

## Case Study Guidelines

### The intention of the case study is:

1. Primarily to show evidence of your understanding and ability to apply the Real Balance Wellness Mapping 360 methodology.
2. Show evidence of the application of Real Balance tools and, as applicable, other tools to assess, explore, design a wellness plan or map, facilitate learning and arrive at outcomes.
3. Demonstrate your awareness of the ICF core competencies: Setting the Foundation, Co-Creating the Relationship, Communicating Effectively and Facilitating Learning and Results; and the NBHWC competencies: Coaching Structure, Coaching Process (Relationship/Communication/Techniques), Health & Wellness concerns, Ethics/Legal concerns.

You are not expected to be an expert. We do expect that you have learned and can utilize the 5-stage methodology facilitated by tools and the methodology structure. Before you begin, please refer to the NBHWC Code of ethics and the ICF Core Coaching Competencies.

**Required number of coaching sessions:** six coaching sessions are required to complete the case study. You and your client may also choose to extend the coaching beyond six sessions; or you may continue to meet with your client following completion of the case study.

**Client Definition:** for our purposes a “client” is defined as someone with whom the coach has a neutral relationship and is NOT:

1. Involved in an intimate relationship with;
2. An immediate family member (spouse, partner, parent, child, sibling, etc.);
3. Involved in a relationship of unequal power (such as a manager, supervisor, employer, etc.).
4. A close personal friend or someone with whom you do not feel you can remain impartial. (NBHWC excludes friends as clients). The client may or may not be paying for coaching services. Whether the client is paying or not, it is highly recommended that you obtain a commitment from a prospective client to meet for six sessions before you begin. It is possible to create a barter with the client, wherein the client receives wellness coaching services in exchange for a commitment to six coaching sessions.

**Completion Due Date:** the case study is due up to six months from the last webinar or training day of your Health and Wellness Coach Certification training class.

**Wellness Coaching Emphasis:** for the purpose of demonstrating your competency in health and wellness coaching, the focus must be on some form of lifestyle improvement and/or medical compliance concern. This is subject to the discretion of the instructor.

**Length, Format & Content:** The *Case Study form* outlines the written structure for your case study and *is required*. The case study must be a minimum of 3 pages single spaced or the equivalent if using alternate spacing (i.e. 6 pages double spaced). You do not need to copy and paste the full content of the Case Study Form into your case study. We do recommend that you identify each of the headings (i.e. **Description of the Client, Describe the ways you went about Setting the Coaching Foundation & Creating the Alliance with your client**) and describe how you addressed each one.

**Passing Score & Case Study Marking Criteria:** the minimum passing grade for the case study is 75. Please refer to the *Case Study Marking Criteria* for guidance on how the case study will be scored and what the reviewers will be looking for and assessing.

### Case Studies Will Be Sent Back if:

- They do not meet the presentation, organization and structure requirements including:
  - The document does NOT have the coach’s name on it.
  - Case Study is not a minimum of 3 pages single spaced (criteria and guidelines set forth above).
  - The case study client is determined to be inappropriate (criteria and guidelines set forth above).
  - The Case Study is not submitted by the assigned date (please note that extensions maybe permitted upon request).
- Consulting or education dominates the focus of the client sessions. NBHWC requires coaches perform education no more than 25% of the time during any given coaching session.
- Harm’s Way – the case study describes a process that is hurtful, lays blame or fault on the client or otherwise appears to result in a negative client experience.