

Toward Advancing Health and Wellness Coaching Where We Are and What Needs To Happen

A Whitepaper providing clarity on the Health and Wellness Coaching profession globally



WELLNESS COACHING INITIATIVE
GLOBAL WELLNESS INSTITUTE

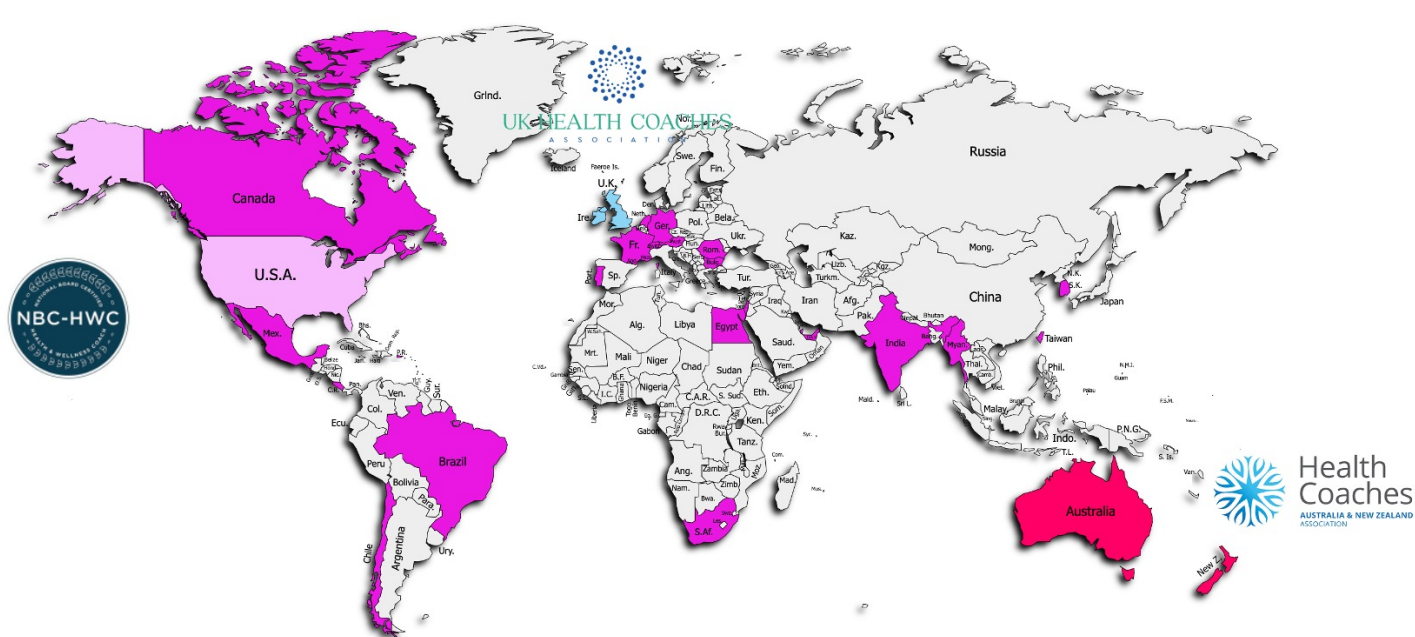
1. Defining Health and Wellness Coaching



- ✓ Individual and group collaboration
- ✓ Client-led process
- ✓ Self-determined health and wellness goals
- ✓ Self-awareness
- ✓ Insights
- ✓ Personal strengths
- ✓ Self-management strategies
- ✓ Lasting behavior change
- ✓ Unconditional positive regard
- ✓ Client empowerment
- ✓ Self-discovery
- ✓ Overall well-being

2. State of the Profession

Health Coach Credentialing Worldwide. Three Industry Leaders



- Outside USA National Board of Health and Wellness Coaching (NBHWC)
- The National Board of Health and Wellness Coaching (NBHWC)
- UK Health Coaches Association (UKHCA)
- Health Coaches Australia and New Zealand Association (HCANZA)

3. Settings

Private Practice

Clinical Practice

Health Insurance Plans

Corporate

School / University

Wellness / Spa Retreat

Fitness Centers

4. Conclusions

Current health climate and global pandemic has brought health and wellness to the forefront

2021 global trends are systemically integrating Health and Wellness Coaches into diverse delivery models

A hybrid coaching model supported by technology that compliments face-to-face human connection is scaling the profession

Increased understanding of HWC profession coupled with evidence-based research will help future development

5. The Future: What needs to happen?

Recognize the current health climate as an ideal time to start the momentum

Help integrate Health and Wellness Coaches into diverse delivery models at work, at school, in your community

Upskill in technology to keep up with the trend

Share the knowledge to increase understanding of HWC profession

Learn more!

Full Whitepaper and PowerPoint published in January 2021 Available at:
<https://globalwellnessinstitute.org/initiatives/wellness-coaching-initiative-resources/>

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