

## What is a Health & Wellness Coach?

Health & Wellness coaching is a process that facilitates healthy, sustainable behavior change by challenging a client to develop their inner wisdom, identify their values, and transform their goals into action. A Health and Wellness Coach partners with clients seeking self-directed, lasting changes, aligned with their values, which promote health and wellness and, thereby, enhance well-being. In the course of their work, Health and Wellness Coaches display unconditional positive regard for their clients and a belief in their capacity for change and honoring that each client is an expert on his or her life, while ensuring that all interactions are respectful and non-judgmental.

## What's the difference between a Health & Wellness coach and a personal trainer?

Personal training is exercise for your body; strengthening your physical being. Health & Wellness Coaching is exercise for your brain; strengthening and helping to balance your primary foods. The Health & Wellness Coach is a supportive mentor and wellness authority who works with clients to help them feel their best through food and lifestyle changes. Instead of prescribing one diet or way of exercising, Health & Wellness Coaches tailor individualized wellness programs to meet their clients' needs.

## What makes a Health & Wellness Coach unique?

Relationships, exercise, career, and spirituality are just as important to your health as the food you eat. Health & Wellness Coaches understand this and take a holistic approach to supporting the whole person.

## A Health & Wellness Coach is trained to help clients develop and implement personal health & wellness goals by:

- \*accepting and meeting you where you are today
- \*helping you define a higher purpose for wellness and uncover your natural impulse to be well
- \*helping you tap into our innate fighting spirit
- \*addressing mental and physical health together
- \*helping you draw a personal wellness blueprint
- \*helping you set realistic goals; small victories lay the foundation for self-efficacy harnessing the strengths we need to overcome our obstacles
- \*helping you view obstacles as opportunities to learn and grow
- \*helping you build a support team
- \*inspiring and challenging you to go beyond what you would do alone

## What does peak health & wellness look like for you?

- Fit and strong
- At your ideal weight
- Healthy eating
- High energy
- Robust health
- Calm and balanced under stress
- Positive and optimistic state of mind
- Fully engaged and satisfied with life