

**Connecting with Clients:
Sharing Your Health and
Wellness Coaching
Philosophy**

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Objectives

- Explain the purpose and benefits of a health and wellness coaching philosophy.
- Summarize the components of a health and wellness coaching philosophy.
- Develop a working draft of your health and wellness coaching philosophy.

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What is a Health and Wellness Coaching Philosophy?

A health and wellness coaching philosophy (HWCP) is a reflective explanation of your core values, attitudes, and real-life experiences that guide your coaching behaviors.

- A HWCP explains the how and whys behind coaching behaviors.
- A HWCP aids coaches in clarifying and exploring their thinking related to how they coach.

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Philosophies Compared

Teaching Philosophy	Leadership Philosophy	Health & Wellness Coaching Philosophy
Describes how someone teaches	Describes how someone leads	Describes how someone coaches
Outlines what students can expect	Outlines what followers can expect	Outlines what clients can expect
Cohesive way to reflect on teaching strategy	Cohesive way to reflect on leadership strategy	Cohesive way to reflect on coaching strategy

Requires self- awareness & reflection to create
Guides actions, behaviors, and thoughts



Why have a Health and Wellness Coaching Philosophy?

- Demonstrates self-awareness and reflective practices
- Professional growth and advancement
- Track development over time



Benefits of Establishing a Health and Wellness Coaching Philosophy

- Provides insight for both you and your clients
- Provides a framework to help you remain consistent in your coaching behaviors
- Creates a standard coaches can turn to when they are lost, confused, or unsure







What are my Core Values?

- Core values are an individual's guiding principles. These keep an individual grounded and centered.
- Coaches can be more effective when they are aware of their core values.
- When coaches know their core values, they can use them to guide the coaching process by determining if the choice lines up with their core values.

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What are my Attitudes?

- Attitudes are the way a coach looks at the world. It is how they view, think, and feel about themselves, their environment, and their future.
- A coach's attitude towards clients influences how they relate with them.
- Attitude is about mindset, coaches embrace a mindset to influence others.



What are my Real-Life Experiences?

- Real-life experiences are events that define your professional history



Crafting your Health and Wellness Coaching Philosophy

- Identify your audience
- Consider what "voice" you want to use
 - Are you writing about what others can expect from you or what you expect from others?
- Begin with freewriting – no editing, spelling, or grammar checking. Just write.
- Provide specific examples of big ideas
- Own your story. Let the reader get to know you for you, not who you hope to be or who you once were.



**My Health and Wellness Coaching
Philosophy...**
Why I do it.
How I do it.

Step 1: Begin with who you are as a coach and person.
Keep it simple.

Step 2: Describe one core value and provide one example
of when you demonstrated a core value.

Step 3: Describe your attitudes and provide an example of
how your attitude has affected your coaching.

Step 4: Describe your real-life experience – how do your
real-life experiences influence your coaching behavior?



Moving Forward....
After you've published your philosophy

- Read consistently
- Keep a journal, write in it daily
- Observe and listen
- Reflect personally and with others
- Revisit your HWCP annually



**Send us a copy!
We'd love to help!**

We'd love to help you write and revise your health and
wellness coaching philosophy. Feel free to send us a draft
when you return home – we will respond with personalized
feedback!

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