



## Global Health & Wellness Coaching Initiative

**Vision:** To empower individuals and businesses around the world to confidently partner with health and wellness coaches to create sustainable behaviour change that impacts overall health and well-being.

**Mission:** To clarify the scope of practice for health and wellness coaches and publish global guidelines for professional practice.

### Scope of Practice representative of leading industry bodies globally<sup>1</sup>

Health and Wellness Coaches work collaboratively with individuals and groups in a client-led process that supports the client in working toward self-determined health and wellness goals. Coaches support clients in using their self-awareness, insights and personal strengths to develop self-management strategies for lasting behavioral change. Coaches hold an unconditional positive regard as they empower the client to find their way, using a process of self-discovery. Coaches support and encourage clients to become masters of their own health, wellness and overall well-being.

#### What Health and Wellness Coaches DO:

- Support clients in defining their wellness vision and where they want to go.
- Help clients identify their desired changes.
- Encourage clients to set their own goals that are specific and achievable.
- Inspire and build client confidence in their ability to make the desired changes.
- Help clients identify solutions to work through obstacles that may arise.
- Provide expertise in the area they hold nationally recognized credentials, but only when the client indicates the need to engage with these.
- Upon request of the client, provide evidence-based resources, from nationally-recognized bodies to help them make informed choices.
- Meet the client where they are in the context of their whole life.
- Know when to refer the client for specific consultation with a health specialist.
- Work collaboratively with health specialists to support individual treatment plans for sustainable positive change.
- Provide feedback on goals that could cause harm.
- Respect cultural values.

#### What Health and Wellness Coaches DO NOT do:

- Judge the client.
- Take control and drive the agenda.
- Suggest what the client should be doing.
- Take on the responsibility for the client's results.
- Use their own experience to influence the client in anyway.
- Diagnose, prescribe medication, advise, recommend or offer psychological therapy.



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### Standards of Practice:

Key Elements of Health & Wellness Coaching – a framework for Global Standards of Practice

1. Coaching is client-centred.
2. The client chooses their own goals.
3. A self-discovery process is used to find solutions as opposed to the coach giving advice.
4. The client is encouraged to be accountable around their behaviour towards the goals they have chosen.
5. “Content education” is provided upon request of the client and not directive.
6. The client understands the nature, scope and terms of the health and wellness coaching agreement.
7. There is a sustainable, trusting relationship between the client and coach which is an integral part of the coaching process.
8. The coach is professionally trained and certified in health and wellness coaching.

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<sup>1</sup> [Leading industry bodies globally:](#)

National Board for Health and Wellness Coaching (NBHWC)

UK Health Coaches Association (UKHCA)

Health Coaches Australia and New Zealand Association (HCANZA)

[Scope of Practice References:](#)

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[Standards of Practice Reference:](#)

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A systematic review of the literature on health and wellness coaching: defining a key behavioral intervention in healthcare