

Health Coach Certification Program

Curriculum Overview

Please note: Each month of the program includes approximately three 2-hour course facilitator-led LIVE TRAINING SESSIONS (LTS) with your small-group cohort during the time slot you select.

ORIENTATION

Create your Canvas account • Read and sign Enrollment Agreement • View orientation materials

MONTH 1: COACHING FUNDAMENTALS AND CREATING POSITIVE COACHING RELATIONSHIPS

Concepts: The FMCA story • Inspirational messages from leaders in Functional Medicine, positive psychology, and coaching • Positive psychology fundamentals and basic coaching skills

Content highlights: The Coach Approach vs. the Expert Approach | The VIA Character Strengths | Meet your cohort at Introductory LTS!

MONTH 2: THE POWER OF THE PERSONAL NARRATIVE IN THE COACHING CONVERSATION

Concepts: Recognizing character strengths • Listening to the story and developing a timeline • Effects of personality, age, and gender on eating habits • Core competencies for certification

Content highlights: Leveraging the Functional Medicine Model to Support Behavior Change | Gathering and Organizing a Client History | Influences on Food Choices & Eating Behaviors | Overview of Mind-Body Medicine for Coaches

MONTH 3: CREATING VALUES-BASED GOALS FOR DIET & LIFESTYLE CHANGE

Concepts: Mindfulness-based strengths training • The Functional Medicine Matrix • The Diet, Nutrition and Lifestyle Journal • Phytonutrients • Family, peer, and cultural influences on eating habits • Breathing techniques • Mindful eating • Goal setting

Content highlights: Receiving Referrals for Functional Medicine Coaching: Using the Right Tools and Education Resources | Value of Integrating a Coach in an FM Practice | The Diet, Nutrition, and Lifestyle Journal as a Coaching Tool | Educating Clients on Food and Nutrition Basics

MONTH 4: SUPPORTING DIGESTION & REDUCING INFLAMMATION THROUGH HEALTHY LIFESTYLE AND BEHAVIOR CHANGE

Concepts: Digestion basics • Stress as a source of inflammation; inflammation as a source of stress • The Functional Medicine elimination diet • Sugar and inflammation • Explaining the relaxation response • Inflammation-reducing imagery • Consent, ethics, and scope of practice for health and wellness coaching

Content highlights: Co-Creating a Personalized Plan | Addressing Common Elimination Diet FAQs | Imagery to Support Assimilation, Defense, and Repair

MONTH 5: IMPROVING COMMUNICATION & HORMONE BALANCE THROUGH POSITIVE PSYCHOLOGY AND FUNCTIONAL MEDICINE

Concepts: Using character strengths to improve communication • The thyroid connection • Insulin and hormone balance • Dietary impact on blood sugar regulation • Movement and physical activity for a healthy lifestyle • Dietary plans for hormonal issues • Emotional eating as a response to hormone fluctuation

Content highlights: Communication from a Functional Medicine Perspective | Diet and Lifestyle Changes for Managing Metabolic Concerns | Transforming Stress | The Impact of Stress and Adrenal Dysfunction on Systemic Hormone Balance

MONTH 6: CREATING AND SUSTAINING ENERGY AND RESILIENCY

Concepts: Function of the mitochondria in cellular energy production • Eating to increase energy and slow aging • Considerations for meal timing • Introduction to heart rate variability • The power of imagination

Content highlights: Therapeutic Foods to Heal the Mitochondria | Creating Energy and Sustaining Brain Health

MONTH 7: INTEGRATING BIOTRANSFORMATION INTO FUNCTIONAL MEDICINE COACHING

Concepts: Shedding toxic thoughts • Toxins and illness • Therapeutic foods to support detoxification • Influences of the food and advertising industries • Whole self detox: Mental-Emotional-Spiritual

Content highlights: Shedding Toxic Thoughts with Cognitive-Behavioral Techniques | Detoxification Basics and Nutrients to Support Biotransformation

MONTH 8: COACHING STRATEGIES FOR CLIENTS WITH CHALLENGING GASTROINTESTINAL, IMMUNOCOMPROMISED, & OTHER COMPLEX CHRONIC CONDITIONS

Concepts: Intestinal permeability and small intestinal bacterial overgrowth • Celiac disease and gluten sensitivity • Gut healing foods • Prebiotics and probiotics

Content highlights: How Intestinal Permeability and Dysbiosis Can Contribute to Food Allergies, Sensitivities, and Intolerances | Immune Dysregulation & Autoimmune Conditions | Gut-Healing Foods

MONTH 9: COACHING STRATEGIES FOR WORKING THROUGH EMOTIONAL CONTENT

Concepts: Mood disorders, inflammation, toxicity, and hormone imbalance • Mood foods: Managing challenging cravings • Reading food and supplement labels • Navigating coaching challenges

Content highlights: Dealing with Emotions as a Health Coach | Beyond Self-Doubt and the Science of Self-Efficacy and Self-Confidence | Understanding Mood Disorders from a Functional Medicine Perspective

NEW FOR 2020 CLASSES: BUSINESS-BUILDING TRACK

Expanded business & marketing curriculum that demystifies the practical considerations of a career in coaching and puts your purpose at the center of your approach, using expert teaching and engaging interactive materials

Concepts: Mindset mastery • Professionalism • Setting up your business • Getting paid • Finding clients • Digital marketing • Old school marketing • Using social media to meet business goals • Creating groups • HIPAA and privacy • Strategies for success • and more

- Business-Building Track starts in Month 9
- Participation is fully self-paced and 100% optional
- Engage with as much or as little of the content as you like
- No added cost for you: content is included in Health Coach Certification at no additional fee!

Overview subject to change. After registering, a detailed Student Manual will be provided.

MONTH 10: RUNNING GROUP PROGRAMS

Concepts: Using character strengths to help clients who are overweight or underweight • Integrating detox into a healthy weight loss plan • Food plans for healthy weight loss • How to run virtual and clinic-based groups • Coaching clients with distorted relationships to food • Coaching behavior with wearables

Content highlights: Group Coaching Considerations | Health and Wellness in the Veteran Community | Running a Mindfulness-Based Character Strengths Virtual Group

MONTH 11: THE FUNCTIONAL COACHING APPROACH TO COACHING CHALLENGES

Concepts: Working with a Functional Medicine collaborative care team • Self-care in coaching • Review of Functional Medicine lab testing

Content highlights: Improving Communication on a Collaborative Care Team | Metabolic and Hormonal Aspects of Resistant Weight Loss | Self-Care in Coaching

MONTH 12: CONSOLIDATING LEARNING, TRACKING PROGRESS, AND PREPARING TO MOVE ON

Concepts: The future of coaching • Overcoming fears • What coaches need to know about HIPAA

Content highlights: Course Review: Elements of Coaching | Mentor Coaching Session | Landscape for Functional Medicine and Functional Medicine Health Coaching

FINAL EXAM: PRACTICAL SKILLS ASSESSMENT

The Practical Skills Assessment serves as the final exam for the course. Students record and submit a practice coaching session and receive 1:1 feedback on their coaching skills. Sessions are evaluated using the National Board for Health & Wellness Coaching (NBHWC) guidelines for effective coaching.

Students prepare for the Practical Skills Assessment by participating in 2 Practical Skills Development Sessions during their LTS, where they receive feedback with their cohort (plus plenty of informal practice along the way).

VIRTUAL GRADUATION

Virtual graduation ceremonies for each class are held via group video conference. Call times announced closer to graduation date. Health Coaching Certificates will be distributed shortly after ceremony. Congratulations, you're a Functional Medicine Certified Health Coach!