

# How Health Coaches Support You



- Health Coaches serve as behavior change agents, partnering with clients to support lasting change aligned with their values.
- Facilitate evidence-based, client-centered coaching to help individuals and groups achieve self-determined health and wellness goals.
- Empower clients to tap into their insights, strengths, and resources to set meaningful goals and take action.
- Provide structure and accountability in building sustainable, healthy lifestyles.
- National Board Certified Health and Wellness Coaches (NBC-HWC) are trained to the highest professional standard and are credentialed members of the healthcare industry.

## How Health Coaching differs from Personal Training



- In Health Coaching, the client chooses the focus for each session.
  - Can be anything, does not have to be fitness-related.
    - i.e., Stress management, Eating habits, Sleep hygiene, etc.
- Health Coaches do not prescribe.
- The Health Coach is not the expert; the client is.
  - Meaning the client knows themselves best, and is therefore the expert in what works for them and what doesn't.
- The Health Coach helps the client discover ways to navigate and overcome obstacles.
- Connecting clients with their intrinsic motivation and external resources to achieve their goals.

### Health Coaching

- Focuses on present & future.
- Focuses on moving forward toward aspirations.
- Collaborates with clients to reach new goals.

### Therapy

- Focuses on & analyses the past.
- Focuses on overcoming past trauma.
- Helps clients understand and explore patterns.

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## How Health Coaching differs from a Life Coach



- Health Coaches take a holistic approach to help clients improve their physical and mental wellbeing.
- Life coaches help clients achieve their personal and professional goals.
- They both use similar methods, such as goal-setting, positive psychology, support, and accountability, to help their clients reach their desired outcomes.