



What is Coaching?

While personal coaching is a proven paradigm for improving athletic and executive performance, only now is it available to support health and well-being.

Certified coaches are trained to apply core competencies of coaching psychology drawn from evidence-based behavioral psychology, counseling, motivational interviewing, positive psychology, adult learning theory, and solution-oriented therapy.

Clients think that having a coach can help them move to a new place in their lives, and help them make lasting changes happen. Having a coach is particularly powerful when you decide to fully commit to making significant changes in one or more areas of your life.

Definition of Coaching

- A close relationship and partnership with a coach, providing the structure, accountability, expertise, and inspiration to enable client to learn, grow, and develop beyond what s/he can do alone.
- A coach helps the client identify and clarify the priorities and areas for development.
- Coaches partner with their clients to help them go from Point A to Point B and clients define Point B.
- Coaches employ a diverse array of assessment, psychological, and behavior change tools to empower clients to take charge, connect with their deepest motivators, and learn how to grow and change.
- Scheduled coaching sessions, weekly or as needed, by telephone or in-person, individual or group, for three months or longer to help clients clarify where they want to go, and work with them to get there.
- Clients make sustainable changes in self-understanding, self-concept, and behavior

*Give a man a fish; you have fed him for today.
Teach a man to fish; and you have fed him for a lifetime.*

Chinese proverb



What are wellness coaches?

Wellness coaches (including executive wellness coaches) work with individuals to help them improve all areas of wellness including fitness, nutrition, weight, stress, health, and management of the life issues that impact wellness. Wellness coaches are health, fitness, and mental health professionals (e.g. fitness professionals, dietitians, nurses, physical therapists, health educators, physicians, psychotherapists) who have also completed wellness coach training and certifications from leading organizations including Wellcoaches Corporation, in partnership with the American College of Sports Medicine.

What should you look for in a wellness coach?

- Top tier health, fitness, and mental health university degrees and/or credentials in physical fitness (exercise physiology), rehabilitation, nutrition/weight, health, and counseling/mental or behavioral health.
- At least 2 years experience working one-on-one with clients and patients by phone or in-person.
- Wellness coach training/certification from leading organizations, including Wellcoaches Corporation, which teach coaching psychology skills (drawing from behavioral science, counseling, motivational interviewing, future-oriented therapy models, and life/corporate coaching), and a standardized coaching methodology and process. The wellness coaching methodology should focus on delivering sustained health behavior change.



What other kinds of coaches are available today?

Executive coaches / corporate coaches

Executive coaches or corporate coaches work with corporate executives and managers to help them improve business performance, leadership skills, interpersonal or communication skills, and better manage stress and change. Their backgrounds can include corporate leadership/management, clinical psychology, corporate training, HR management, and executive/business coach training programs.

Life coaches

Life coaches work with individuals to help them improve their quality of life and happiness. Coaching topics include career, transitions, life balance, and strengthening and adding “reserves” in all aspects of life – including financial, career, community, family, spiritual, hobbies, and wellbeing. Their backgrounds are diverse, and include life coach training and certifications from leading organizations including CoachU, Institute of Life Coach Training, CoachVille, and Coach Training Institute.

Health coaches

Health coaches are healthcare professionals, including nurses, nurse practitioners, physician assistants, and certified case managers, who work with individuals to help them manage their medical conditions and health risks. Health coaches have also completed coach training and certifications from leading organizations including Wellcoaches Corporation, in partnership with the American College of Sports Medicine.