaches to take the National Certification Examination sponsored by NCCHWC.
- The CWC program is mostly self-guided (except for the live Fast Track event). In the FAQ section on the website, the answer to the question "How long does all this take?" is "That really depends on you!" The MCWC appears to take five weeks (one live webinar a week for five weeks).

Organization/Program

Duke Integrative Medicine

www.dukeintegrativemedicine.org/integrative-health-coach-training/

"Choose [Integrative Health Coaching Foundation Course and/or Integrative Health Coaching Certification Course] to... 1) learn how to dynamically partner with people to achieve the goals they have always wanted for themselves; 2) train in a coaching model based in many years of clinical experience and cutting-edge research; 3) experience a transformational program with personalized attention from the leaders in this field; 4) benefit from Duke's proven reputation as a world-class academic and healthcare system."

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- Founder/Director of Integrative Health Coach Professional Training (IHCPT): Linda L. Smith, PA-C, MS, ACC
- Duke University Health System Clinical Education & Professional Development is accredited by the American Nurses Credentialing Center (ANCC), the Accreditation Council for Pharmacy Education (ACPE), and the Accreditation Council for Continuing Medical Education (ACCME), to provide continuing education for the healthcare team. It is also authorized as an Accredited Provider of Continuing Education by the International Association for Continuing Education & Training (IACET)
- The Foundation Course and the Certification Course are listed as "NCCHWC-Approved Transition Programs."

- **What It Offers**

- Education and certification.
- The Integrative Health Coaching Foundation Course "empowers clients to make lasting behavior changes that are the foundation for a lifetime of well-being. An Integrative Health Coach can help people find ways to successfully implement healthy lifestyle behaviors into their lives."
- The Integrative Health Coaching Certification Course follows the Foundation Course. "Continue your training with one of the nation's finest health care institutions and a world-wide leader in Integrative Medicine. Mastery in the field of Integrative Health Coaching comes with practice, skill development, and mentoring. The Certification Course is designed to deepen your understanding of the core competences and to allow you to achieve a more advanced level of proficiency in the field."

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- Applicants need a bachelor's degree or higher in any field of study, or 3-5 years in a medical or allied health field (medicine, nursing, physical therapy, health education, exercise physiology, psychotherapy, or nutrition).
- Both courses (the Foundation Course and the Certification Course) are required to be certified as an Integrative Health Coach by Duke Integrative Medicine.

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- Foundation Course: 2 on-site 5-day modules at Duke Integrative Medicine (Duke University's Center for Living, Durham, NC) and online components
- \$5,497.00 registration fee (\$4,947.30 early registration)
- "Those who successfully complete all the course modules and requirements [of the Foundation Course] will earn a certificate of completion, continuing education units, and International Coach Federation Continuing Coach Education (CCE) Credits."
- Certification course: 8 online group sessions, 3 online mentor sessions, and online course components
- \$4,025.00 registration fee (\$3,622.50 early registration)
- "Those who complete all requirements for the Certification Course earn a certificate of completion and certification as an Integrative Health Coach by Duke Integrative Medicine."

<p>Organization/Program</p>	<p>Emory University ece.emory.edu/health_coach/index.html</p> <p>“Emory Continuing Education’s Health Coach Certificate Program combines self-paced learning (online/live and recorded classes)—as well as independent and mentored coaching practice—for 12 weeks. Curriculum includes health-related topics covered by experts in diabetes, cancer survivorship, older adults, heart health, exercise and movement, healthy eating, mental health, pain, and work-life balance.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation /Seal of Approval 	<ul style="list-style-type: none"> • The certificate program is part of Emory University’s Continuing Education program. • The Health Coach Certificate Program is listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • “Participants will employ active listening, motivational interviewing, and collaborative goal setting and action planning techniques, while also developing a strong core coaching skillset through study and practice. Course material also includes expert presentations on health topics.”
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • “The Health Coach Certificate requires a Bachelor’s degree, but there are specific exceptions for those with an Associate’s degree and requisite experience and training.” • “Completion requires full attendance on campus, full participation in weekly coaching practice, completion of recorded classes and reading assignments (with possible make-up work for scheduling conflicts) and completion of a final oral exam with a passing grade.”
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • “Functional Medicine Coaching Academy, Inc. offers a 12-month online educational program leading to recognition as a Functional Medicine Certified Health Coach.” • “There are 12 learning modules. Modules are available to you on the first day of each month. You’ll have 4 weeks to complete the assignments for each module. Within that time period, you can work at your own pace and on whatever time schedule that best suit your needs. Y • “Four classroom days (two at the beginning and two at the end) at Emory Continuing Education’s Executive Park location in Atlanta bookend 12 weeks of live and self-paced instruction and study. Health coach practitioners may utilize video and phone in addition to one-on-one and group meetings.” • “Students can expect to spend a minimum of six hours per week on classwork, with regular hour-long self-paced recorded classes, 90-minute live classes online (via AdobeConnect), and 90 minutes of coaching practice with your classmates (including mentored sessions with ECE faculty) as well as regular reading assignments.” • Health Coaching Certificate program: \$2,995. • You are responsible for pacing yourself, communicating with your teammates regarding case studies, and keeping up with assignment due dates. Prior months’ modules will remain available as you move forward in the program.” • Standard Tuition: \$5,997

Organization/Program

Expert Coach Center

www.expertcoachcenter.com

Some programs on the market focus entirely on the mechanics of coaching while offering little training in health and wellness. Other courses give scant attention to coaching standards and best practices. Some programs leave you on your own to learn and practice the material. Our instruction [Expert Wellness Coach Certification], on the other hand, parallels that of university-structured classes. Classes are taught by licensed instructors with years of experience and masters degrees. Under their tutelage, you'll learn nutrition, fitness, stress management, relationship management, life balance and more."

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- Founder/Lead Instructor is Dawn Mazur.
- Expert Wellness Coach Certification is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "Our curriculum meets the National Wellness Coaching Standards and is approved by the NCCHWC, National Consortium for Credentialing Health and Wellness Coaches."
- Two certifications are available:
- Full Certification Track: Includes the 6 core courses, "a free two-year membership to the community connections and entails working towards the becoming a Nationally Certified Expert Wellness Coach."
- Accelerated certification: "If you currently have or are working towards a degree in the Health and Wellness Field, you can bypass the 5 elective courses if you have at least 15 hours in health/wellness courses and enroll in the Coaching Foundations course for the Wellness Coach Certification. This path entails working with our success coach

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- "Our program does not have any prerequisites. We support all students following their passions and helping others live healthier. However, the NCCHWC (for the National recognition), does require students to have an associate degree or complete an alternative route."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- "Functional Medicine Coaching Academy, Inc. offers a 12-month online educational program leading to recognition as a Functional Medicine Certified Health Coach."
- "There are 12 learning modules. Modules are available to you on the first day of each month. You'll have 4 weeks to complete the assignments for each module. Within that time period, you can work at your own pace and on whatever time schedule that best suit your needs. Y • "Four classroom days (two at the beginning and two at the end) at Emory Continuing Education's Executive Park location in Atlanta bookend 12 weeks of live and self-paced instruction and study. Health coach practitioners may utilize video and phone in addition to one-on-one and group meetings."
- "Students can expect to spend a minimum of six hours per • "Our program is offered entirely online so you can learn at your convenience and at your own pace. There's no calling in on specific times and days; no hours on the phone."
- "We provide continuous, one-on-one feedback. Each week, our instructors will deliver a live-mini-lesson to engage you in the weekly topics. All live sessions are recorded for your convenience."
- "Each module requires an investment of ~3 hours per week. Each week varies on the time commitment and you have the flexibility to work ahead if desired. There are due dates to follow in the course to ensure you stay on track."
- "Our full program is 10 months long and opens every Fall and Spring, for a total of 125+ hours of instruction and training. We also offer an accelerated path for nurses and other established health professionals."
- "Upon successful completion of the program, you will receive your Expert Wellness Coach Certification. You'll also prepared to take the national exam to earn your nationally recognized certification."
- Full Certification Track leading to national certification with NCCHWC: \$2,999
- Accelerated certification: \$1997
- week on classwork, with regular hour-long self-paced recorded classes, 90-minute live classes online (via AdobeConnect), and 90 minutes of coaching practice with your classmates (including mentored sessions with ECE faculty) as well as regular reading assignments."
- Health Coaching Certificate program: \$2,995.
- You are responsible for pacing yourself, communicating with your teammates regarding case studies, and keeping up with assignment due dates. Prior months' modules will remain available as you move forward in the program."
- Standard Tuition: \$5,997

Organization/Program	<p>Front Range Community College frontrange.smartcatalogiq.com/en/2016-2017/Catalog/Degrees-and-Certificates/Holistic-Health/Holistic-Health-Certificates/Integrative-Health-and-Wellness-Coaching</p> <p>“[The Integrative Health and Wellness Coaching] certificate trains individuals in the core competencies of the coaching profession, including skills in relationship-building, active listening, powerful questioning, goal-setting, positive psychology, and motivational interviewing. Enhanced knowledge in the areas of nutrition, fitness and mindfulness practices are also part of the curriculum so that individuals are prepared to work in a variety of professional</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation /Seal of Approval 	<ul style="list-style-type: none"> • The coaching program is part of the Holistic Health Professional certificate program at Front Range Community College. • The Integrative Health and Wellness Coaching program is listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • This is a new program for 2016/2017. • The goal is to prepare students “to work in a variety of professional settings in the emerging field of health and wellness coaching.”
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • “Our open-admission policy means that anyone seeking to better themselves through education is welcome at our college. If you are at least 17 years old, you will be admitted automatically to Front Range Community College. Admission to the college, however, does not ensure acceptance into any specific program.” • “All courses in this certificate must be completed with a C or better to graduate.” • 12 required courses (26 credits) plus 4 additional credits of health and wellness education/physical education classes
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • “The program is designed to take 30 weeks to complete.” • Classes take place at the Larimer campus in Fort Collins, Colorado • Tuition and fees: \$4,273; books and supplies: \$2,250 (total: \$6,523)

Organization/Program

Functional Medicine Coaching Academy

www.functionalmedicinecoaching.org

Using a science-based, systems-oriented approach, [Functional Medicine] addresses the underlying causes of disease and engages both patient and practitioner in a therapeutic partnership. It represents an evolution in the practice of medicine and effectively addresses the healthcare needs of the 21st century. By shifting the traditional disease-centered focus of medical practice to a more patient-centered approach, Functional Medicine considers the whole person, not just an isolated set of symptoms. Functional medicine practitioners pay attention to their patients' unique stories and consider the interactions amongst the genetic, environmental, and lifestyle factors that influence long-term health and complex, chronic disease."

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- The Functional Medicine Coaching Academy was founded by Sandra Scheinbaum (PhD, IFMCP, BCB, CHC, RYT) and Elyse Wagner (MS, CN, LMHCA).
- The Functional Medicine Coaching Academy's health coach certification program is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "Learning centers around case studies and personal exploration. We emphasize practical application of concepts so that you graduate with the knowledge, skills and confidence to coach effectively. Monthly modules consist of webinars and interviews with Institute for Functional Medicine faculty and certified practitioners, experts in mind-body medicine and positive psychology, and leaders in coaching."

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- "Applicants must have an associate degree; or a certificate as a health coach or personal trainer; or an associate degree in an allied healthcare field; or 200 hours of training as a yoga instructor. Those who do not meet these qualifications are asked to petition for enrollment."
- "Upon completion of the 12 learning modules requirements and supervised practicum, you'll graduate with a certificate as a Functional Medicine Certified Health Coach."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- "Functional Medicine Coaching Academy, Inc. offers a 12-month online educational program leading to recognition as a Functional Medicine Certified Health Coach."
- "There are 12 learning modules. Modules are available to you on the first day of each month. You'll have 4 weeks to complete the assignments for each module. Within that time period, you can work at your own pace and on whatever time schedule that best suit your needs. You are responsible for pacing yourself, communicating with your teammates regarding case studies, and keeping up with assignment due dates. Prior months' modules will remain available as you move forward in the program."
- Standard Tuition: \$5,997

Organization/Program

Georgetown University

scs.georgetown.edu/programs/385/health-coaching/

Some programs on the market focus entirely on the mechanics of coaching while offering little training in health and wellness. Other courses give scant attention to coaching standards and best practices. Some programs leave you on your own to learn and practice the material. Our instruction [Expert Wellness Coach Certification], on the other hand, parallels that of university-structured classes. Classes are taught by licensed instructors with years of experience and masters degrees. Under their tutelage, you'll learn nutrition, fitness, stress management, relationship management, life balance and more."

- Who Runs/Developed It
- Who Provides Accreditation /Seal of Approval

- Founder/Lead Instructor is Dawn Mazur.
- Expert Wellness Coach Certification is listed as a "NCCHWC-Approved Transition Program."

- What It Offers

- Education and certification.
- "Our program is distinct in that it adopts a holistic approach to health coaching based on Georgetown University's core value of cura personalis, or "care of the person," which calls on health practitioners to address the whole person—mind, body, and spirit—of those they care for. Students examine health and wellness topics, engage in mindfulness activities, practice individual and group coaching, incorporate self-reflection into their practice, and achieve competency through a supervised practicum."

- Who Can Apply
- What is Necessary for Credentialing/ Certification

- This program is idea for: "Individuals seeking to join the health and wellness fields as a health coach and current health professionals interested in learning about the health coaching role and/or expanding their own skill set and advancing within health, wellness, or preventive care."
- "In order to ensure that there is a baseline of knowledge and experience of students in the cohort, applicants must meet at least two of following pre-requisites: a bachelor's degree from an accredited institution; completion of a degree or licensure in a related field (i.e. nursing, social work, psychology, counseling, nutrition, personal training/fitness); completion of a related educational program and/or training program (i.e. patient navigation, leadership coaching); a minimum of one year of employment in a related field (i.e. home health care, social work, social services support, fitness, nutrition, allied health). On a case-by-case basis, volunteer experience in a related field will also be considered as an alternative to the employment pre-requisite."
- Applicants must also be open to feedback, capable of self-examination, and willing to challenge their own beliefs."
- "To receive the Certificate in Health Coaching from Georgetown University, students must successfully complete six (6) required courses for a total of 12.75 Continuing Education Units (CEUs), which is equivalent to 127.5 contact hours. The program must be completed in sequence as a cohort over the six-month duration of the program."

- Cost
- How Long It Takes
- Where It Takes Place
- What Is Awarded Upon Completion

- "Six courses—including the 30-hour practicum—are completed in sequence over six months."
- "Total program tuition including all six courses is \$6,995.00, not including textbooks."
- "This cohort-based program combines traditional classroom learning with interactive experiential methodology. Classes typically meet for three consecutive days—Wednesday through Friday—at our downtown Washington, D.C. campus. Students also complete a 30-hour practicum."

Organization/Program

Health Coach Institute

www.healthcoachinstitute.com

"Previously health coaches primarily informed people about diet and nutrition. We believe health coaching is about so much more than food. It's about habit change. Most people already know what to do to be healthier, the problem is they aren't doing it. Our premise is that a health coach is a master of habit change. Healthy habits create healthy results, and the most effective health coaches help people make naturally better choices for themselves. Our goal [though our Become a Health Coach program] is to create the best coaches worldwide in the art and science of habit change so we can collectively contribute to the healthy planet we all want to live in."

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- "Stacey Morgenstern and Carey Peters are the founders and primary teachers of Health Coach Institute, a world class international coach training company in service of creating leaders in the art, science and business of health coaching."
- "HCI is accredited by the American Association for Drugless Practitioners (AADP)."
- HCI was given an A+ rating by the Better Business Bureau.

- **What It Offers**

- Education and certification
- "Fastest path to impact and income"
- "[Become a Health Coach (BHC)] is thoughtfully designed so you can create a new, exciting career as a professional health coach in just 6 months from anywhere in the world. Each lesson draws on cutting edge psychology, brain science and healthy lifestyle design."
- "Our course is carefully delivered in 4 digestible pillars: Functional Nutrition, Health & Wellness, Personal Growth (Life Coaching Certificate), Personal Growth, and Proven Marketing & Simple Business Systems."
- "Throughout the 6-month professional certification training, you will learn the secrets to facilitating transformational experiences for your clients and loved ones that has them embody a new way of being that will create a positive ripple in every area of life."

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- "BHC is for anyone who wants to become a health coach or wants to add health coaching to their existing modality/expertise or wishes to sharpen their health coaching skills."
- Completion of the four self-paced training modules is necessary for certification. "We've made sure to chunk down the pieces of the curriculum into completely manageable pieces. If you watch all the videos, show up to the Q&A calls, plan on about 3-5 hours per week."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- BHC Training: \$5,950. HCI is the only school that offers a 100% 30-day money-back guarantee.
- "Your training is released in weekly modules in our private, members-only website. Each module contains short, step-by-step training videos, transcripts, done-for-you templates to use with your clients, 'cheat sheets,' and easy-to-implement action guides. Each lesson builds on the previous lesson so that you know exactly what to focus on first, second and third... in order to go pro. Our goal is to make your online learning experience smooth, easy and fun."
- "The course is designed to be completed in 6 months. Upon graduation, you will be given a certificate of completion and a seal for your website to display your credentials."

Organization/Program	<p>Integrative Women's Health Institute integrativewomenshealthinstitute.com/health-coach-certification/</p> <p>Get the tools you need to build a Women's Health Practice, specializing in integrative functional medicine and coaching! [The] Women's Health Coaching Certification [is] the only NCCHWC-accredited Health Coach Certification Program designed specifically for health and wellness professionals, specializing in women's health." to the healthy planet we all want to live in."</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation /Seal of Approval 	<ul style="list-style-type: none"> • The program is run by Jessica Drummond (MPT, CCN, CHC). • The Women's Health Coaching Certification is listed as a "NCCHWC-Approved Transition Program."
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • "Through our program, you will learn to skillfully understand the research on functional nutrition, movement practices, sleep improvement and stress reduction strategies; you will build an essential support network of like-minded health professional colleagues; you will develop strong health coaching skills to powerfully support women through the challenges and changes they will face throughout their lifespan." • Students can choose the Health Coaching Skills Education program, the Functional Nutrition for Women's Health program, or the Integrative Women's Health Two-Course Bundle
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • There are no restrictions to applying. • Upon passing the exams at the end of the 2 online programs (Health Coaching Skills and Functional Nutrition for Women's Health), students will receive certification from the Integrative Women's Health Institute.
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • Health Coaching Skills Education: \$4,997 • Functional Nutrition for Women's Health program: \$2,997 • Integrative Women's Health Two-Course Bundle: \$6,997 • The programs are offered online. Completion time varies. • Students will receive certification from the Integrative Women's Health Institute.

Organization/Program	<p>Institute for Integrative Nutrition (IIN) www.integrativenutrition.com</p> <p>Gain knowledge on nutrition, as well as valuable coaching and business skills, to launch a career healing others through food with Integrative Nutrition's Health Coach Training Program."</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation /Seal of Approval 	<ul style="list-style-type: none"> • Founded by Joshua Rosenthal, who holds a masters of science in education and has over 30 years of experience in health, wellness, personal development and coaching, IIN is now the largest nutrition school in the world. • "Integrative Nutrition has more than 100 world-class educators who are leading physicians, researchers, doctors, and nutrition experts at the forefront of the health and wellness movement." • Licensed by the New York State Education Department. • The Institute for Integrative Nutrition is listed as a "NCCHWC-Approved Transition Program."
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • "We're not your traditional nutrition program because we take a holistic approach to wellness and explore all of the things that affect your health – think relationships, spirituality, finances, and education. We do this by deep-diving into over 100 diverse dietary theories spanning from ancient Eastern Traditions to modern Western medicine, including our own unique core concepts, Bio-Individuality and Primary Food. But we'll never tell you what's "right" or "wrong," because we don't believe in that. We believe there's no one-size-fits-all diet..." • Earn college credits by graduating from the Health Coach Training Program and pursue a bachelor's or a master's degree through academic partnerships with the State University of New York, California State University, and others.
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • The "only academic requirements are a high school diploma, GED, or equivalent."
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • Cost: \$5,995 • One-year online course divided into 40 modules that cover 100+ dietary theories. Each module contains recorded lectures, supplementary materials, and skill-building activities that take about 5-8 hour per week.

Organization/Program

International Association of Wellness Professionals (IAWP)

iawpwellnesscoach.com

“The IAWP’s Wellness Coach Certification program was developed to help you to teach people how to embark on a new healthy lifestyle that they can maintain with ease. We believe ‘wellness’ is not just eating well or exercising regularly, it’s about total mind-body wellness. Our Wellness 360 Education™ will provide you with an in-depth wellness education that addresses all aspects of a person’s well-being. You’ll learn how to coach clients on key lifestyle areas such as nutrition, exercise, lifestyle habits, emotional health, mindset, relationships, career, finances, spirituality and more...so that you can help anyone create a truly healthy lifestyle.”

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- Suzanne Monroe is the founder of the IAWP.
- IAWP is listed as an Accredited Business with the Better Business Bureau.
- “The IAWP Wellness Coach Certification program is an accredited training program through a third-party accrediting institution called the American Association of Drugless Practitioners.”

- **What It Offers**

- Education and certification.
- IAWP offers “a comprehensive education based on our three learning pillars: Wellness Training, Coach Training and Business training.”
- There are 14 self-paced, interactive modules, based on their three learning pillars.

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- Certification requires completion of the course and the tests.

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- Cost: \$5,997 (need to verify)
- The program is 100% online.

Organization/Program

iPEC Health and Wellness Coaching

ipeccoaching.com/become-a-certified-coach

"iPEC offers the most comprehensive wellness coach certification [called the Coach Training Program] in the shortest period of time. Our multi-faceted model for health and wellness has been adopted by physicians and healthcare organizations alike, enabling you to become fully certified, trained, and prepared to succeed as a health and wellness coach in just 7 months. Using our proprietary Core Energy Coaching™ process, you'll outpace the traditional coaching model which focuses only on what a person is "doing" to move from point A to point B. You'll get to the core emotions of the client, breaking through their limiting thoughts and responses, and help them move toward optimal conditioning and lasting change."

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- "Bruce D. Schneider is iPEC's founder and the author of Relax, You're Already Perfect and the blockbuster book, Energy Leadership. His groundbreaking theory of consciousness levels led him to create the transformational Core Energy Coaching™ process, as well as iPEC's proprietary Energy Leadership Index™ Assessment."
- iPEC is an official International Coach Federation (ICF) accredited school.

- **What It Offers**

- Education and certification.
- "The curriculum focuses on three primary goals. The first goal is the development of a wider view of the field of health and wellness in contrast to our current disease-focused model. The second is to teach coaches to listen to the wisdom of their own bodies and to teach their clients to do the same. The third is to develop both proficiency and excellence in the skills necessary to help clients adopt attitudes and lifestyle changes most conducive to optimal health and other issues that affect health."

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- No restrictions on application.
- "You'll complete your peer work, mentor coaching, teleclasses, required reading, e-workbooks, and self-study projects. Once all of your requirements have been fulfilled and submitted, you'll take an oral exam to complete your certification process, after which you'll earn the designation of Certified Professional Coach (CPC). With the completion of your Energy Leadership debriefs, you'll also receive your certification as an Energy Leadership Index™ Master Practitioner (ELI-MP)."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- The "All-Inclusive Accredited Coach Training Program" costs \$9895.
- Classes take place over the course of three 3-day weekend modules at one of 17 different locations "worldwide" (the U.S. plus Toronto and London). They also offer one midweek class at their headquarters in New Jersey.
- Upon completion of the program, students receive "dual certification as a Certified Professional Coach (CPC) and an Energy Leadership Index™ Master Practitioner (ELI-MP)."

Organization/Program

Maryland University of Integrative Health

www.muih.edu/academics/academic-certificates/graduate-certificate-health-wellness-coaching

"Maryland University of Integrative Health's Post-Baccalaureate Certificate in Health and Wellness Coaching is at the forefront of a growing field in the healthcare industry. Research shows that health education alone is not enough to inspire people to change behaviors and make positive health choices. Health and wellness coaching is now recognized as a key competency and catalyst that can effect change. This ground-breaking program is designed to prepare educators, life coaches, fitness instructors, employee assistance specialists, human resource specialists, healthcare professionals, and others with a strong interest in health and wellness to empower people to take charge of their own health and create sustainable change. Graduates practice in a multitude of settings including health education facilities, gyms, spas, corporations, schools, physicians' offices, and private practice."

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- Rebecca Pille, Ph.D., CWP (Program Director, Health and Wellness Coaching Programs)
- The Post-Baccalaureate Certificate in Health and Wellness Coaching is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "The curriculum focuses on three primary goals. The first goal is the development of a wider view of the field of health and wellness in contrast to our current disease-focused model. The second is to teach coaches to listen to the wisdom of their own bodies and to teach their clients to do the same. The third is to develop both proficiency and excellence in the skills necessary to help clients adopt attitudes and lifestyle changes most conducive to optimal health and other issues that affect health."

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- "Applicants must have a bachelor's degree from a regionally accredited institution."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- "Presented in both a weekend and online format to accommodate working professionals"
- "Can be completed in 11 months with 15 graduate-level academic credits"
- Tuition for spring 2017: \$11,958
- "MUIH's coaching program is an approved transition program per the standards of the National Consortium for Credentialing Health and Wellness Coaches (NCCHWC). Graduates who have met NCCHWC's requirements will qualify to sit for the national exam, which will first be offered in Fall 2017. MUIH plans to become one of the first accredited programs when NCCHWC makes this option available."

<p>Organization/Program</p>	<p>Mayo Clinic, Wellness Coach Training Program www.mayo.edu/research/centers-programs/nicotine-dependence-center/education-program/wellness-coaching-program/wellness-coaching-program</p> <p>“Wellness coaches help healthy clients stay well and clients recovering from illness improve their health. To achieve this goal, students [in the Wellness Coach Training Program] learn how to establish relationships and practice core coaching skills that assist individuals in identifying their values and desires, transforming them into action, and maintaining lasting change over time. Students partner in dynamic collaboration with others, respecting the client as the expert in his or her life, and using a strength-based focus and strong grounding in best practices.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation /Seal of Approval 	<ul style="list-style-type: none"> • The Mayo Clinic and its “clinical, scientific and technical staffs” • The Wellness Coach Training Program is listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • “Wellness coaching employs a strength-based approach based on Martin Seligman’s principle that “It’s not about fixing what is broken, it’s nurturing what is best within ourselves” (Learned Optimism, 1991). Strength-based approaches are grounded in contributions from counseling psychology, positive psychology, prevention research, social work, solution-focused therapy and motivational interviewing.” • “Wellness coach training prepares students to work as wellness coaches within diverse settings by combining online and on-site learning that maximizes potential for individual growth; providing opportunities for group interaction and practice; and respecting individual needs via a flexible training schedule.”
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • “Bachelor’s degree, or in lieu of a bachelor’s degree, an associate degree in a health-related field with current license to practice may be considered.” • “Training involves 4 mandatory components. Online: Eleven weekly sessions are taught online and are available through the Blackboard Learn system. Online learning includes assignments that involve reading, watching videos and discussion. Onsite: This onsite workshop is a four-day interactive training in Rochester, Minn. It is an immersive wellness experience led by an array of Mayo Clinic experts. Live distance: Throughout the course there are 4 live webinars and 1 conference call that will provide you with further opportunity to interact with Mayo faculty, ask questions and learn practical coaching skills. Peer coach practice: For 6 weeks during the course you will meet in peer coaching dyads or triads, using the distance communication technology of your choice. You will have practice coaching assignments to complete together, and some of these calls will be mentored by Mayo Clinic faculty to maximize learning of skills.”
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • \$3,750 • 12 weeks of online and 1 four-day coaching workshop • Online and in Rochester, Minnesota • “Graduates of the Mayo Clinic Wellness Coach Training Program will be eligible to apply for national health and wellness coach certification through the National Consortium for Credentialing of Health and Wellness Coaches (NCCHWC) when it becomes available in 2017.”

Organization/Program

National Society of Health Coaches (NSHC)

www.nshcoa.com/index.php

"The National Society of Health Coaches is dedicated to advancing the knowledge and use of Evidence-based Health Coaching (EBHC)[®] utilizing motivational interviewing (MI) to actively and safely engage patients/clients in health behavior change to better self-manage wellness and chronic health conditions resulting in optimal health outcomes, reduced health risk, and lowered overall health costs."

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- Co-founders: Melinda Huffman and Colleen Miller.
- The NSHC is allied with the Commission on Dietetic Registration (the credentialing agency for the Academy of Nutrition and Dietetics) and the American College of Sports Medicine, among others.

- **What It Offers**

- The program manual is divided into 11 sections: Introduction to Evidence-based Health Coaching; Identifying Your Communication Style; Are You Listening?; Tapping into the Client's Learning Style; Facilitating Health Behavior Change; Guiding the Health Coaching Agenda & Goal Setting; Motivational Interviewing (MI); Wellness and Prevention; Evidence-based Practice Interventions for Chronic Conditions; Measuring Health Coaching Outcomes; and Putting it All Together.

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- Certification [CHC, or Certified Health Coach] available only to licensed/credentialed healthcare professionals; certificate of completion available to others.
- "The [certification] exam contains 125-item multiple choice and is timed. This exam must be passed before entry into Skills Competency is permitted. Skills competency is timed and is taken only after passing the multiple-choice examination. It simulates health coaching encounters via online video, whereby your responses to the clients are graded."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- "The cost for program materials is \$465 + shipping/handling."
- "NHSC's program is designed for independent self-study, and that individuals taking our program vary widely in reading speeds, learning styles and comprehension. It is estimated that it takes a minimum of 70 hours to complete the self-study, including the online resources."
- Credential awarded: CHC, or Certified Health Coach.

<p>Organization/Program</p>	<p>The Institute for Life Coach Training, Wellness Coaching Specialist Program lifecoachtraining.com/programs/specialties_path/wellness_coaching_specialist_certificate</p> <p>Coaching wellness requires acknowledging many aspects of well-being that extend beyond an attention to physical health. Wellness involves a holistic approach that integrates mind, body, and spirit to facilitate optimal living. Designed for coaches, wellness professionals, and laymen, [the Wellness Coaching Specialist Program] begins with the 40-hour foundations course incorporating core competencies and live coaching. This specialties program also requires 40 hours of electives providing expert instruction in wellness concepts, wellness assessments, and the skill set of effective wellness coaches, allowing for each student to customize their training to meet their specific needs and interests.</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation /Seal of Approval 	<ul style="list-style-type: none"> • “Originally founded in 1998 by Dr. Patrick Williams, MCC, to train counselors, psychologists, social workers, The Institute for Life Coach Training continues to be a leading international provider of coach training, having trained thousands of professional coaches throughout the world to transition their skills into coaching.” • The Wellness Coaching Specialist Program is listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • The Foundational Course “covers 3 modules, combining theoretical and experiential learning through twice-weekly teleclasses and once-a-week Peer Coaching practice and post-class assignments (called fieldwork).” This is followed by the Wellness Coaching specialist program, involving coach training electives.
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • Applicants must have a “bachelors degree, preferably in the social and behavioral sciences, or experience in the helping professions and strong communication skills.” • “Requirements to achieve certification: completion of the Foundational course or the Foundations course for Christian Coaches (40 hours); completion of at least 40 hours of additional, specified, coach training electives.”
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • “The cost for this program depends on the courses you select. The average cost of completing 80 hours of training is approximately \$4,550.” • “The time required to get certified depends on your availability and the courses you are interested in taking. Many Wellness courses can be taken while you are enrolled in the Foundational course, meaning you could complete your program in approximately 6 - 9 months.” • “Students will need to have regular access to the internet and ILCT website.” • “Students who have completed the requirements for the Wellness Coaching Specialist certification will be eligible to sit for the national exam after meeting the additional requirements [listed on ILCT’s website].”

<p>Organization/Program</p>	<p>The Soma Institute, Health and Wellness Coaching Program soma.edu/health-and-wellness-coach/health-coach-certification/health-wellness-certification-program</p> <p>“The Soma Institute is dedicated to helping redefine healthcare in the United States through our comprehensive and innovative HWC Certification Program— Health and Wellness Coaching program. Soma prepares graduates for rewarding and successful careers in coaching in many fields and areas, including: spas & gyms, private practices, doctors’ offices, sports teams, and more.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation /Seal of Approval 	<ul style="list-style-type: none"> • Amber Mills is the program founder (BS, DC). • Listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • “As a student in this program you’ll learn: strategies for coaching people with health challenges; motivational techniques; disease prevention; health habits for weight loss; stress reduction; ethics in coaching; and chronic disease management. You’ll also learn self-care strategies to maintain your own wellness and the practical business solutions to turn your new health coaching skills into a successful career.” • The program consists of six modules.
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • “Candidates for the Health and Wellness Coaching Program must be at least 18 years of age and hold a bachelor’s degree, or have a minimum of three years of experience in a medical or allied health field, or be a graduate of the Soma Institute or be enrolled at The Soma Institute.” • In order to receive a certificate, students must “complete all required courses with a minimum average of 70%” and “attend at least 80% of the scheduled 110 program class hours.”
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • \$2,150 • 15 weeks • “This program is designed to fit the needs of busy adult learners. Classes run just two nights per week [in Chicago, Illinois]. • “Graduates receive a certificate in Health and Wellness Coaching.”

Organization/Program

University of Arizona, Center for Integrative Medicine, Integrative Health Coaching

integrativemedicine.arizona.edu/education/lifestyle/im_health_coaching.html

University of Arizona's Center for Integrative Medicine (AzCIM) Integrative Health Coaching certification program is a blend of online coursework, video-conference-based mentor-supervised group and individual practice, documented practice-client hours, face-to-face training sessions, and rigorous assessments to ensure both skill and knowledge attainment."doctors' offices, sports teams, and more.

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- "The University of Arizona Center for Integrative Medicine is leading the transformation of health care by training a new generation of health professionals and by empowering individuals and communities to optimize health and wellbeing through evidence-based, sustainable, integrative approaches. The Center was founded in 1994 by Dr. Andrew Weil, and has focused its efforts in three domains: education, clinical care and research. The Center was built upon the premise that the best way to change a field is to educate the most gifted professionals and place them in settings where they can, in turn, teach others."
- The Integrative Health Coaching Certification program is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "Integrative Health Coaching is a client-centered, relational approach to working with individuals collaboratively to address the health and wellbeing of the whole person. It acknowledges the interdependent roles of mind, body and spirit, and the innate healing capacity within each person, with an emphasis on self-care. An integrative health coach forms a partnership with individuals or groups to empower and support them in achieving their personal goals related to optimal health and wellness."

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- "IH Coaching students must first receive their integrative health and medicine education that will inform their coaching by completing one of our certificate programs—Integrative Health & Lifestyle program (250 hours) or Integrative Medicine Fellowship (1000 hours)—then they begin their 6-month IHC certification program."
- Candidates must "successfully complete all online requirements" and "[attend] both training retreats." "Certification is based on proven skill attainment and practice."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- \$6,073.50 for tuition (plus an estimated \$2,280 for lodging/travel expenses for the two training retreats)
- A 6-month training program blending online learning, face-to-face workshops, and live video practicums dedicated to successful skill-attainment. Expect to devote 6-8 hours per week to complete the work.
- "After successful completion of all program and certification requirements, you will receive certificate verifying certification from the Arizona Center of Integrative Medicine, as well as being listed on our IH Coach Graduates list on our website."

Organization/Program

University of Delaware, Graduate Certificate in Health Coaching

sites.udel.edu/bhan/graduates-health-coaching

"The Graduate Certificate in Health Coaching provides students and professionals working in health care with the knowledge and skills to facilitate positive behavior change to promote health and reduce chronic disease risk and experience. Specifically, training serves to develop health coaching skills that will: help people clarify their health goals, and implement and sustain behaviors, lifestyles, and attitudes that are conducive to optimal health; guide people in their self-care and health-maintenance activities; assist people in reducing the negative impact made on their lives by chronic conditions such as cardiovascular disease, cancer, and diabetes."

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- The program is run by the University of Delaware's College of Health and Sciences.
- The Graduate Certificate in Health Coaching program is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "This graduate certificate program allows students to take courses (18 credit hours) specializing in health coaching to enhance their academic and professional experience. Students may work towards a graduate certificate in addition to pursuing a master's or doctoral degree or students may enroll in this stand-alone graduate certificate program for the purpose of personal and professional development."

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- Applicants should have "a health-related undergraduate degree from an accredited institute of higher education (e.g. behavioral health, nutrition, exercise science, nursing, or related discipline(s))" or "a non-health related undergraduate degree but with commensurate and demonstrable experience in behavioral health and/or health care."
- "All graduate certificate program students must achieve a cumulative 3.0 (B) grade point average in all graduate certificate courses attempted in order for the graduate certificate to be granted."
- "Upon completion of the 15 credit hours of didactic course work and the 3 credit hour practicum students must take a qualifying exam to receive a certificate of completion. The exam format involves a 45 to 60 min coaching session with a standardized patient under the observation of two health coaching program faculty."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- Cost is \$12,000 including all coursework and practicum.
- The program can be completed in a full academic year (fall/spring for coursework; summer for practicum).
- Classes take place on the University of Delaware campus.
- Upon completion of the course work and exam, students receive the Graduate Certificate in Health Coaching.

Organization/Program

University of Minnesota, Center for Spirituality and Healing, Post-Baccalaureate Certificate in Integrative Health and Wellbeing Coaching

www.csh.umn.edu/education/focus-areas/health-coaching

Integrative Health and Wellbeing Coaching, an emerging method of partnering with patients to achieve their overall goals, is practiced from a holistic perspective that views each person as intrinsically whole and the ultimate expert in his or her healing journey. Health coaching is being offered in a wide range of venues including hospitals, clinics, community health and fitness facilities, corporations, educational institutions, and private practices. The Center for Spirituality & Healing is a pioneer in the field of health coaching, working to advance education, research and care model innovation.

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- Mary Jo Kreitzer (PhD, RN, FAAN) is the founder and director of the Center for Spirituality and Healing.
- University of Minnesota Center for Spirituality and Healing Post-Baccalaureate Certificate in Integrative Health and Wellbeing Coaching is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "Our educational and teaching philosophy is based on transformation. In general, the educational philosophy of contemporary education has become a transactional model—an exchange—where the student has expectations that tuition was paid in exchange for information. Along with this comes an expectation of being handed the "educational experience." In comparison, in a transformative model the student is self-responsible, engaged in learning, and is being changed by the process of learning. This demands dedication to their own process, as well as to conventional mental assimilation of didactic information. We believe that this approach is not only essential to becoming an effective and excellent health coach, but that it provides a richer and more timeless educational experience. In order to support such a process, students receive 3 hours per semester of outside health coaching from a professional health coach throughout the training program, encouraging and facilitating their own personal growth and transformation."

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- "You must be either a healthcare professional, currently enrolled in a health professional graduate program, a board-certified chaplain with three years in a health care setting, or have a non-health care bachelor's degree with work or life experience in a health-related area. A minimum of a completed bachelors degree (terminal degree may be including, but not limited to, such fields as medicine, nursing, psychology, nutrition, Traditional Chinese Medicine, chiropractic medicine, naturopathic medicine, pharmacy, social work, public health, healthcare administration) with a GPA of 3.0 is mandatory."
- "Twelve (12) semester credits are required to complete the certificate."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- Tuition rates vary for residents vs. non-residents. Find tuition rates here: onestop.umn.edu/finances/tuition
- The certificate program is a part-time program that may be completed in 2-4 years.
- "All health coaching courses are taught in a blended delivery format, requiring physical presence on campus twice a semester, with the remaining content delivered online."
- Students who complete the requirements receive the Post-Baccalaureate Certificate in Health Coaching.

Organization/Program	<p>University of North Carolina, Greensboro, UNCG Health Coaching Program hhs.uncg.edu/wordpress/health-coaching</p> <p>“[UNCG’s Health Coaching Program] will provide participants with specific skills and a mindset that shifts away from prescriptive medicine to a more participatory approach that guides patients toward self-efficacy in finding their own solutions for healthier outcomes. Our approach to training is grounded in behavioral theory using a hands-on interactive approach to learning. Participants should be prepared to engage in discussions and complete hands-on activities to ensure sustainability of health coaching skills.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation /Seal of Approval 	<ul style="list-style-type: none"> • UNCG’s Department of Public Health Education runs the program. • “UNCG Health Coaching Programs Three-day Health Coach Training is a Center for Credentialing & Education (CCE) Approved Board Certified Coach (BCC) training provider. This course is approved as a 30-hour BCC training course.” • UNCG’s Health Coaching Programs Three-Day Health Coach Training is listed as a “NCCHWC-Approved Transition Program.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Education and certification. • “Throughout this training participants will: review behavioral theory frameworks; practice motivational interviewing and health coaching; learn a guiding style of communication; discover resources and tools to assist the coach in becoming a more effective member of the healthcare team; receive onsite evaluation and feedback from instructors and peers.”
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • “Registration is open to anyone interested in learning about health coaching.” • “If a participant who completed the 3-day training chooses to obtain the optional certificate, they will be required to take and score 70% or higher on a test, complete 6 coaching sessions and document those with coach notes and a case study.”
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • Three-day training: \$699 • In Morrisville, NC, or Greensboro, NC • “Participants who complete this 3-day training will have the opportunity to earn a certificate as a Health Coach. In order to receive the optional certificate as a Health Coach from UNCG Health Coaching Programs, participants will need to complete additional requirements.”

Organization/Program

**University of Wisconsin Stevens Point,
Graduate Certificate in Health & Wellness Coaching**
www.uwsp.edu/HPHD/Pages/Certificates/healthwellnesscoaching/default.aspx

“The University of Wisconsin-Stevens Point offers a Health and Wellness Coaching Certificate that teaches the applied science of performance enhancement and health and wellness coaching.”

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- The School of Health Promotion and Human Development at the University of Wisconsin Stevens Point runs the Certificate in Health and Wellness Coaching program.
- The Certificate in Health and Wellness Coaching is listed as a “NBHWC-Approved Transition Program.”

- **What It Offers**

- Education and certification.
- “The 8-month program is comprised of four eight-week courses offered **100% online** via a mix of synchronous (live-interaction) and asynchronous teaching and learning.”

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- “The program maintains your work-life balance and is designed with busy professionals in mind. You will engage in online classes, projects, events and mentoring with experienced health and wellness experts and build relationships with peers in an empowering cohort learning community.”

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- \$6,250 for the full 8-month program or \$1,625 for an individual course.
- The curriculum can be completed in 8 months.
- Courses are offered online.

Organization/Program

Vanderbilt University Medical Center, Vanderbilt Health Coaching Certificate Program

nursing.vanderbilt.edu/certificate_programs/health_coaching/index.php

"The Vanderbilt School of Nursing and The Osher Center for Integrative Medicine at Vanderbilt's [Health Coaching Certificate Program] is a six-month long program with over 75 hours of course of study. The curriculum emphasizes acquiring the knowledge and skills necessary to provide health coaching for patients at each stage along the health spectrum, from wellness to those managing chronic illness and disease. This course also has a heavy emphasis on self-care and self-awareness, which is the core of the health coaching experience."

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- "Dr. Ruth Wolever, PhD, is the Director of Health Coaching: Research, Practice & Education, jointly hired with the Osher Center for Integrative Medicine and Health and the Vanderbilt University School of Nursing. She is a clinical health psychologist with 21 years of experience designing, implementing, and evaluating behavior change programs for medical patients and those at risk for chronic disease. She is a nationally recognized expert on Health and Wellness Coaching and one of the elected leaders of the National Consortium for Credentialing Health and Wellness Coaches, a non-profit organization which has launched the first national certification for health and wellness coaches."
- The Vanderbilt Health Coaching Certificate Program is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "The Vanderbilt Certificate Program requires a significant amount of time, course work, and skills practice. The program is divided into two phases. The first phase includes instructional modules, two 3-day in-person intensives, and weekly triad group teleconferences to practice the coaching skills. During the first phase, each trainee will also complete a personal change project. While a large portion of the project will be accomplished during the weekly triad meetings, participants should plan to devote additional time to the personal change project. Six of the weeks during the first phase will have Group Skills Calls rather than triad calls. Participants are required to participate in 1 of the 2 call times offered on each of these six weeks. The second phase of training [is] referred to as practicum... While participants are allowed a year from the end of the first phase of the program to complete the practicum coaching and pass the practical exam, most students complete the practicum in less time... During the first 4-6 months of practicum, participants are required to actively participate in at least five mentorship sessions and provide at least two recordings of their coaching for faculty feedback."

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- "Applicants must have a degree and be licensed in a healthcare field (ie, RN, MD, PT, OT, Psychologist, Counselor, or Social Worker, etc.)."
- "Each participant must complete at least 70 documented practicum coaching sessions and pass a practical skills exam for full completion of the program."

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- \$5,200
- 75 hours of course study over 6 months.
- "The program is offered in a modified distance format with two on-campus intensives."
- Upon completion, students receive certification

Organization/Program

Wellcoaches School of Coaching

wellcoachesschool.com

"Since 2002, Wellcoaches has delivered a gold standard of coach training, education, certification, and support, in partnership with the American College of Sports Medicine. Our programs are high-impact, science-based, and innovative. As a Certified Wellcoach® you become an expert facilitator of mindset and behavior change that generates sustainable healthy lifestyles, which prevent or treat disease, and foster well-being and thriving. You can impact some of the toughest challenges of our times."

- **Who Runs/Developed It**
- **Who Provides Accreditation /Seal of Approval**

- Founder and CEO is Margaret Moore.
- "Endorsed by the American College of Sports Medicine since 2004."
- "To advance the field, Wellcoaches co-founded and co-leads the National Consortium for Credentialing Health & Wellness Coaches (NCCHWC), which is launching a national certification of health and wellness coaches in 2017 in partnership with the National Board of Medical Examiners."
- The Core Coach Training and Certification Program is listed as a "NCCHWC-Approved Transition Program."

- **What It Offers**

- Education and certification.
- "What you'll learn: describe/apply key ingredients and dynamics to facilitate lasting change; elicit mindful self-awareness and insights; apply self-determination theory and motivational interviewing techniques to support clients in uncovering the autonomous motivation needed for change; leverage the science of positive psychology to help clients apply their strengths and gain the capacity to adapt to setbacks; help clients develop self-efficacy and resilience; how and when to provide expert advice or referrals to enable just-in-time learning of knowledge and skills; apply principles of goal-setting theory to help clients design engaging visions and goals that spur them to go beyond what they can do alone."

- **Who Can Apply**
- **What is Necessary for Credentialing/ Certification**

- "This training program is open to students with ANY ONE of the following: 1. an associate's degree or higher, in any area of study; 2. a license, or license equivalent, in any of the following: Certified Dental Assistant, Certified Medical Assistant, Certified Occupational Therapy Assistant, Certified Pharmacy Technician, Certified Dental Assistant, Licensed Physical Therapy Assistant, LVN/LPN, NREMT-First Responder, NREMT-Intermediate/85 or NREMT-Paramedic, Registered Respiratory Therapist, RN; or 3) no degree and a certification in any of the following, with a minimum of 2,000 hours of work experience in the field, with individuals or groups: Academy of Applied Personal Training Education, Action Personal Trainer Certification, American College of Sports Medicine, American Council on Exercise, The Cooper Institute, International Fitness Professionals Association, National Academy of Sports Medicine, National Council for Certified Personal Trainers, National Council on Strength and Fitness, National Exercise and Sports Trainers Association, National Exercise Trainers Association, National Federation of Professional Trainers, National Personal Training Institute, National Strength and Conditioning Association, Training and Wellness Certification Commission, 200-hour certified Yoga Alliance instructor.

- **Cost**
- **How Long It Takes**
- **Where It Takes Place**
- **What Is Awarded Upon Completion**

- "To meet the needs and learning preferences for all of our students, we provide two options for training: an 18-week teleclass (cost: \$1,245) or a 4-day residential session (cost: \$1595). Both courses provide the same educational content and coaching practice opportunities."
- There are "two distinct certifications based on the previous education and experience of the student: the Certified Health and Wellness Coach for health professionals and the Certified Personal Coach" for non-health professionals.

Organizations that Certify Coaches and/or Accredite Coaching Schools
(in alphabetical order)

Organization/Program	<p>American Association of Drugless Practitioners (AADP) aadp.net</p> <p>The American Association of Drugless Practitioners Certification and Accreditation Board was established in 1990. The AADP is dedicated to promoting an enhanced professional image and prestige among practitioners of traditional and non-traditional therapies and methodologies.</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation /Seal of Approval 	<ul style="list-style-type: none"> • The AADP's national and international membership body is made up of MDs, NDs, DCs, OMDs, PhDs, DDs, RNs, Herbalists, and other 'drugless' practitioners.
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Certification: "Both traditional and non-traditional holistic schools and colleges have suggested to their graduates to become board certified." The AADP is recognized by more than 70 holistic schools and colleges. • Accreditation: "The American Association of Drugless Practitioners Certification & Accreditation Board offers schools full board professional accreditation. The AADP is recognized by both, traditional and non-traditional holistic schools and colleges world-wide as an independent accrediting board for alternative health educational institutions and programs."
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • "Students who have graduated from a school or college holding professional accreditation stature by the AADP are eligible to apply for board certification." • "Any doctor or practitioner who practices "drugless" therapies or methodologies" is eligible to apply for AADP board certification.
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • "There is a one-time board certification and application fee of \$285 and a yearly fee of \$150.00 to remain a member with access to all benefits after the first year. A 'Certificate of Membership' will be issued at that time."

<p>Organization/Program</p>	<p>Center for Credentialing and Education (CCE) Board Certified Coach (BCC) www.cce-global.org/bcc</p> <p>The Board Certified Coach (BCC) credential is a mark of distinction for credential holders and a source of credibility for their clients. A BCC has met professional coaching competency standards established by CCE and subject matter experts.</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation /Seal of Approval 	<ul style="list-style-type: none"> • The Center for Credentialing & Education (CCE) is a not-for-profit organization that provides practitioners and organizations with assessments, business support services and credentialing. Created in 1995 as an affiliate of the National Board for Certified Counselors (NBCC), CCE credentials more than 25,000 practitioners globally in a variety of fields.
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Certification: "The BCC certification demonstrates to the public that a professional coach has: 1) Met educational and training requirements; 2) passed a psychometrically sound coach-specific examination; 3) obtained experience in the field of coaching; 4) professional peer references; 5) accountability to an enforceable ethics code; and 6) commitment to continuing education. The achievement of the Board Certified Coach credential solidifies the professional identity of the coach. The BCC credential is attractive to professionals who would like to provide independent third-party verification that they have achieved certain coaching competency standards."
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • The BCC credential has different requirements for different educational backgrounds. www.cce-global.org/Credentialing/BCC/Requirements • These are the requirements (U.S.) for someone with a bachelor's degree or higher in any field: • Sealed official transcript from your educational institution. • Completion of a minimum of 120 hours of professional coach training from a CCE-approved coach training provider (List of over 60 here: www.cce-global.org/Credentialing/BCC/Training) • 30 hours of post-degree coaching experience working with individuals, groups or organizations. Experience form completed by a professional coach, supervisor or colleague. • One professional endorsement. • Endorsement form completed by a professional reference. • Applicants must pass the BCC examination to be awarded the BCC credential.
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • \$279 application review fee. • \$40 annual maintenance fee for certificate holders. • "Your Board Certified Coach (BCC) certification is valid for five years as long as you comply with CCE policies and procedures. To maintain your certification, you are required to recertify at the end of five years." • "Recertification requires confirmation of 70 clock hours of continuing education accrued within your five-year recertification cycle as determined by CCE. Of the 70 clock hours, four clock hours must be earned in the area of ethics. The remaining 66 clock hours must fall within at least one of the six BCC competency areas."

<p>Organization/Program</p>	<p>International Association for Health Coaches (IAHC) iahcnow.org</p> <p>“The IAHC is a Washington, DC based organization dedicated to supporting the professional development and advancement of Health Coaches throughout the world. As the world’s largest alliance of Health Coaches and wellness professionals, we work to position Health Coaches as an integral part of an emerging preventative health care model. With this work, we aim to significantly decrease lifestyle-related chronic diseases that fuel the global health crisis, and in turn, change people’s lives.”</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation /Seal of Approval 	<ul style="list-style-type: none"> • The IAHC is currently run by a 5-person board/staff. It defines itself as “... an independent organization dedicated to the promotion of Health Coaches worldwide through certification, advocacy, and professional support.”
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Certification: “The IAHC is an independent organization dedicated to the promotion of Health Coaches worldwide through certification, advocacy, and professional support.” • “The IAHC certification distinguishes those Health Coaches who have: 1) graduated from a qualified school or been approved to take the Certification Exam, and 2) passed the International Health Coach Certification Exam. By meeting these criteria, coaches have demonstrated competency in critical coaching skills and can use the Certified International Health Coach (CIHC) designation.” • The IAHC website offers exam materials in the form of two downloadable book: the IAHC Candidate Handbook, and the IAHC Study Guide.
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • “All graduates of qualified schools are eligible to take the certification exam. If you did not graduate from a qualified school, you must apply to be approved to take the exam.” (Currently, the only “qualified” school is Institute for Integrative Nutrition. If you did not attend IIN, “then you must demonstrate that you’ve completed 200 hours of learning and 45 hours of client sessions.”) • “This certification exam gives Health Coaches the opportunity to increase their credibility. The exam tests Health Coaches on their knowledge of critical coaching skills, as well as ethical and professional health coaching standards.”
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • Cost: \$150 • Upon successful completion of the exam, health coaches receive: 1) “confirmation (email and in person at exam center) from Pearson VUE that [they] passed the certification exam”; 2) “a paper certificate mailed... within 4-6 weeks of passing the certification exam”; and 3) “a digital badge from Acclaim to display...on [their] online platforms.”

Organization/Program	<p>International Coach Federation www.coachfederation.org</p> <p>For over a decade, the International Coach Federation has been leading the development of professional coaching. More than 18,000 coaches have participated in one of ICF's three credentials, gaining coaching expertise and professional fulfillment.</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation /Seal of Approval 	<ul style="list-style-type: none"> • Professional Coach Thomas Leonard started ICF in 1995 as a nonprofit organization for fellow coaches to support each other and grow the profession.
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Certification: "With an ICF Credential, coaches demonstrate not only knowledge and skill, but also a commitment to high professional standards and a strong code of ethics." • Accreditation: "To ensure quality training, the International Coach Federation accredits coach-training programs that meet its high standards. This accreditation provides coach-training programs, and those who complete them, with a competitive edge both in their content and stature. Coaches worldwide recognize ICF as an industry leader and turn to the Association for training and continuing education. Getting your coach training program accredited or approved by ICF will give you credibility and expose your program to a wider network of coaches through its listings and searches."
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • "Anyone serious about building or maintaining a coaching business should pursue an ICF Credential and become part of this well-respected group that has chosen to regulate itself and provide accountability to clients and the coaching profession as a whole." • ICF offers three different types of credentials for coaches: Associate Certified Coach (ACC), Professional Certified Coach (PCC), and Master Certified Coach (MCC).
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • Coaches can apply for certification by taking an assessment test and providing proof of coaching hours. Requirements and cost varies depending on the type of certification for which coaches are applying. • Associate Certified Coach: costs for ICF members range from \$100-\$400; costs for non-members range from \$300-\$600. • Professional Certified Coach: costs for ICF members range from \$300-\$875; costs for non-members range from \$500-\$875. • Master Certified Coach: cost for ICF members is \$575; cost for non-members is \$775.

<p>Organization/Program</p>	<p>National Consortium for Credentialing Health and Wellness Coaches (NCCHWC) www.ncchwc.org</p> <p>We are a consensus-building collaboration of leaders representing many health and wellness coach training and education programs in the United States. For the past 6 years, we have worked diligently as volunteers to attain our vision of creating a National Certification for health and wellness coaches, built upon best practices. The vision is now a reality: eligible individuals can apply for the National Certification in early 2017.</p>
<ul style="list-style-type: none"> • Who Runs/Developed It • Who Provides Accreditation /Seal of Approval 	<ul style="list-style-type: none"> • Co-founders Karen Lawson and Margaret Moore • "The National Consortium for Credentialing of Health & Wellness Coaches (NCCHWC) and the National Board of Medical Examiners (NBME) have signed an agreement for the launch of a national certification for individual health and wellness coaches in the US. The application period for the first certification examination is expected to open in early 2017."
<ul style="list-style-type: none"> • What It Offers 	<ul style="list-style-type: none"> • Certification: "In order to earn the National Certification in the Transition Phase and the Permanent Phase, health and wellness coaches must meet...eligibility requirements...for each phase, and then pass the National Certification Examination. The examination is based upon the NCCHWC Health and Wellness Coach Job Task Analysis. The written examination will be administered throughout the United States."
<ul style="list-style-type: none"> • Who Can Apply • What is Necessary for Credentialing/ Certification 	<ul style="list-style-type: none"> • Once the permanent phase of certification is in place, candidates will need: • "1) Associates degree or higher in any field. You will need to upload a copy of your highest degree transcripts or certificates. For those who do not have a degree, the standard is still in development. • 2) A certificate of completion of an NCCHWC-accredited Health & Wellness Coach Education & Training Program... • 3) A written log of 50 health and wellness coaching sessions of at least 20 minutes in duration, and of which at least 75% of each session is devoted to coaching facilitation and not education. They may not be sessions with friends, family or classmates. They can be either paid or pro bono. Coaching log to include coded identity, date and time, session number (e.g. 1, 2, 3 etc.) and coaching topics..."
<ul style="list-style-type: none"> • Cost • How Long It Takes • Where It Takes Place • What Is Awarded Upon Completion 	<ul style="list-style-type: none"> • Fees TBD • "The National Certification will begin a process of professionalizing this emerging field, and enable the growth of an evidence base. Our hope is that reputable coach training and education programs will join this endeavor, and that the National Certification will allow proficient coaches to stand apart from coaches who have not received adequate coach training or assessment of their coaching skills and knowledge."



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