

ART & PRACTICE OF COACHING (APC)

Art & Practice of Coaching Overview

CHRIS KRESSER

- Welcome to APC
- Overview of APC: What You'll Learn; Getting the Most Out of the Module

Core Coaching Competencies

JODY HEREFORD

- Scope of Practice Overview Information
- The ADAPT Model of Coaching: Pillars, Framework, and Core Competencies
- Introduction to Engaging: Mindfulness and Coaching
- Introduction to Focusing
- Introduction to Evoking
- Introduction to Pausing
- Introduction to Planning
- Introduction to Closing
- Introduction to Sharing
- Red Flags: Knowing when to Refer Out
- Putting it all Together
- Introduction to Troubleshooting

Positive Psychology

ROBERT BISWAS-DIENER

- An Introduction to Coaching Client Awareness
- Green Lights and Red Flags: Ethical Decision-Making in Coaching
- Authentic Coaching: How to Cultivate Coaching Presence
- Natural Bedfellows: Positive Psychology and Coaching
- Aha! How to Create
- Strengths Coaching
- The Role of Emotions in Coaching
- Goals and Motivation
- Nice to Meet You: What You Should Know about the Intake Session

Empathic Communication

JOHN KINYON

- Self-Empathy (Using Language Distinctions from Compassionate Communication)
- Self-Connection (Integrating Mindfulness Practice and Communication Skills)
- Empathic Listening and Speaking in Conversation
- Having Difficult
- Conversations Using Empathic Communication
- Mediating and Transforming Anger and Judgments of Others
- Mediating and Transforming Stress and Anxiety and Responding Effectively to Failure

Motivational Interviewing (MI)

KEN KRAYBILL OF T3

- A Taste of Motivational Interviewing
- Key Concepts, Evidence Base and Relevance of MI
- Change Talk in MI: What It Is and Why It Matters
- The Four Processes Guiding the Flow of MI Conversations
- Mindset and Heartset of Motivational Conversations
- Asking Purposeful Questions to Build Motivation
- Listening Reflectively and Strategically
- What Would You Say Next?
- Using Reflections Strategically
- Focusing
- Strategies for Eliciting Change Talk
- Now What? Strengthening Your Practice of MI
- Planning: Putting MI Into Practice
- Providing Information and Advice
- Dealing with Discord and Chang Talk
- Continuing on the Learning Pathway

Transtheoretical Model/Stages of Change

KERRY EVERS OF PRO-CHANGE

- Introduction to the Transtheoretical Model
- Stages of Change Overview
- Decisional Balance and Self-Efficacy Overview
- Processes of Change Introduction and Experiential Processes of Change
- Behavioral Processes of Change
- Goals for Encounters
- Precontemplation Characteristics and Guidelines
- Contemplation Characteristics and Guidelines
- Preparation Characteristics and Guidelines
- Action Characteristics and Guidelines
- Maintenance Characteristics and Guidelines
- Addressing Relapse
- Does It Work?

Mindfulness

FOREST FEIN

- Introduction to Mindfulness Emotions
- An X-Ray of Stress on the Mind and Body
- Mindfulness Anytime + Everywhere
- Working with Physical Pain
- Mindfulness with Difficult
- Working with Thoughts
- Rewiring Your Brain for Positivity
- Guided Meditations

Course Outline



FUNCTIONAL HEALTH (FH)

Functional Health Overview

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- Welcome to Functional Health
- Overview of FH: What You'll Learn; Getting the Most Out of the Module
- The Future of Medicine

Nutrition Fundamentals

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- Getting Clients Started
- Why Paleo? Why Paleo Template?
- The Paleo Reset Diet
- Nutrient Density
- Inflammation & Oxidative Stress
- Macronutrients: Carbohydrates, Proteins, Fats
- Sustainable and Optimal Nutrition: Local, Organic, Wild, Nose-to-Tail
- Gut Health & Superfoods
- Building the Paleo Template

Advanced Nutrition

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- Getting Clients Started
- Optimizing Nutrient Status (Micronutrients, Food Sourced Nutrients, Supplementation)
- Customization (Athletes, Women, Breastfeeding, Pregnancy, Vegetarian)
- Variations (AIP, Keto, Low FODMAP)

Lifestyle and behavior modification

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- Physical Activity
- Sleep
- Stress/Technology
- Toxins/Detox
- Pleasure & Connection
- Outdoors
- Fun & Play
- Social Connection

Food Preparation & Shopping

LAURA SCHOENFELD

- Pantry Cleanout
- Kitchen Tools
- Meal Prep Basics
- Where to Buy Healthy Foods
- For Clients on a Budget
- Meal and Snack Delivery
- Services
- Recipe and Meal Planning Tools/Apps
- Working with Clients in the Kitchen

Recommendations for Specific Conditions

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- Metabolic (Hypertension, Diabetes)
- Dyslipidemia
- Thyroid
- Autoimmune (MS, Hashimoto's)
- Digestive (GERD, IBS, SIBO)
- Skin
- Chronic Pain
- HPA-D (Chronic Stress)
- Cognitive and Neurological
- Behavioral and Mood
- Chronic Infections
- Fertility, Pregnancy, and Breastfeeding

Intro to Functional Medicine

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- Blood, Stool, and Breath Tests
- How Functional Medicine Differs from Conventional Medicine
- Functional Medicine vs Conventional Medicine Reference Ranges



PROFESSIONAL DEVELOPMENT (PD)

Professional Development Overview

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- Welcome to PD
- Overview of PD: What You'll Learn; Getting the Most Out of the Module

Health Coaching Career Overview

CHRIS KRESSER

- Career Opportunities (Private Practice, Employment)

Working in Private Practice

CHRIS KRESSER, STEPHANIE FELDMAN

- Structuring Client Work
- Client Interaction and Management (Communication, Scheduling, Billing Platforms)

Collaborating With Licensed Providers

CHRIS KRESSER

- General Principles
- Private Practice (How to Work in Clinical Settings, Build Referral Relationships)
- Clinical Setting (How to Improve Care/Generate Revenue/Structure Coaching Services)

Facilitating Groups

JULIAN REDWOOD

- Key Principles of Group Facilitation
- Using Groups to Build Your Private Practice or Attract New Patients to the Clinic



BUSINESS DEVELOPMENT (BD)

Business Development Overview

KEITH RHYS

- Introduction to Business Development
- Busy to Balanced (Bonus Material)

Attracting Clients and Building Your Brand

KEITH RHYS

- What, Why, and How of Choosing a Niche
- Creating Content
- Understanding the Basics of SEO (Local and Global)
- Building Your Online Presence and Platform
- List Building
- Email Strategy
- Social Media Strategy