Health Coach Certification Program
Curriculum Overview

FUNDAMENTAL COACHING COMPETENCIES

• Establishing and Maintaining a Coaching Agreement
• Co-creating a Personalized Plan
• Coaching Structure, Mindset, Relationship, and Presence
• Cultivating Learning and Growth
• Evoking Awareness (both Coach and Client)
• Rapport Building
• Behavior Change Fundamentals
• Motivational Interviewing
• SMART(ER) Goals
• Coaching Clients with Chronic Conditions
• Coaching Diverse Populations
• Ethics and Scope of Practice (HIPAA, Risk Management, Liability Insurance...)

POSITIVE PSYCHOLOGY PRINCIPLES

• Positive Psychology Fundamentals
• Effectiveness of Positive Psychology Coaching
• Coaching to the Positive Emotional Attractors (PEAs)
• Vision Creation
• Character Strengths and Virtues
• Leveraging Character Strengths and Past Successes

MIND-BODY MEDICINE

• Introduction to Mind-Body Medicine
• Meditation
• Mindfulness
• Breathing Basics
• Stress Transformation
• Imagery
• Power of Imagination
FUNCTIONAL MEDICINE COACHING & HEALTHY LIFESTYLE EDUCATION

- Introduction to Functional Medicine
- The Functional Medicine Operating System
- Digestion and Immune Basics
- Impact of Stress on Health
- Improving Hormone Balance
- Creating Energy
- Sustaining Brain Health
- Supporting Mitochondria
- Sleep from a Functional Medicine Perspective
- Exercise and Movement from a Functional Medicine Perspective
- Toxins and Illness
- Immune Dysregulation and Autoimmune Conditions
- Understanding Mood Disorders from a Functional Medicine Perspective
- Receiving Referrals for Functional Medicine Coaching

FUNCTIONAL NUTRITION

- IFM Food Plans:
  - Phytonutrient Spectrum
  - Core Food Plan
  - Elimination Diet
  - Cardiometabolic Food Plan
  - Mito Food Plan
  - Low-FODMAP Food Plan
  - Detox Food Plan
- Diet, Nutrition, and Lifestyle Journal
- Balancing the Microbiome
- Intermittent Fasting, Meal Timing, and Ketogenic Dietary Approaches
- Intestinal Permeability and Dysbiosis
- Food Reactions
- Gut-Healing Foods

COACHING IN ACTION DEMONSTRATION

- Rapport Building
- Coach Approach vs. Expert Approach
- Motivational Interviewing
- Case Studies
BUSINESS CONSIDERATIONS

- Mindset
- Overcoming Fears
- Group Coaching
- Marketing Basics
- Finance Basics
- Discovering Your Niche
- Intellectual Property, Copyrights, and Trademarks
- Getting Hired
- Getting Paid

KEY TOPICS COVERED WITHIN LIVE TRAINING SESSIONS

- Rapport Building
- 8 Tasks of Motivational Interviewing
- Prioritizing Positivity
- Grounding Oneself
- Scope of Practice
- Coach Approach
- Recognizing Character Strengths
- Identifying and Clarifying a Client’s Vision
- Tools used for Gathering Information
- Positive Emotional Attractors
- Coaching to a Client’s Values
- A Client’s Stage of Change and its Relation to Their Vision
- SMART Goal Setting
- The Intention-Behavior Gap
- Client-Centered Focus
- Coach Approach while Appropriately Sharing Information
- Rolling with Resistance
- Coaching with a Practitioner’s Prescription
- Connecting Goals to Values, Meaning, and Purpose
- Coaching an Emotional Client
- Coaching Process: Introductory Session, Foundation Session, 4 Consecutive Session Practice, Termination Session