



220 Parker St. Warsaw, IN 46580

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# Health Coaching: Empowering Others Toward Healthy Lifestyles

## Introduction

Health coaching began to spark interest in the early 1990s and has skyrocketed in popularity in the past five years.<sup>1</sup> As the population becomes more health-conscious, the demand for one-to-one health coaching has progressively increased. According to the Mayo Clinic, recent studies have shown significant benefits in the overall quality of life for people receiving health coaching.<sup>2</sup> With the prospect of transforming lives, more professionals are pursuing a health coach certification to either bolster their current careers or completely change their full-time employment.

Health coaches have the opportunity to motivate, support, and encourage others as they pursue wholesome, healthy lifestyles. Not all health coaches guide and support their clients in the same way, but many core similarities allow health coaches to help their clients achieve success.

## Relationship Building

One of the most important aspects of health coaching is building a lasting relationship with your client. Health coaching isn't just about changing someone's diet. Health coaches integrate multiple channels of support on a person-by-person basis to meet dietary, lifestyle, emotional, and physical needs. "Health coaches work with clients to help them discover how to fuel their bodies and become the healthiest, happiest versions of themselves."<sup>3</sup> Coaches work hand-in-hand with their clients, establishing a trusting relationship.

Health coaching provides a more personal experience that is often missing in other areas of healthcare. Instead of limiting themselves to one focus, health coaches take a broader approach to wellness. In a one-to-one environment, clients tend to respond more completely since they receive tailored support for multiple aspects of their health.

## Reachable Goals

“Go big or go home” is not always the best mantra when creating health goals. Setting big, lofty goals can intimidate and overwhelm you or a client and discourage people from continuing in their health journeys. Individuals are much more likely to follow through with a health plan when goals are simple and attainable. Goals like “I want to lose 50 pounds,” are difficult to attain because there is no clear plan for accomplishment. Setting SMART goals (specific, measurable, attainable, relevant, and timely) will encourage follow-through. Discouragement can make people believe they may never make improvements in their health. Health coaches guide people toward setting manageable short-term and long-term goals that will inspire them to reach their full potential.

## Benefits of Health Coaching

The rising popularity of health coaching wasn't created in a vacuum—people from all walks of life are turning toward this profession due to its perks, such as:

1. Health coaches can set their hours. As a health coach, you are your own boss—your time is yours. Many people are attracted to the health coach profession due to the flexible schedule and ability to do multiple things at once. Young professionals seeking a new skill set, parents with kids at home, and those seeking additional income are examples of people who have become certified in health coaching.
2. You can work from home. Many coaching sessions are done over the phone, permitting flexibility and often reducing expenses on equipment or workspace.
3. You can improve lives in your community. This is perhaps the greatest benefit of health coaching—you get to empower others to seek healthier, more sustainable lifestyles.<sup>4</sup>
4. Health coaches can also work in an office or retail setting with other health and wellness professionals. So, if you're not interested in working from home, many other options are available.

## Lifestyle Changes

As the popularity of health coaching grows, the need for certified, skilled professionals also grows. At Trinity School of Natural Health, we care about your wellness journey and want to provide you with the tools to pursue your healthy lifestyle and health coaching career. In our program, you will learn the core concepts of the human body systems, coaching fundamentals, and how to incorporate natural health practices, like pH balancing and iridology. Our classes will equip you to learn, teach, recommend, and serve in whatever capacity you choose. Let us help you begin your health coaching journey and enroll in our program beginning in May. Call us today at 800-428-0408, option 2, to get started!

REFERENCES

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