Health & Well-Being Coaching

Course Prospectus

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A Warm Welcome to the Academy of Lifestyle Medicine

Dr Chris Johnstone and I (Dr Mark Atkinson) are delighted that you are considering training as a Health & Well-Being Coach with us. We are passionate about this emerging niche area of coaching and believe that health and well-being coaches hold the key to meeting the demand for knowledgeable and skilled coaching professionals who are able to facilitate positive, sustainable shifts in the health and well-being of their clients.

This demand presently comes from clients who are seeking support in tackling lifestyle-related illness, such as obesity, addictions, mental ill-health, diabetes, high blood pressure heart disease and stress-related illness. However emerging opportunities also exist within a wide range of fields from corporate organisations, insurance companies, national health services and sports and performance related areas to positive-ageing and preventative healthcare. What’s more as the public and private healthcare sector continues to wake up to the need to invest in the preventative healthcare of those they serve, health and well-being coaches are increasingly being used as part of the solution. BUPA for example have trained hundreds of nurses in their health coaching model and they now offer a telephone based health coaching service within the UK, Australia, Spain & France. In the USA thousands of wellness coaches work within Corporate America. We predict the same will start to happen in the UK, as British employers have a responsibility to ensure the well-being of their staff at work. Indeed NICE – the National Institute for Clinical Excellence – have issued guidelines for promoting mental well-being at work.

Simply put, Health and Well-Being coaches are at the heart of good healthcare and at the leading edge of the well-being movement that is sweeping across the world.

Are you ready to join us?
About our training programme

We offer one of Europe’s leading professional training programmes in Health & Well-Being Coaching. Our training offers a systematic grounding in the skills, knowledge and principles of coaching as applied to health and well-being. Our course has been designed to help

1. you integrate into your existing work the latest theories, research findings, assessment tools and coaching interventions from the fields of positive psychology, coaching, mindfulness, integral health and motivational interviewing

2. or alternatively transition into a new career as a Health & Well-Being Coach.

The majority of people who start this training programme will do so because they want to revitalise their professional work, become more effective at facilitating change and healing, and integrate their own commitment to wellbeing with their work.

By completing our certification training programme you will

- Receive professional recognition as a Certified Health & Well-Being Coach
- Be trained to facilitate a comprehensive health and well-being programme for your clients that draws upon accepted evidence-based methods
- Be able to enrich and expand your work to include Health & Well-Being Coaching
- Generate an extra income from your coaching services
- Be eligible to become an Associate member of the Association for Coaching
- Enhance your professional marketability
- Be supported in improving your own health and well-being
- Become part of a community of practitioners who are committed to pioneering health and well-being coaching
**Our Definition of Health & Well-Being Coaching**

We define Health & Well-Being Coaching as a dynamic and innovative approach to helping individuals access their inner resources, develop self-mastery skills and achieve their health and well-being goals. It embraces a truly holistic and multi-dimensional model of coaching, one that is ultimately designed to liberate an individual’s potential for a healthier, happier and more fulfilling life.

**The Health & Well-Being Coach**

Health & Well-Being Coaches are trained to support their clients in

- realising their health and well-being potential
- clarifying their vision, life purpose, values, goals and resources
- creating a personalised health and well-being plan
- embodying health promoting behaviours, attitudes and beliefs
- enhancing motivation by noticing resistance and working through ambivalence
- responding to ill-health in a life affirming way
- living with greater awareness, clarity, balance and vitality
- improve health outcomes, support disease prevention and reduce health risks

Rather than just focusing on helping individuals overcome ‘problems’ such as ill-health, stress, fears, fatigue, weight gain or unhappiness, a Health & Well-Being Coach is trained in a solution focused approach, one that identifies with clarity what an individual would prefer to experience in their life, and then mobilises all of the available resources to help bringing it about. Underpinning this approach is an emphasis on self-awareness, presence and integrity, as well as a familiarity with proven tools that helps enhance effectiveness.
What Opportunities are Available to you as a Health & Well-being Coach?

The opportunities for a certified health and well-being coach include:

- Developing a new career for yourself as a health and well-being coach
- Continuing to practice within your defined professional role but doing so in a more effective, fulfilling and coaching orientated way by using the skills and knowledge you have acquired
- Using your new qualification as a health and well-being coach for leveraging a change or promotion in your job.
- Expanding your range of services to include health and well-being coaching. You might decide to keep your services broad-based or alternatively provide a more specialist service such as holistic weight management, confidence enhancement, positive-ageing, personal motivation, disease prevention, or even spiritual coaching.
- Working within the corporate environment as a health and well-being coach. This might for example involve setting up a health and well-being programme for staff, or providing stress reduction and/or skills based workshops.
- Working within, or in association with a GP practice as a health and well-being coach. You could offer to do a talk on health and well-being coaching to the practice and enquire about setting up a referral system to support the patients who are under the care of the GP’s.

Other benefits of becoming a health and well-being coach include:

- Significantly increasing your income by being able to charge more because of your expanded skill set and knowledge base
- Attract more clients/patients because of your confidence and ability to assist most people in achieving their health and well-being goals.
• Increased personal wellbeing through practising the skills you teach
• Having the qualification as a unique selling point when applying for jobs or promotions
• Enhanced feelings of competency because of your ability to draw on numerous skills and tools
• Greater integrity, knowing that you are truly providing a holistic service to your patients/clients

**What are the benefits to the client/patient of using a Health & Well-Being Coach?**

Specific benefits to the individual include:

• Support and guidance in achieving and maintaining an ideal weight, smoking cessation, stress reduction, enhancing resilience, improving self-confidence, developing self-acceptance and advice on supporting and enhancing medical treatment (for example cancer treatment)
• Help in maintaining motivation and achieving health and well-being goals
• Provision of a personalised and transformational health and well-being programme
• Accessing clarity around what they really want from life and creating an inspirational and uplifting life vision.
• Helping to identify potential barriers to change and implementing strategies for overcoming them
• Assistance in accessing inner resources, creativity, strengths and values and using these to help attain their health and well-being goals.
• Develop a wide-range of skills including communication skills, social skills, emotion and thought management skills, creating healthy boundaries, making decisions and creating healthy balance
• Provide advice on creating a healthy diet, lifestyle, relationships and environment.
• Providing self-help tools for supporting an existing treatment programme and personal growth
• Breaking negative patterns of behaviour, long-standing habits and procrastination
• Developing a relationship with a coach that is supportive, inspirational, non-judgemental and effective
Course Structure

Our course consist of two parts: The Training Programme and Certification

The Training Programme

Our Health & Well-Being Coach training programme takes place over 36 weeks. It consists of 5 modules delivered via distance leaning.

- Module 1 - Integral Health & Well-Being
- Module 2 - Motivational Interviewing for Coaches
- Module 3 - Mindfulness Training for Coaches
- Module 4 - Positive Psychology for Coaches
- Module 5 - Coaching Process & Practice

Throughout the course (11 hours in total) you will also be mentored within a small group by one of the course leaders - Dr Mark Atkinson or Dr Chris Johnstone. This provides an invaluable opportunity to explore and integrate what you are learning.

Short Course Standalone Modules

Each of our first four modules can also be taken as a short standalone course. Each standalone module includes the six weekly teleclasses, two mentoring group sessions, provision of a course handbook and access to on-line learning resources related to that module for the duration of the course and for two weeks after it finishes.
Module One - Integral Health & Well-Being

What does it take to live a life characterised by an extraordinary level of health and well-being? How does working with a multi-dimensional map of the human being influence and inform our quest for health and well-being? What role does a Health & Well-being Coach have in all of this? In this module we are going to take a journey together into the world of integral health and well-being and explore these questions plus more. This module is inspirational, educational and potentially deeply transformative to your way of being and working.

The aim of module one is to

- Welcome you to the course and introduce you to the heart and soul of Health & Well-Being Coaching
- Provide an overview of our Integral Health & Well-Being Model
- Describe and share with you practical coaching-focused solutions for facilitating health and well-being

This module consists of six sections delivered by 6 once weekly teleclasses, a workbook and online learning. In addition to this you will also be practising different elements of the course content with other trainee coaches.

These are the learning objectives for this module
Section 1.1: Introduction to Health & Well-Being Coaching

Upon completing this module it is expected that you will be able to

✓ Define Health & Well-Being Coaching
✓ Discuss the underlying premises of Health & Well-Being Coaching
✓ Get clear about your own motivation for training as a Health & Well-Being Coach
✓ Provide a overview of the Global Chronic Condition Crisis
✓ See how Health & Well-Being Coaching is in alignment with and a potentially integral part of a new client-centric healthcare system
✓ Provide a succinct overview of the evidence-base for Health Coaching
✓ Explain the similarities and differences between Health & Well-Being Coaching and lifestyle medicine, life coaching, health education, counselling and other health focused approaches
✓ Define the difference between the ‘fix it / manage approach’ versus the ‘coaching / awareness/ discovery approach’
✓ Define the characteristics and competencies of the effective Health & Well-Being Coach
✓ Create SPACE for facilitating healthy behavioural changes in clients

Section 1.2: The Integral Health & Well-Being Revolution

Upon completing this module it is expected that you will be able to

✓ Define Integral Health & Well-Being
✓ Explain and describe the dimensions of the Integral Health & Well-Being Model
✓ Create a powerful vision of human flourishing
✓ Provide an overview of the approach and assessment of well-being according to various organisations including: The Office for National Statistics, Action for Happiness and Gallup

✓ Invite your clients to make an integral assessment of their somatic, cognitive, emotional, relational, soulful, spiritual and ecological dimensions of self

✓ Facilitate the awareness of which capacities and qualities of being are waiting to be birthed through your client

✓ Describe and explain the Healthy Living Pyramid

Section 1.3: Growing Up & Waking Up - The Master Key to Total Well-being

Upon completing this module it is expected that you will be able to

✓ Explain and describe what is meant by growing up and waking up and how these provide a map that can lead to total well-being

✓ Reflect upon your own process of growing up and waking up within a context of integral human development

✓ Help your clients wake up out of their stories and into the experience of Presence

✓ Support your clients in discovering self-limiting beliefs about their health and well-being and then guide them in how to bring about a mindful shift to them

✓ Invite and guide your clients to enter into a process of self-acceptance

Section 1.4: Emotional Skillfulness - Working with our Emotions

Upon completing this module it is expected that you will be able to

✓ Define emotional health and describe its component aspects

✓ Understand the purpose of emotions and their relationship to ill-health and blocked personal growth
✓ Support your clients in becoming aware of their emotion management style
✓ Explain what a healthy relationship to emotions looks and feels like
✓ Support your clients in becoming aware of their emotional avoidance control strategies
✓ Facilitate and describe the emotional processing tools cradling, honest self-expression and recapitulation
✓ Describe what stress is and help your clients become aware of their personal somatic, behavioural, cognitive and emotional stress indicators
✓ Facilitate your clients awareness of the contributing factors that are giving rise to their experience of pressure and stress

Section 1.5: The Art of Self-Care I - Meeting Our Physical Needs

Upon completing this module it is expected that you will be able to

✓ Describe and explain what self-care is and why self-care is at the heart of health and well-being
✓ Describe and explain the nine physical needs for optimal health and well-being: diet, personal hygiene, physical activity, sleep, rest, relaxation, optimal breathing, healthy mental stimulation, a healthy environment
✓ Perform and interpret a physical needs audit and use this information as a basis for a coaching conversation with your client

Section 1.6: The Art of Self-Care II - Meeting Our Emotional Needs

Upon completing this module it is expected that you will be able to

✓ Provide an overview of the human givens approach to mental and personal growth
✓ Describe and explain the nine emotional needs for optimal health and well-being: security, giving and receiving positive attention, connection with a wider community, an intimate close relationship with at least one other person, autonomy, status, competence, privacy and meaning and purpose

✓ Perform and interpret a emotional needs audit and use this information as a basis for a coaching conversation with your client

Assessment of this module is based on:

1) Passing an on-line key point revision questionnaire

2) Submission of a 500 word essay demonstrating your knowledge

3) Submission of your own integral assessment

4) Submission of a MP3 recording or transcript of a coaching conversation with you supporting a client get clarity about how to move forward once they have completed a emotional needs audit
Module Two - Motivational Interviewing For Coaches

A key role of health coaches is to help clients identify clear and achievable goals for lifestyle change. However, good intentions are often difficult to sustain; for example, around half of New Year’s resolutions are abandoned by the end of January each year. We therefore need to help our clients deepen their determination and work through sources of resistance. Motivational Interviewing (MI), an evidence-based approach widely used in health psychology, helps us do this.

The aims of module two are:

- To introduce MI as a way of helping clients become clearer about what they really want, work through mixed feelings and harness their deeper intrinsic motivations for change.

- To introduce psychological models for understanding resistance to change, so that you can more easily work with, and through, this.

- To describe, model and teach Motivational Interviewing strategies you can use in coaching consultations.

This module consists of six sections delivered by 6 once weekly teleclasses, a workbook, downloadable audio files and online learning. In addition to this you will also be practising different elements of the course content with other trainee coaches.

These are the learning objectives for this module

**Section 2.1: Introduction to Motivational Interviewing.**

Upon completing this module it is expected that you will be able to:

- Describe what motivational interviewing is and outline its core principles.
✓ Recognise how our conversations with clients can influence both their resistance to, and enthusiasm for, health-related behaviour change

✓ Provide a succinct overview of the evidence-base for Motivational Interviewing and describe how this has helped MI become one of the most widely used approaches in health psychology

✓ Explain how the Stages of Change model can be used as a map that helps us understand the process of change, and the places where change may become blocked

✓ Describe the relationship between change talk and health-related habit change, as well as provide a brief overview of research linking these

✓ Describe what readiness to change is and outline a range of factors that influence it

Section 2.2: Expressing Empathy

Upon completing this module it is expected that you will be able to:

✓ Describe what empathy is and explain how expressing empathy helps build rapport with clients

✓ Provide a succinct overview of research linking empathic consulting styles with positive client outcomes

✓ Demonstrate specific coaching micro-skills that help build empathy and express our empathic understanding, including the use of reflection, summarising, double-sided reflections and the use of evocative questions.

✓ Outline a range of methods for assessing a client’s readiness to change, including the use of open sentences, scaling questions, decision balance sheets, a menu of options and the readiness ruler
**Section 2.3: Developing Discrepancy**

Upon completing this module it is expected that you will be able to:

- Describe how motivation for change arises from discrepancy, which is the uncomfortable awareness of a mismatch between actions and values
- Support your clients to challenge themselves by drawing out the discrepancies that motivate them to change
- Demonstrate specific coaching micro-skills that help your clients find and express their deep intrinsic motivations for change (i.e. ‘the want behind the should’). These micro-skills include the ability to elicit self-motivational statements, expression of advanced accurate empathy, paradoxical reflections and expanded temporal framing
- Hold the balance between safety and challenge, so that clients feel supported to explore their concerns about their own health-threatening behaviours without feeling judged or shamed

**Section 2.4: Rolling with Resistance**

Upon completing this module it is expected that you will be able to:

- Describe how MI can strengthen a coach’s capacity to work with client resistance and help protect them from falling out with, and losing, clients.
- Explain how resistance can be used as a signal that helps us attune to our clients, rather than seen as an obstacle to be pushed through.
- Demonstrate the ability to ‘roll with resistance’ in response to conflict with clients, through use of advanced empathy and avoiding argumentation
Outline a range of common sources of resistance to health coaching and lifestyle change, explaining how apparent lack of motivation can be understood both in terms of conflicting motivations and low confidence that change is possible.

Section 2.5: Building Confidence for Change

Upon completing this module it is expected that you will be able to:

✓ Describe how readiness to change is based on both the desire for something to be different and the client’s confidence that they can make such a change
✓ Distinguish between the first phase of MI, which is about strengthening commitment for change, and the second stage, which is about building confidence
✓ Demonstrate coaching micro-skills that help clients strengthen their self-efficacy

Section 2.6: Applying Motivational Interviewing in Coaching Consultations

Upon completing this module it is expected that you will be able to:

✓ Distinguish between the spirit, the principles and the techniques of MI
✓ Demonstrate how the practice of MI can help clients find their enthusiasm and confidence for health-promoting lifestyle change even these initially appear to be lost
✓ Describe common pitfalls of practice, and demonstrate ways of preventing these

Assessment of this module is based on:

1) Passing an on-line key point revision questionnaire
2) Submission of a 500-word essay demonstrating your knowledge
3) Submission of a MP3 recording or transcript of a coaching conversation where you demonstrate the use of MI to help a client who has mixed feelings about whether to proceed with health coaching
Module Three - Mindfulness & Presence-Based Training for Coaches

In Health & Well-Being Coaching our level of presence and ability to be fully aligned with the moment is more important than knowledge. When we work from presence the whole coaching process flows and feels so much better. It is a truly liberating and effective way of being in the world and that is why we are so delighted to be exploring mindfulness and presence with you in this module.

Mindfulness is the practice of paying attention to our present moment experience with a welcoming attitude of curiosity and openness. By becoming mindful we start to watch what we do as we do it. Shifting into this observer position provides a vantage point from which we can disengage unhelpful habits and thought patterns and consciously make wiser, more effective decisions.

More than 2500 scientific research studies worldwide have revealed the mental and physiological benefits of the mindfulness process. Key benefits include a significant improvement in focus, concentration and attention, greater personal and inter-personal effectiveness, enhanced ability to cope with pressure and stress, and maintaining a sense of inner peace, balance and presence even in the midst of a busy work life.

The UK National Institute of Clinical Excellence (NICE) also now recommends mindfulness for patients that have suffered from three or more major episodes of depression.

When mindfulness is practiced in a way that is fully allowing of the present moment experience it becomes a gateway to Presence. Presence is a state of high resourcefulness, clarity and present moment awareness. If you have ever been deeply present and felt completely in alignment with the moment then you have experienced Presence. Coaching
mindfully and from this state of Presence is a truly enriching and transformative experience

At a professional level coaches who embody Presence and practise mindfulness are able

- To facilitate a deeper level of change and transformation
- To listen more attentively
- Be more empathic
- Focus more easily
- Manage emotional states more effectively
- Communicate more clearly
- Find solutions more effectively
- Access intuition more easily

The aim of module three is therefore to

- Introduce you to the practice of mindfulness, share the research on its effectiveness and provide you with a series of experiential practices to increase your level of mindful awareness
- Guide you in developing the quality of presence within yourself
- Explore how mindfulness, heartfulness and presence enriches the coaching relationship
- Share some simple practices for teaching to your coaching clients

This module consists of six sections delivered by 6 once weekly teleclasses, 40 minutes of home practices, a workbook, downloadable MP3’s and online learning. In addition to this you will also be practising different elements of the course content with other trainee coaches.
These are the learning objectives for this module

**Section 3.1: Introduction to Mindfulness**

Upon completing this module it is expected that you will be able to

- Define mindfulness and describe its importance and application in work, life, relationships, coaching and service work
- Provide a succinct overview of the research & benefits of mindfulness in relationship to health and well-being
- Distinguish between the 3 levels of experience - the somatic, cognitive and emotional
- Explain the concept of automaticity and mindlessness and how this limits our capacity for health and well-being
- Identify and know how to address the most common blocks to mindfulness
- Understand and explain the concepts of attachments and aversions
- Commence a personal mindfulness based practice

**Section 3.2: Cultivating Mindfulness**

Upon completing this module it is expected that you will be able to

- Use and explain a variety of practices for cultivating mindfulness
- Integrate mindfulness based practices into your own daily routine
- Start becoming aware of your self-limiting behaviours and habits through mindful awareness
- Describe a variety of life awareness practices
- Incorporate life awareness practices into your daily routine
Section 3.3: Awakening to Presence through the Mind

Upon completing this module it is expected that you will be able to

✓ Describe and facilitate a sitting meditation practice in which your full inner experience is witnessed and observed
✓ Use self-observation to work effectively with habits
✓ Describe and facilitate the shift from identification with the mind’s stories to Presence
✓ Start letting go of attachments and aversions and teach your clients to do the same

Section 3.4: Awakening to Presence through the Body

Upon completing this module it is expected that you will be able to

✓ Describe how the body provides us with valuable information that can be used within the coaching process
✓ Support your clients in becoming somatically more aware and literate
✓ Describe and facilitate the body scan meditation
✓ Notice your somatic response to others with an attitude of welcoming acceptance
✓ Describe and facilitate the instant presence process – a practice that brings us into presence by shifting our attention into different parts of the body

Section 3.5: Awakening to Presence through the Heart

Upon completing this module it is expected that you will be able to

✓ Define heartfulness and describe its importance and application in work, life, relationships and service work
✓ Access Presence through the gateway of the heart
✓ Shift your attention to and relate to your client and your experience from the heart
✓ Describe and facilitate the deep empathy process
✓ Describe and facilitate the big heart meditation
✓ Integrate heartfulness based practices into your own daily routine
✓ Apply heartfulness in the coaching process

Section 3.6: Applying Mindfulness in Coaching

Upon completing this module it is expected that you will be able to

✓ Understand the myriad of ways that mindfulness and a presence-based can be used and applied to the coaching relationship
✓ Use a mindful approach within your coaching sessions
✓ Reflect upon work as a coach mindfully
✓ Develop a more compassionate, patient and accepting stance to yourself and your clients
✓ Identify and proactively address the potential client barriers to integrating a mindfulness approach

Assessment of this module is based on:

1. Passing an on-line key point revision questionnaire
2. Submission of a 6-week mindfulness reflection and exploration diary
3. Submission of a MP3 recording or transcript of a coaching conversation with you facilitating one of the practices with your client
Module Four - Positive Psychology for Coaches

Positive Psychology applies scientific method to the task of cultivating the positive side of human experience, including positive emotions, desirable strengths and qualities, resilience and positive relationships. This module explores the role of positive psychology in coaching for health and wellbeing.

The aims of module four are to:

- Introduce positive psychology and its application in a coaching context.
- Describe, model and teach positive psychology interventions to help clients cultivate positive emotions, improve mood, strengthen resilience, enhance relationships and increase levels of meaning, engagement and fulfilment in life.

This module consists of six sections delivered by 6 once weekly teleclasses, a workbook describing key interventions as well as practices for personal use, downloadable MP3's and online learning. In addition to this you will also be practising different elements of the course content with other trainee coaches.

These are the learning objectives for this module

Section 4.1: Introduction to Positive Psychology for Coaches

Upon completing this module it is expected that you will be able to:

- Outline the development and core themes of positive psychology, describing ways it can be applied within health coaching
- Explain how positive psychology is different from positive thinking, and how negative thinking can make important contributions to our happiness
✔ Provide a succinct overview of research linking positive emotions with improved health outcomes and describe possible mechanisms for this link
✔ Describe Seligman’s PERMA model of human flourishing
✔ Describe the impact of decision making style on life-satisfaction

Section 4.2: Cultivating Positive Emotions

Upon completing this module it is expected that you will be able to:

✔ Outline Seligman’s formula for happiness and three paths to life satisfaction
✔ Demonstrate a range of practices to evoke positive emotion, and briefly outline the evidence base showing they are effective
✔ Describe how positive emotions can be independently cultivated in relation to the three time zones of past, present and future
✔ Describe the social significance of gratitude, including its role in building trust, co-operative behaviour, improved relationships and positive mood

Section 4.3: Increasing Meaning and Engagement

Upon completing this module it is expected that you will be able to:

✔ Describe the difference between pleasure and gratification, and explain what is meant by the hedonic treadmill
✔ Identify the key ingredients needed for flow experiences, briefly outline research linking flow with life satisfaction and be able to help your clients experience flow more often
✔ Support your clients to identify their strengths, through use of positive history taking and readily available questionnaires
✓ Demonstrate how to help clients strengthen meaning and engagement in their lives, so that they can increase their levels of fulfilment

Section 4.4: Strengthening Resilience

Upon completing this module it is expected that you will be able to:

✓ Outline the core components of the Penn Resilience Programme as well as the evidence base supporting its role in preventing depression and anxiety
✓ Support your clients to develop learned optimism through use of simple, proven self-help practices
✓ Apply the ‘self-help SSRI’ model as a framework for helping clients recognise how their resilience is linked to strategies, strengths, resources and insights they can develop
✓ Through the use of reframing and recasting of narratives, support your clients to recover from setbacks and experience post-traumatic growth

Section 4.5: Positive Relationships, Teams and Organisations

Upon completing this module it is expected that you will be able to:

✓ Demonstrate how our response to good news is a key moment in communication, with some responses strengthening relationships while others undermining them
✓ Map out the key ingredients of interpersonal intelligence, applying this to coaching consultations in identifying factors that help improve relationships with clients
✓ Apply positive psychology when working with teams, communities and organisations, drawing on research into factors that promote collective wellbeing
Section 4.6: Flourishing and Accomplishment

Upon completing this module it is expected that you will be able to:

✓ Support clients to improve performance and increase their sense of accomplishment
✓ Apply a research-based approach to optimal performance when looking at how we can improve our own practice as coaches
✓ Integrate what we have learnt, outlining the range of ways we can apply insights and practices from positive psychology to our work as coaches

Assessment of this module is based on:

• Passing an on-line key point revision questionnaire
• Submission of a 1000 word reflection on your experience of applying at least three different positive psychology practices in your own life
• Submission of a MP3 recording or transcript of a coaching conversation with you facilitating one of these practices with your client
Module Five - Coaching Process & Practice

Working as a coach is a deeply fulfilling and creative way of helping clients. Whilst the earlier modules have provided you with some content relating to health and well-being, this module focuses on process. Mastering process (this of course takes a lot of time and practice) is the key to successful coaching and positive behavioural change.

The aim of module five is to

- Outline in detail the component aspects of the entire coaching process
- Support you in becoming confident in the coaching process
- Help you become a successful health and well-being coach

This consists of twelve sections delivered by 12 once weekly teleclasses, a workbook and online learning. In addition to this you will also be facilitating/receiving coaching sessions with other trainee coaches, as well as continuing to take part in your mentor support group.

These are the learning objectives for this module

**Section 5.1: Ethics, Standards of Conduct & Risk Management**

Upon completing this module it is expected that you will be able to

- Provide an overview of the Academy of Lifestyle Medicine’s code of ethics and standards of practice for Health & Well-Being Coaches
- Be clear on what to do if your client needs therapy
- Define boundaries around your therapeutic work and your coaching work
✓ Be aware of the legal risks involved within the coaching process and be clear about how to proactively minimise them
✓ Be aware of the things you should avoid doing within your coaching practice
✓ Understand the need for liability insurance

Section 5.2: The Coaching Agreement

Upon completing this module it is expected that you will be able to

✓ Confidently assess whether the needs of a potential client match your services and skills as a coach
✓ Use our templates to create a coaching agreement document that outlines
  ➢ What Health & Well-Being Coaching is and is not
  ➢ Your fee structures and options, scheduling and cancellation of appointments, length of sessions, confidentiality, in-person, e-mail or telephone appointments and other practical issues
  ➢ The responsibilities of you as a coach and your client within the coaching relationship

Section 5.3: The Coaching Partnership

Upon completing this module it is expected that you will be able to

✓ Establish trust and safety within the coaching relationship
✓ Demonstrate professional standards, reliability, authenticity and respect
✓ Become aware of your clients dominant learning style and how to adapt to it
✓ Champion the client’s learning and action steps into new behaviours
✓ Appreciate and respect clients’ unique values, learning style and pacing of behaviour change

✓ Understand the need to ask permission to coach clients in challenging and sensitive areas

✓ Clearly reflect that the agenda is set by the client and not the coach and that the goals and action steps are based on client’s values, focus and desired outcome

✓ Understand the appropriate use of referrals to other support professionals

**Section 5.4: Listening & Communication**

Upon completing this module it is expected that you will be able to

✓ Identify your own dominant communication style

✓ Pre-empt and work around common barriers to communication and listening

✓ Develop cultural competency by adapting to cultural influences on communication using the RESPECT model

✓ Evaluate your own listening skills

✓ Demonstrate curiosity, inquiry and powerful questions in the process of respectful exploration

✓ Effectively utilize active listening, including reflecting and clarifying in the coaching conversation

✓ Attend to verbal as well as non-verbal communication and noting consistencies and inconsistencies

✓ Use reframing, metaphor, analogy, acknowledging, appreciation, articulating what is happening, interpretation and brainstorming in a respectful manner that deepens the client’s awareness
✓ Appropriately utilize bottom-lining, interrupting and refocusing for the sake of client’s goals and agenda
✓ Adapt your approach to telephone-based coaching

**Section 5.5: Guiding the Agenda, Vision & Goal Setting Process**

Upon completing this module it is expected that you will be able to

✓ Engage your client in setting an agenda
✓ Support the client in exploring and clarifying their health and well-being vision
✓ Demonstrate visioning tools that enhance a sense of possibility and commitment
✓ Help your clients set goals that are SMART (specific, measurable, agreed, realistic and time phased), PURE (positively stated, understood, relevant and ethical) and CLEAR (challenging, legal, environmentally sound, appropriate and recorded)

**Section 5.6: Action Planning**

Upon completing this module it is expected that you will be able to

✓ Use the GROW model to guide your work with your clients
✓ Brainstorm options with your clients for effective action steps
✓ Help clients identify and access the inner and outer resources available to them
✓ Identify the barriers to change and potential obstacles to success
✓ Make if-then plans to maximise the likelihood of success
✓ Specify and summarize action steps with clients
✓ Support client in producing a personalised health and well-being plan with results that are attainable, measurable, specific and have target dates
✓ Support clients in the use of evidence-based problem solving processes
Section 5.7: Managing Progress & Accountability

Upon completing this module it is expected that you will be able to

✓ Hold clients accountable for goals, action steps and follow through
✓ Give effective feedback
✓ Acknowledge both small action steps and the fulfilment of larger health goals with clients
✓ Reconnect the client’s action steps and goals with their optimal health vision
✓ Celebrate successes as well as learning opportunities
✓ Reassess success/ relapse/ lapse/ recycle and determine next steps in the coaching process
✓ Re-establish goals, action steps and accountability
✓ Assist the client, as needed, in selecting a focus for investigation in the coaching session

Section 5.8: Coaching Clients with Chronic Conditions

Upon completing this module it is expected that you will be able to

✓ Understand how medical, health, well-being and CAM interventions can be integrated into a coaching approach
✓ Define what client population your licensure enables you to work with
✓ Know where to access evidence-based health resources
✓ Provide your client - if you are licensed to treat clients and once permission has been acquired - with specific tailored guidance for weight management, smoking cessation, lowering blood pressure, COPD, coronary heart disease, depression, anxiety, diabetes and chronic pain
✓ Work effectively with other health professionals and organisations

Section 5.9: Coaching Groups

Upon completing this module it is expected that you will be able to

✓ Understand the group coaching process and its advantages in respect of facilitating positive changes in health behaviour
✓ Identify the potential challenges and work with those challenges in effective ways
✓ Know how to adapt the coaching process to coach groups
✓ Know how to coach groups virtually – either via skype or telephone

Section 5.10: How to Create a Thriving Coaching Practice

Upon completing this module it is expected that you will be able to

✓ Describe the 5 key parts and processes of every successful coaching business
✓ Get clarity about your target market and their needs
✓ Get clear about what value you offer and what to charge
✓ Learn effective strategies for maximising your value
✓ Create a one-page business plan
✓ Explore six proven marketing strategies – including networking, direct contact and follow-up, public speaking, writing and publicity, promotional events and advertising
✓ Describe what you do and explain it ways that engage others
✓ Leverage other people and relationships to generate clients for you
✓ Start harnessing the power of the Internet and social media
✓ Identify and start to use the assets and resources you already have
**Section 5.11: Maintaining Excellence in Health & Well-Being Coaching**

Upon completing this module it is expected that you will be able to

- Identify and measure relevant health and well-being outcomes for your clients
- Audit your work and know how to keep good records
- Be clear on what level of mentoring, support and continuing professional development you need
- Explore and come to understand the iteration cycle – a form of reflective assessment designed to refine and improve what you do

**Section 5.12: Coaching Practice**

Upon completing this module it is expected that you will be able to

- Feel confident in your understanding of the complete health and well-being coaching process
- Start bringing together and integrating everything that you have learnt so far
- Know how to adapt what you do to the environment you work in or intend to work within
- Get clear about what you need to do in order to become Certified as a Health & Well-Being Coach

Assessment of this module is based on:

- Passing an on-line key point revision questionnaire
- Submission of your one-page business plan
- Submission of a MP3 recording or transcript of a vision and goal setting session and also a action planning session with the same client
The Certification Process

There are two levels to the certification process: the first involves being awarded a Certificate of Completion confirming you have completed the training programme. The second level involves passing an assessment process in which you provide evidence that you have the experience and competence to be accredited as a Health and Well-Being Coach.

Certificate of Completion

A Certificate of Completion is awarded for each module, and upon completion of the training programme, provided that you have attended all the teleclass sessions involved. If any session is missed, a recording will be available on-line. Watching this, and then submitting a 300-word summary of the session, will count as attendance.

Certificate in Health and Wellbeing Coaching

Having completed the 36-week training programme you are then eligible to enter into our certification process, which leads to a qualification in Health and Wellbeing Coaching accredited by the Academy of Lifestyle Medicine. The certification process must be completed within six months of completing the five modules. The process involves

1. Providing evidence of a minimum of 40 hours of coaching clients on health and well-being related issues. An example log book will be provided
2. Attending the five modules and achieving Certificates of Completion in them all.
3. A pass in each module assessment
4. Providing a MP3 recording of a full 50 minute client session
5. Facilitating a 30-minute telephone based coaching session in the presence of a course teacher
6. Submitting a statement of competence, where you describe the types of work you intend to include in your health and wellbeing coaching practice, the competencies that enable you to do this, areas of work you are not qualified for, and identification of learning needs for continuing professional development.

7. Passing an interview with a member of the Certification Panel of the Academy of Lifestyle Medicine. The interview is based on discussing your statement of competence and progress on the course.

Upon successful certification you will be awarded with a Certificate in Health & Well-Being Coaching and a one-year membership to The Academy of Lifestyle Medicine. You will be required to have professional indemnity insurance in place for as long as you are accredited by The Academy.
**Dates of next course**

Our course HWC101 commences with the first teleclass on

**Tuesday 6th March 2012 19.30 to 21.00 GMT**

All of the subsequent teleclasses are held on Tuesdays at the same time. There will be a holiday period in August each year, with no teleclasses or mentor groups that month. The programme continues again at the beginning of September.

The standalone modules are on the following dates in 2012:

- Module 1 - Integral Health & Well-Being 6th March – 10th April
- Module 2 - Motivational Interviewing for Coaches 17th April – 22nd May
- Module 3 - Mindfulness Training for Coaches 29th May – 3rd July
- Module 4 - Positive Psychology for Coaches part 1: 10th July – 24th July and then August break, followed by part 2: 4th Sept – 18th Sept
**Investment**

**The Training Programme**

The Health & Well-Being Coach Training programme is £1800 GBP. This can either be paid in full or alternatively we also offer a payment plan consisting of 8 monthly payments of £250 each. All prices include VAT.

If the course is paid for in full before the

- 24th January 2012 we will provide you with a £100 discount
- If you are an associate or member of the Association for Coaching (AC) and pay in full before 24th January 2012 we will provide you with a £200 discount.

The above costs include Certificates of Completion if all teleclasses have been attended.

**Certification**

As the professional level certification involves an additional assessment process, there is a charge of £350 that is payable on application to receive this certification.

**Stand Alone Courses**

The standalone modules cost £250 each, payable in advance, with a £25 discount for AC members.
Continuing Professional Development (CPD)

Continuing Professional Development (CPD) is a continuing learning process for coaches, which enables you to meet the needs of your clients by delivering high quality coaching - whilst also maintaining, expanding and fulfilling your own potential.

In order to retain your certified status as a Health & Well-Being Coach you will be required to achieve a minimum of 30 hours of Continuing Professional Development (CPD) each year. One CPD credit equals one hour of educational activity. Within the credit minimum of 30 total credits, 15 credits must be “external” and the remaining 15 relating to “personal” activities.

External Activities
This includes mentoring (minimum of 6 credits / year), lectures, workshops, retreats, distance learning programmes, teaching, published article (8 credits), published book (8 credits), contribution to the running of the Academy (maximum 4 credits), conferences and courses organised by The Academy and other approved providers.

Personal activities
This includes reading books, journals and personal development practices.

You will be required to keep a CPD diary which will record all CPD events and practices. The CPD year runs from the day that you are accredited.

A commitment to ongoing CPD and personal and professional growth is required in order to retain your annually renewable status as a Health & Well-Being Coach.
You will be offered the opportunity to renew and required to provide evidence to support your ongoing status every 12 months. In the event that renewal does not happen for any reason you will not be authorized to claim or state that you are a Certified Health & Well-Being Coach with the Academy of Lifestyle Medicine

**Coaching Supervision**

This service allows you to reflect on your work with a senior Academy coach and to receive support and guidance as needed. Regular sessions are conducted between the coach and their supervisor, which provide an opportunity to review his/her coaching activities and reflect upon any issues that emerge. This may involve discussion of particular cases. As a minimum guideline this CPD programme recommends a one-hour supervisory session for every ten of your coaching hours (if you are inexperienced) or a one-hour supervisory session for every twenty hours (if you are experienced).

**Short Courses / Workshops**

Throughout the year The Academy of Lifestyle Medicine will be running a variety of workshops, conferences and an annual retreat which can be taken as part of your CPD.
Frequently Asked Questions

Who can become a Health & Well-Being Coach?

If you are committed to creating a healthy and fulfilling life and helping others to do the same then you would be welcome to consider applying for our programme. We anticipate our future students will come from a wide variety of backgrounds ranging from coaches, nurses, CAM therapists and fitness professionals to expert patients and health and fitness enthusiasts.

How to apply

If having read this prospectus you want to apply to enter our training programme then please e-mail us for an application form. Our e-mail address is admin@academyoflifestylemedicine.com

Following a review of your application form we will then arrange a short call with one of our faculty to find out more about you. This will also provide an opportunity for you to ask us questions. Following this we will e-mail you back with either an offer of a place on our training programme or if we decide that you are not suited to our course or vice versa we will e-mail you with our reasons why.
Cancellations & Refunds

If having signed up for the course a life situation arises that means you are unable to complete the course we will offer you a place on the next available course. We anticipate running two or three a year. Alternatively:

- If you cancel more than a month before commencement of the course you will be entitled to receive a refund minus an administration fee of £100
- If you cancel less than a month before commencement of the course you will be entitled to a refund minus an administration fee of £250
- If you cancel during the course, you will need to pay for any module you have started, plus a administration fee of £250

Payment for any individual courses needs to be received 2 weeks in advance of that course commencing.

What coaching body are you affiliated with?

We are organisational members of The Association for Coaching - www.associationforcoaching.com. Launched in July, 2002, the Association for Coaching's Vision is "to be the leading membership association for Professional Coaches and Organisations involved in Coaching or related Training to enable individuals and businesses to develop, expand and achieve their goals". Once you have completed your training and become certified you will be able to join as an affiliate member.
Are you registered with any Government-maintained organizations?

Yes. We are registered with the UK Register of Learning Providers (UKRLP), a database of legally constituted training organisations, maintained by the Government’s Department for Education and Skills. Our registration number is 10022624.

How many hours work will I need to commit to the programme?

On average you will need to set aside 4 to 5 hours per week. This covers the personal development practices, the coaching practice, reading and assignments.

Who will be delivering the training programme?

The training will be delivered by myself Dr Mark Atkinson and my colleague Dr Chris Johnstone. Our biographies are on pages 46 and 48.

How is the teaching delivered?

In addition to a weekly teleclass, and two mentoring group sessions per module, you will also be provided with access to our online learning area in which you will be able to access a lot of additional resources. You will also receive a course manual.
What happens if I miss a teleclass?

That’s ok because we record each teleclass. You simply listen to it and submit a 300-word summary of the session content within two weeks of the module finishing in order to count as attendance.

Can you tell me more about the mentor groups?

To help consolidate your learning and to provide you with more personalized support, each student will become part of a pod of students, which will be lead by one of the course leaders. You will come together via teleconference as a group for every three weeks for the duration of the course. There will be an additional final mentor group at the end of the course (so eleven sessions in all). Those participating in shorter standalone modules would have two mentor group sessions as part of that course.

What are the benefits of being a member of The Academy of Lifestyle Medicine?

All qualifying students automatically receive their first year membership free to The Academy of Lifestyle Medicine. After the first year, their will be an annual renewal charge of £50. This will entitle you to continue practicing as a Health & Well-Being Coach. In addition to this you will receive our bi-monthly newsletter, have your work details promoted on our website and be provided with discounts on our other courses and workshops.
How can I find it more about Dr Mark Atkinson’s and Dr Chris Johnstone approach to health and well-being?

The following books will give you a good taste of their approach. All of the books can be purchased from www.amazon.co.uk

- **True Happiness** by Dr Mark Atkinson, Piatkus Books (7 April 2011)
- **Find Your Power** by Dr Chris Johnstone, Permanent Publications (2nd Ed, 2010)
About the Director of the Academy of Lifestyle Medicine - Dr Mark Atkinson

Dr Mark Atkinson is one of the UK’s leading specialists in integral approaches to positive lifestyle change, resilience and human potential development. His passion and expertise is in helping people to flourish by supporting them in actualising their personal and professional potential. In his down to earth, pragmatic way, Mark invites us to make the leap from living within the walls of our self-limiting stories to embodying a more expansive, empowering story one rooted in freedom, authenticity and possibility. Facilitating this shift is at the heart of his work.

Trained initially in medicine, Mark went on to build on his medical foundations by exploring what a comprehensive, integral model of health and well-being would look like - one that fully integrates the multiple dimensions of the human being - the physical, emotional, psychological, relational and ecological. And more importantly - what it takes to embody it and live it. This has been his personal and professional focus for the last 12 years. Out of this work was born his human potential coaching approach and his commitment to advancing the practice of lifestyle medicine.

The Academy of Lifestyle Medicine

In 2011 Dr Atkinson founded the Academy of Lifestyle Medicine a positive lifestyle change and personal development company. The Academy offers a wide range of services including coach training programmes, coaching services, corporate in-house training programmes, personal development workshops and mindfulness training courses.
**Health & Well-Being Books**

Dr Atkinson is the author of the bestselling book The Mind-Body Bible and also True Happiness - Your Complete Guide to Emotional Health and Holistic Health Secrets for Women.

**Education & Training**

Dr Atkinson received his medical degree from Imperial College School of Medicine in London and his Bachelors degree in Clinical Pharmacology & Toxicology from the University of London. He has subsequently trained in as a Mindfulness Teacher and also attended courses in Acceptance & Commitment Therapy, the Human Givens Approach to Mental Health, Functional Diagnostic Medicine and Hypnotherapy.

**Memberships**

Dr Atkinson is a Fellow of the Royal Society for Public Health and member of The American College of Lifestyle Medicine and the Association for Coaching. Mark is also the co-founder the British College of Integrative Medicine, Europe's first provider of accredited training in integrative medicine for doctors and nurses.

His websites include:

[www.drmarkatkinson.com](http://www.drmarkatkinson.com)

[www.discovertruehappiness.com](http://www.discovertruehappiness.com)
**About the course Co-Director, Dr Chris Johnstone**

Dr Chris Johnstone is a leading specialist in the psychology of resilience, happiness and positive change, with more than twenty-five years experience in helping people find their strengths, enhance wellbeing and improve their lives.

Trained initially in medicine and psychology, Chris began his journey of exploring lifestyle medicine by attending the founding conference of the British Holistic Medical Association in 1983. He became involved in coaching for health and wellbeing when he pioneered the role of stress management clinics in GP surgeries in the early 1990’s. Much influenced by his training in Humanistic Psychology and Motivational Interviewing, he applied a health-coaching model when working over many years in an NHS addictions team.

He has offered trainings in Motivational Interviewing since 1998 and Positive Psychology since 2005, when he set up one of the first Positive Psychology education programmes in Europe. Working as a Senior Teaching Fellow at Bristol University, he has played a leading role in training health professionals in health behaviour change. In 2010, he was included in the Independent on Sunday’s Happy List, which identifies people making significant contributions to wellbeing in the UK.

**Health & Well-Being Books**

Dr Chris Johnstone is the author of *Find Your Power* - a toolkit for resilience and positive change (2nd Ed, Permanent Publications, 2010) and co-presenter of the audiobook *The Happiness Training Plan*. His next book *Active Hope* (New World Library, April 2012) addresses the psychology of sustainability and is co-authored with US writer Joanna Macy.
**Education & Training**

Dr Chris Johnstone graduated in medicine with distinction in 1986, after a first degree specialising in psychology (both University of London). Training as a GP, he was awarded the MRCGP post-graduate qualification in 1992. He has Certificates in Counselling Skills and Groupwork Skills as well as a Diploma in Humanistic Psychology and Facilitation. He has trained in a wide range of psychological intervention approaches, including coaching skills, family therapy, motivational interviewing, positive psychology and solutions focussed therapy.

**Memberships**

Chris is a member of the Association for Coaching, and was a keynote speaker at their 2011 conference on Resilience. He is also a member of the British Holistic Medical Association.

His websites include:

**www.coaching4positivechange.net**

**www.coaching4doctors.com**

**www.chrisjohnstone.info**