

The Wellness Coach Training Institute

The Professional's Guide to using a Wellness Coach

Educating, certifying, and supporting quality wellness coaches worldwide

What is Wellness Coaching?



“Wellness coaching is the application of the principals and processes of professional life coaching to the goals of life style improvement for higher levels of wellness.”

Wellness coaching weds the best of coaching with the best of:

- The art and science of health promotion
- Lifestyle behavior change
- Personal Growth

What do Wellness Coaches do?

“Certified Health and Wellness Coaches are professionals from diverse backgrounds and education who work with individuals and groups in a client-centered process to facilitate and empower the client to achieve self-determined goals related to health and wellness. Successful coaching takes place when coaches apply clearly defined knowledge and skills so that clients mobilize internal strengths and external resources for sustainable change.”



Who Uses Wellness Coaches?

- Physicians and Hospitals
- Employee Assistance Programs
- Disease Management Companies
- Corporate Wellness Programs
- Wellness Establishments
- Individuals seeking greater health
- Individuals with health challenges

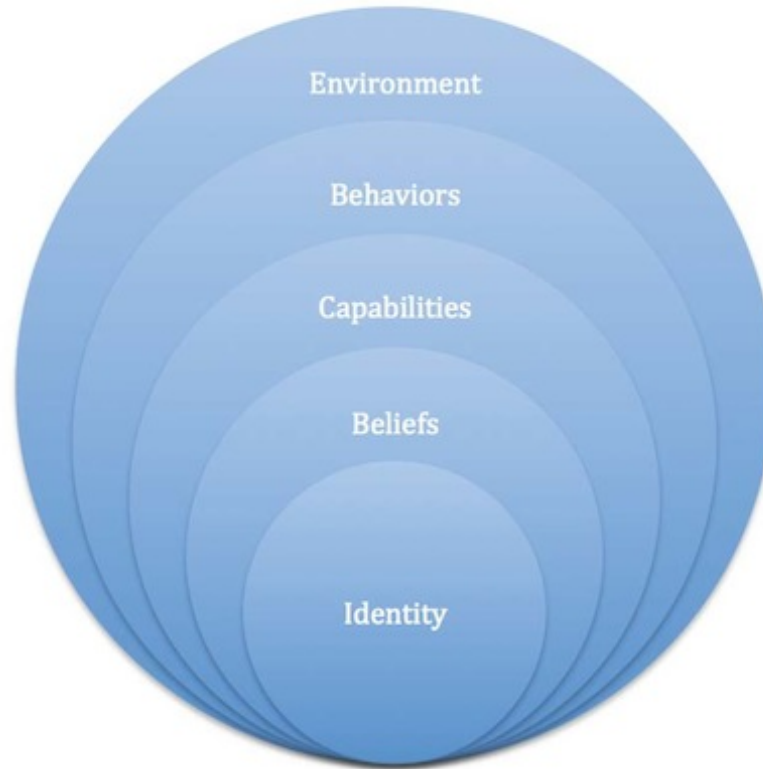


What We Know about Life Style Improvement

- Research indicates that over half of what determines our health is our lifestyle choices.
- Motivation is even more important than information.
- Medications and treatment programs work best when patients follow the programs of diet, exercise, stress management, etc. that their healthcare provider recommends.
- Many behavioral medicine and wellness programs struggle with helping patients change their lifestyle behaviors.
- Wellness coaching is different because it focuses on the ongoing coaching relationship and uses powerful coaching methodology to ensure change.
- Change happens when people are ready for it, and lasts when the process is followed entirely.



Wellness Coaching Affects Change



Lifestyle Change Affects Every Level

Wellness Coaching is now considered a “Best Practice” in Wellness Programs by leading experts.

**Dee Edington, Ph.D., Univ. of Mich.
Health Mgmt. Research Center**



**Larry Chapman, MPH
Chapman Institute**



Facts & Features



Wellness coaches are experts in lifestyle behavioral change.

Wellness Coaches can be used to support individual health from preventing the onset of problems to adapting to a health challenge.

Wellness Coaching can be designed to meet the needs and the budget of any organization.

Wellness Coaching utilizes “readiness for change” data to move an individual from his or her vision of health to the practical application of health principals.

Wellness Coaching increases utilization of existing wellness programming

What Happens in Wellness Coaching?

- A professionally-trained coach creates an alliance with clients to help them achieve lasting lifestyle behavioral change.
- The coach guides their clients in taking stock of their current level of wellness and works with them to focus on areas they will benefit most from improving.



Wellness coaching may focus on helping clients follow the “Lifestyle Prescription” that they have been advised to follow by their healthcare providers. There is greater compliance with greater alliance.

- The coach creates agreements with clients to take action steps in areas they have chosen to work on, helps them track their behavior and overcome the inner and outer barriers that may hold back success.
- Wellness coaching provides a combination of support and accountability, ensuring that clients will really do what they say they will do to improve their lifestyles.

What is Wellness Coaching like?

The coaching experience is much like climbing a mountain with an experienced guide. Mountain Guides do not climb mountains for people, they enable people to climb to new heights in places they may have never been before. They accompany their client on the journey acting as a guide, an ally, a supporter, a source of feedback and a motivator who holds a person accountable to the task taken on. Together, they attain the summit and experience increased health.



Wellness Coaches are Medical Allies

- A Wellness Coach does not prescribe or provide any form of treatment.
- The Wellness Coach is a behavioral change expert who is there to help your patients achieve the lifestyle improvements they want and that you want to see them make.



A Wellness Coach Supports the Healthcare Provider

Healthcare providers often urge their clients to lose weight, become more active, quit smoking and lessen other healthcare risks. By assisting the client in filling these “lifestyle prescriptions”, medical compliance is supported.



Ways to use a Wellness Coach

Prevention: When a Health Risk Assessment or just life tells a person that a change is needed, a Wellness Coach can assist that person as he or she makes the lifestyle changes needed to prevent a potential health challenge.

- Weight Loss
- Nutritional Changes
- Increased Activity
- Life Balance
- Stress Reduction and Coping
- Smoking Cessation



Onset –Diagnosis of a Health Challenge

When a person learns that they have a health challenge they may be frightened and full of conflicting thoughts and feelings. Though this is very natural it can also get in the way of a persons readiness to make the lifestyle changes needed to positively adapt.

A Wellness Coach can be the ally needed at times like these. The Wellness Coach supports filling the lifestyle prescription ordered by the doctor and positive forward movement.

Adapting to Health Challenges and Changes

Often, the sooner a person adapts to his or her health challenge the healthier they are. Part of the equation is education and guidance, and part of adapting is attitude. A Wellness Coach can help a person with the behavior changes and lifestyle improvements needed related to (but not limited to):

- Diabetes
- Heart Issues
- Cancer
- Mobility Issues
- Aging
- Stress related Disorders



Changes in Health & Wellness

"I think we are on the verge of a major paradigm shift in promoting health and wellness driven by coaching. Coaching provides a positive connection--a supportive relationship--between the coach and the person who wants to make a change. That connection empowers the person being coached to recognize and draw on his or her own innate ability and resources to make lasting changes for better health and well-being." - Anne Helmke for the National Wellness Institute

What to look for in a wellness coach.



- Ensure that your Wellness Coaches have been specifically trained in wellness coaching skills and methodology, not just life coaching alone.
- Look for coaches who have become certified by a reputable wellness coach training school.
- Effective wellness coaches may or may not have a medical or psychological background.
- Look for coaches who are familiar with and abide by the Code of Ethics put forth by the ICF (International Coaching Federation.)



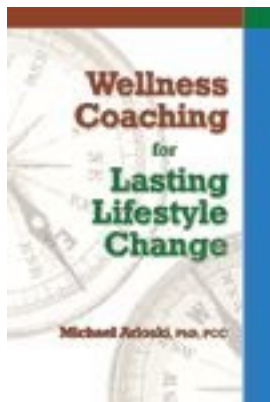
The Wellness Coach Training Institute

- Provides high quality wellness coach training to wellness professionals within wellness organizations
- Continues to set the gold standard for Wellness Coach Certification.
- Provides ongoing wellness coach training via interactive webinar and live on-location (4 times a year)
- Has the highest quality faculty - guided by Dr. Michael Arloski



Wellness Coaching for Lasting Lifestyle Change

by Michael Arloski, PhD., PCC, CWP



Dr. Arloski is the author of the first and most comprehensive book written on wellness coaching.

Wellness Coaching For Lasting Lifestyle Change, Guided by his long experience as a psychologist and wellness coach, Dr. Arloski blends the wisdom of the wellness field and the proven processes of the coaching profession: *Wellness Coaching For Lasting Lifestyle Change* shows coaches and wellness professionals how to work with their clients to help them find the motivation and achieve lasting lifestyle change.

A great resource to wellness professionals doing group and individual work at all levels – health educators, nurses, program directors, EAP's, as well as professional coaches with a niche in wellness.



Contact Us

The Wellness Coach Training Institute (WCTI)

Committed to Educating, Certifying, and Supporting Quality Wellness Coaches Worldwide.

Over 2500 wellness coaches trained world wide

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