



# IWE's Wellness Coaching Certification: What It Is, How It Can Help You

Webinar for Healthy Start TA & Support Center - March 19, 2020



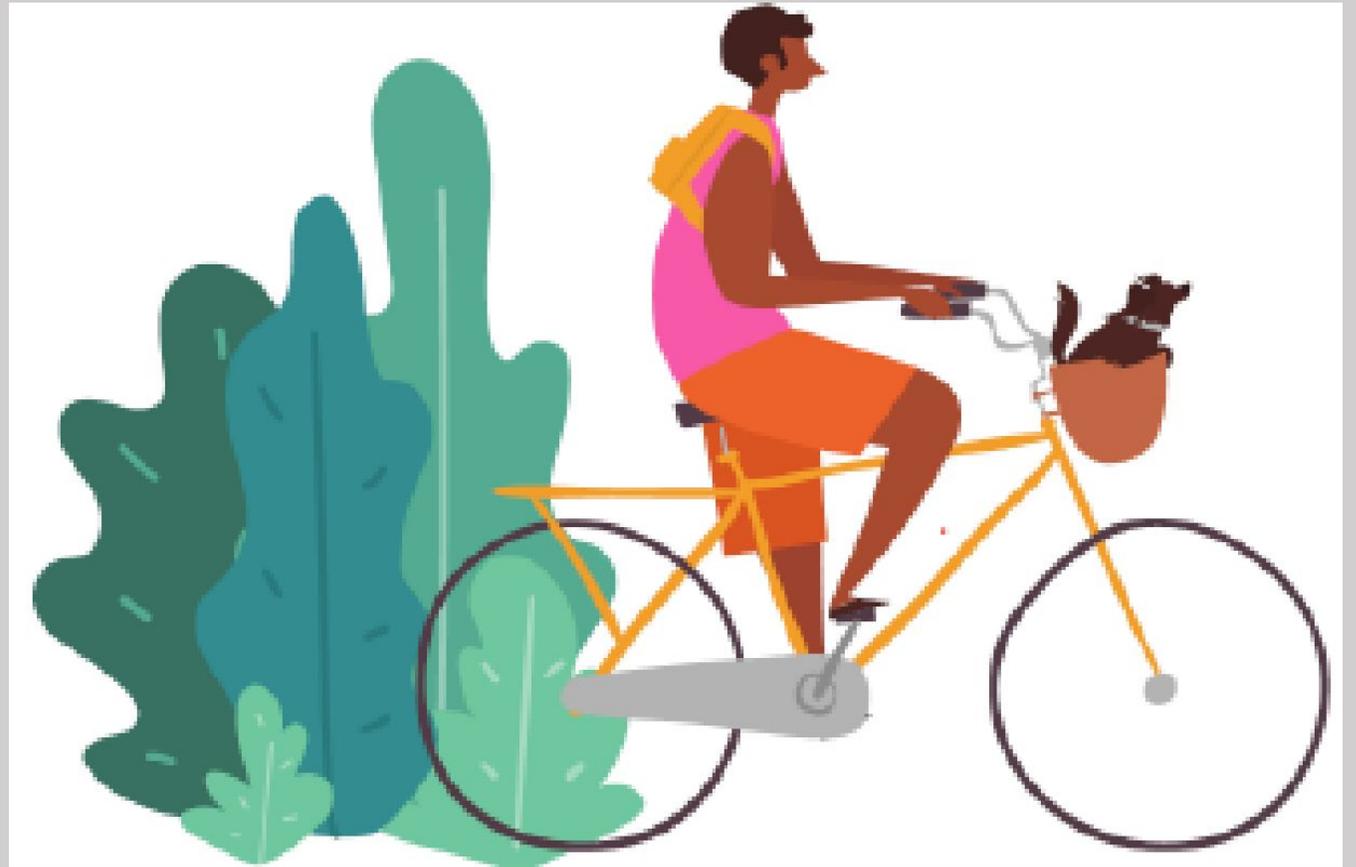
**Mindfulness  
Without  
Meditation\***



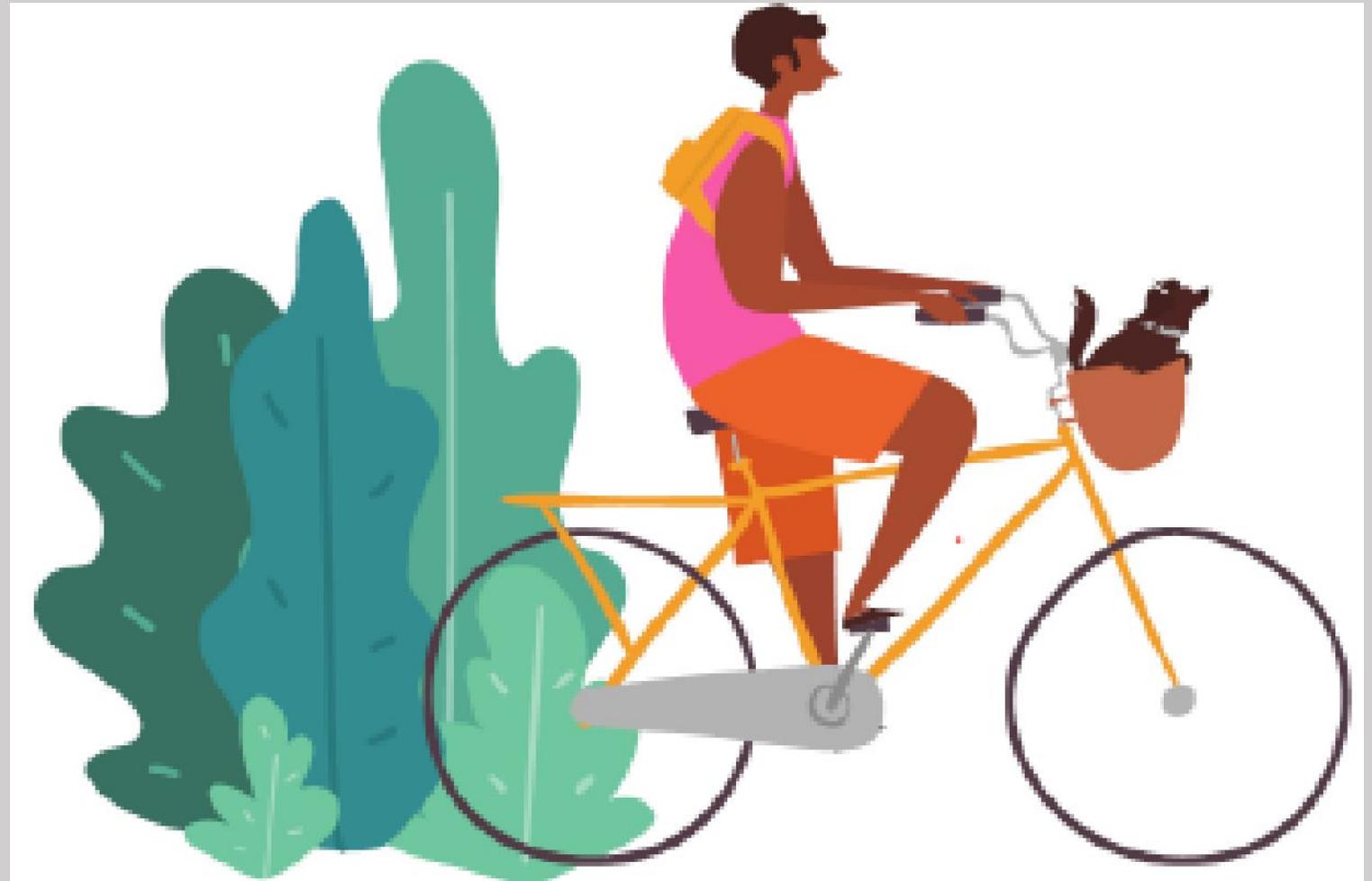
**new things**

# Agenda

1. What is wellness?
2. Wellness coaching: what and why?
3. IWE's wellness coaching certificate program
4. Outcomes from the 2019 Healthy Start Pilot Program



**What Is  
Wellness?**







**CENTERS FOR DISEASE  
CONTROL AND PREVENTION**

# SAMHSA's Definition of Recovery

A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.



# Physical Wellness



# Nutritional Wellness



# Medical and Dental Wellness

A photograph of surgeons in an operating room, wearing blue scrubs, white masks, and green hairnets, focused on a procedure. The scene is brightly lit, and the background is a clean, clinical environment.

# Social Wellness



# Environmental Wellness



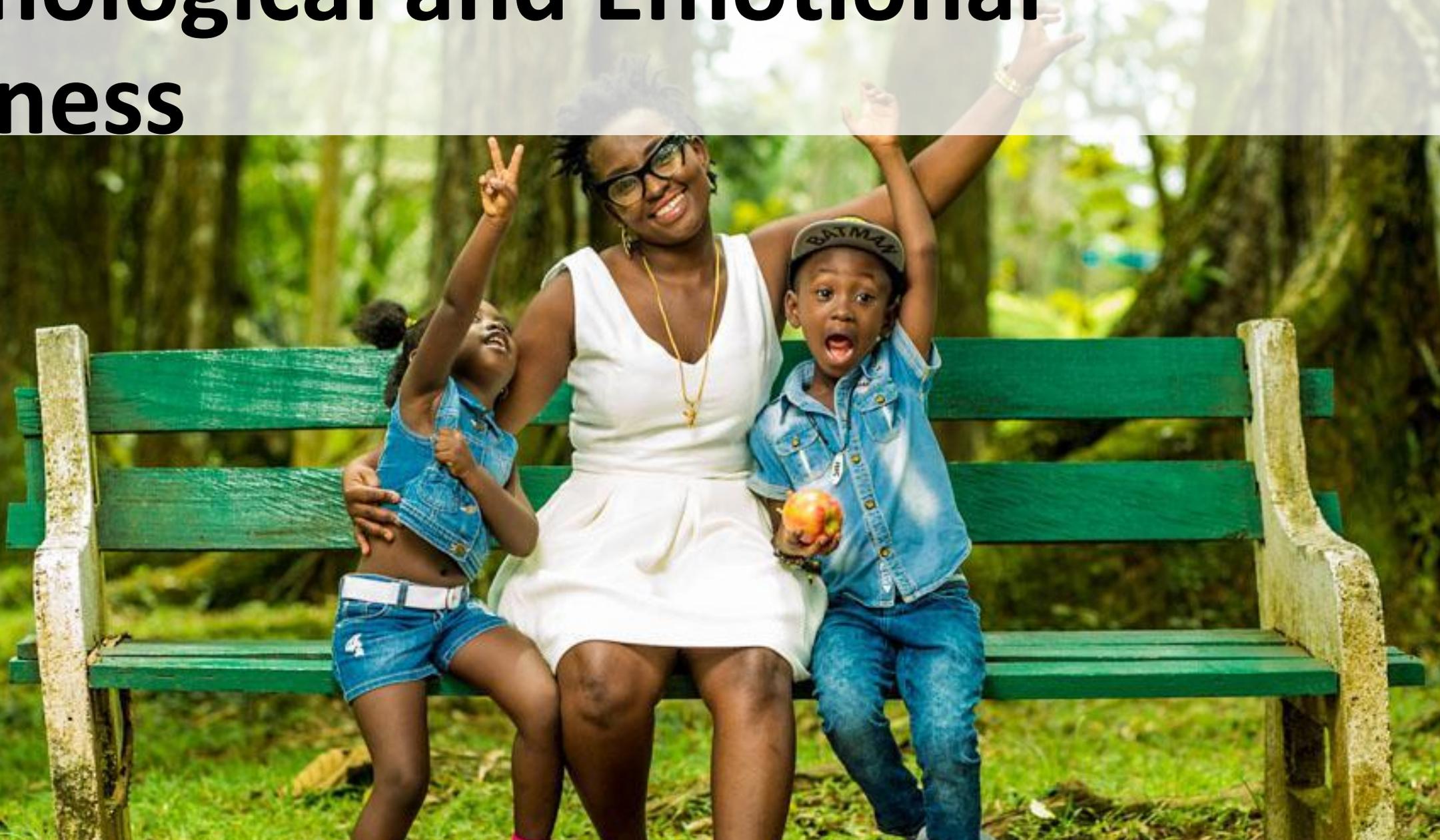
# Spiritual Wellness



# Behavioral and Intellectual Wellness



# Psychological and Emotional Wellness

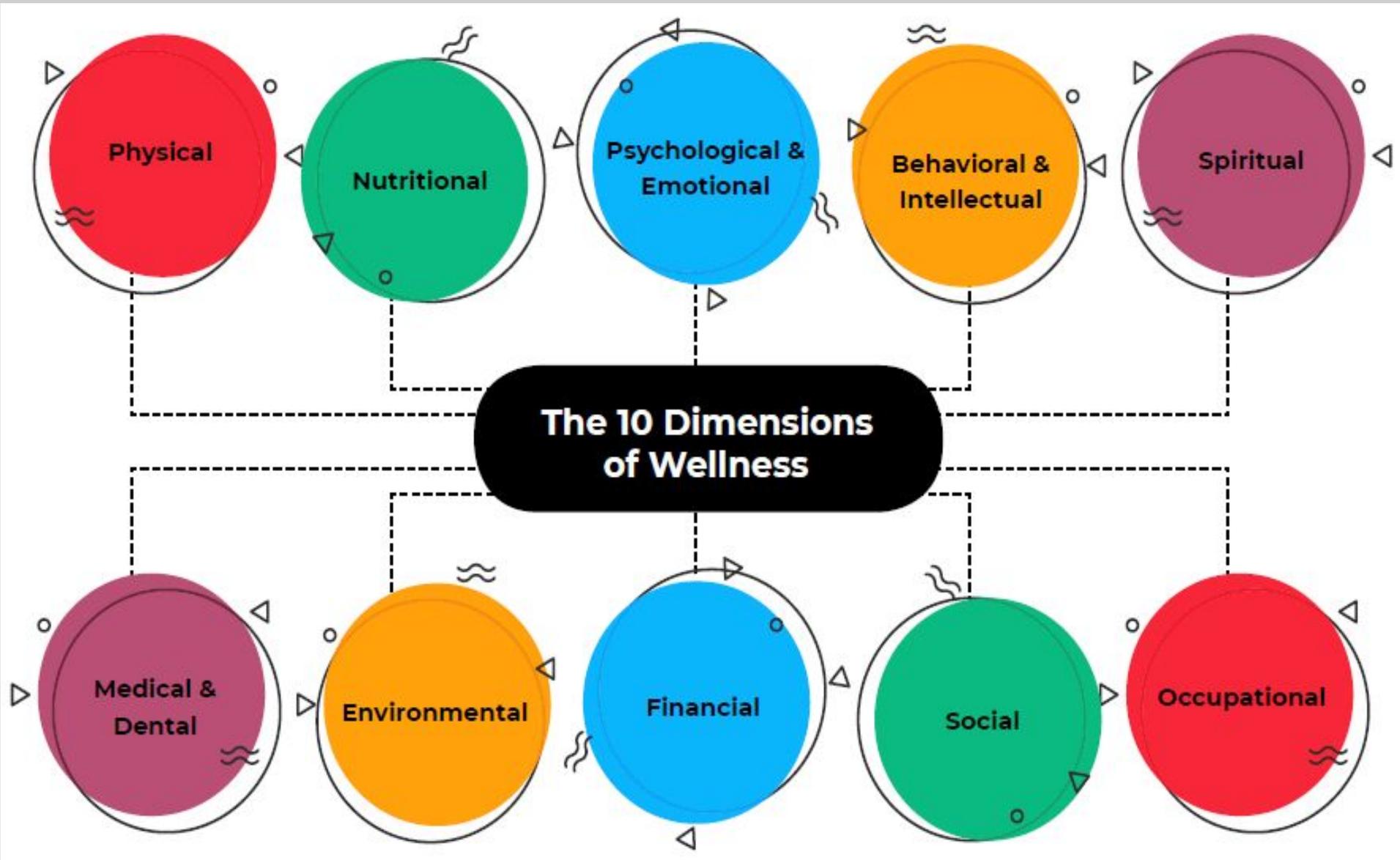




# Occupational Wellness

# Financial Wellness

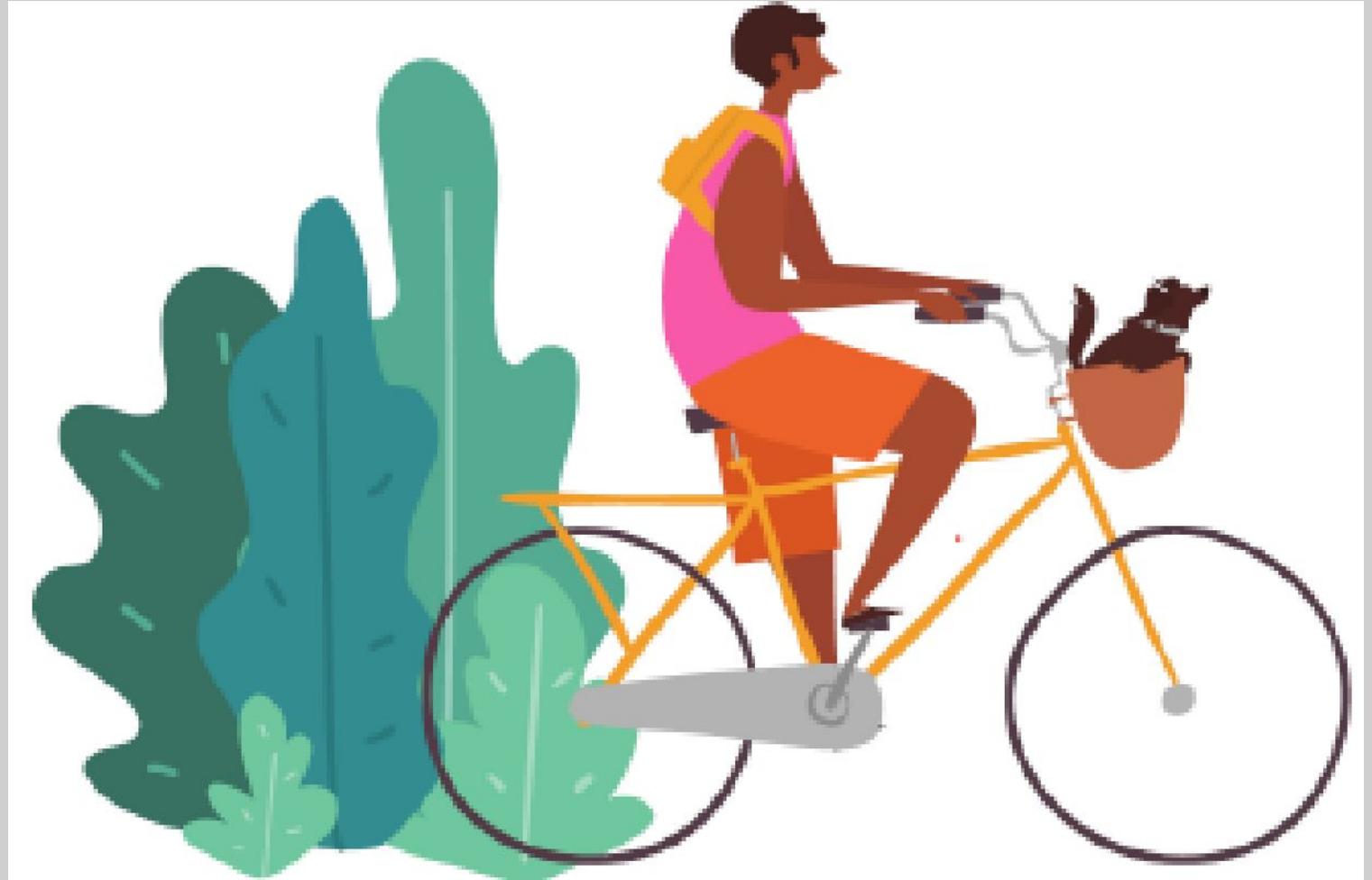




**How does it apply?**

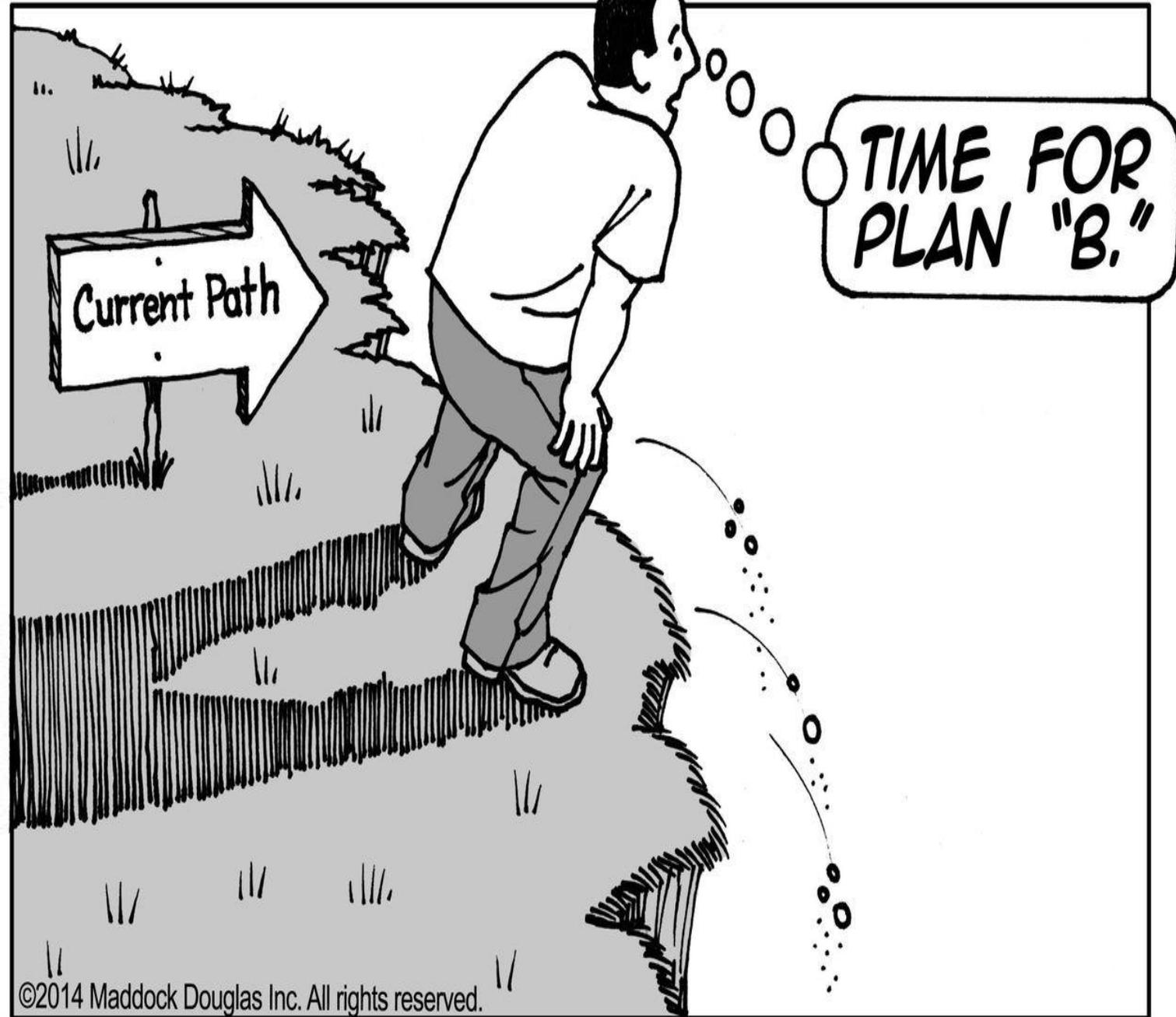
we go from  
strength  
to  
strength

**Wellness  
Coaching:  
What and  
Why?**



**Change is a  
given.**

**Adapting is a  
choice.**



**Wellness Coaching =**

**the PROCESS of CHANGE**

**and How to**

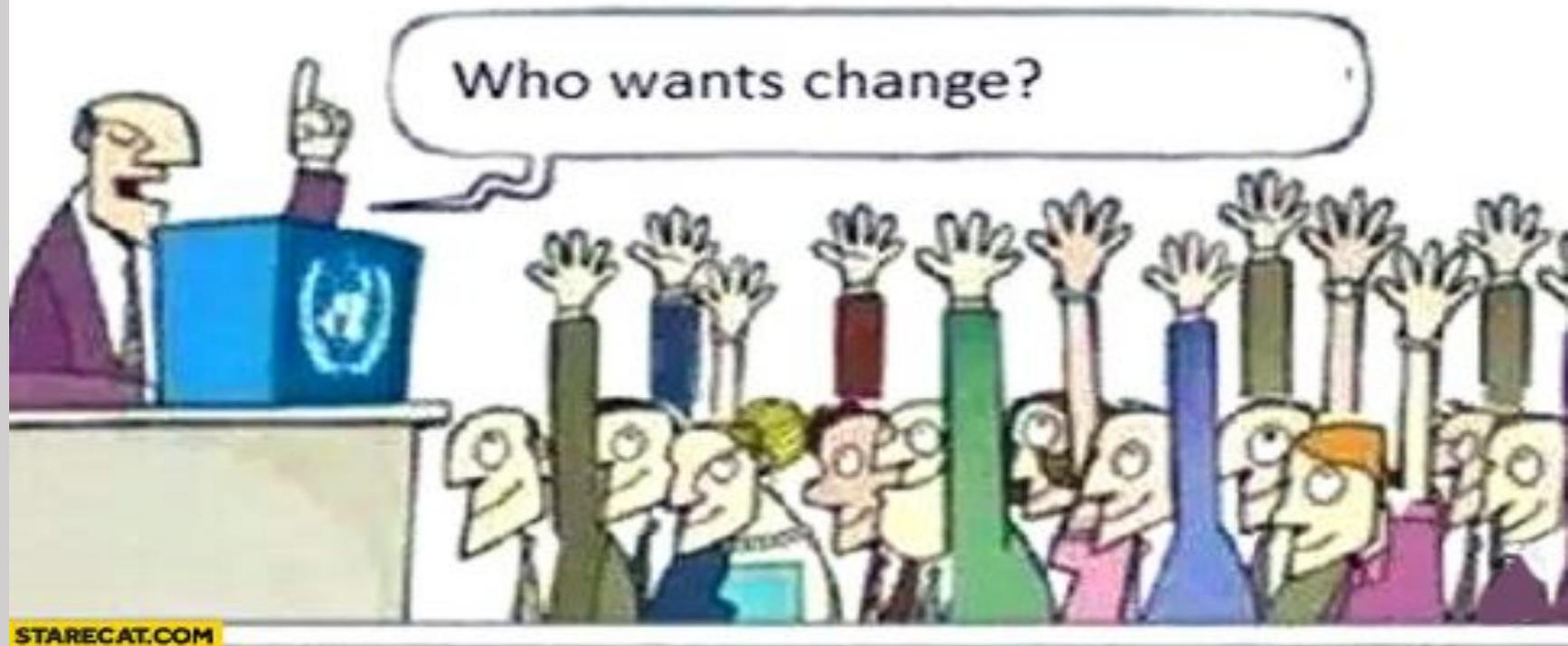
**NURTURE It**

# Key Principle #1

All  
Change  
Is  
Self-change



# Change, Anyone?



# Key Principle #2



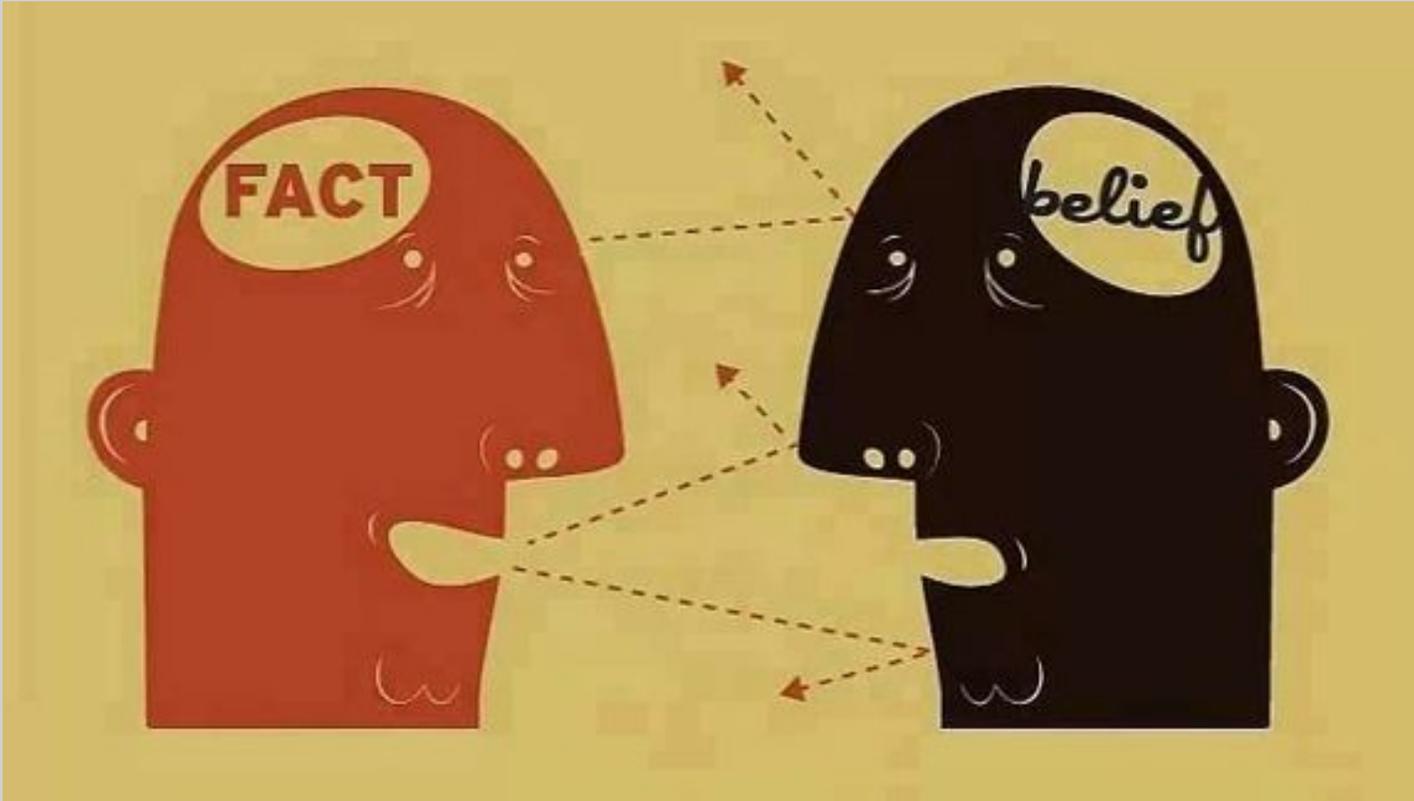
Each person is the expert of themselves

“After all, *when you seek advice* from someone it's certainly not because you want them to give it.

You just want them to *be there while you talk to yourself.*”

Terry Pratchett

# Key Principle #3



Education,  
information,  
and  
communication  
aren't enough.

# Key Principle #4



People need to feel:

- Respected
- Accepted
- Heard and understood
- Free to exercise choice

**COACHING:** How It

**WORKS**

20<sup>th</sup> c.  
“Helping”  
Style:  
Command  
and  
Control



# Glass Half Empty



## DEFICIT WORLDVIEW

- They don't see
- They don't know
- They don't know how
- They don't care

# Fix the Problem by Filling the Glass

**INSIGHT**

If you can **just** make people *see*, then they will change.

**KNOWLEDGE**

If people **just** *know* enough, then they will change.

**SKILLS**

If you can **just** teach people *how* to change, then they will do it.

**HELL**

If you can **just** make people feel *bad* or *afraid* enough, they will change.

# What Is a Wellness Coach?

- Positive role model
- Trusted ally
- Skilled guide
- Trained helper
- Committed leader
- Group facilitator



21<sup>st</sup> c.  
“Coaching”  
Style:  
Motivate  
and  
Support



# Glass Half Full



## COMPETENCE WORLDVIEW

- Each person is the expert of themselves
- People already have within much of what is needed
- A person's own arguments for change are more persuasive than whatever arguments you can provide

# Find Solutions by Drawing Water from the Well

**ASK**

for their *insights*.

**EVOKE**

their *knowledge*.

**ASSUME**

they have *skills*.

**ENHANCE**

*self-efficacy*.

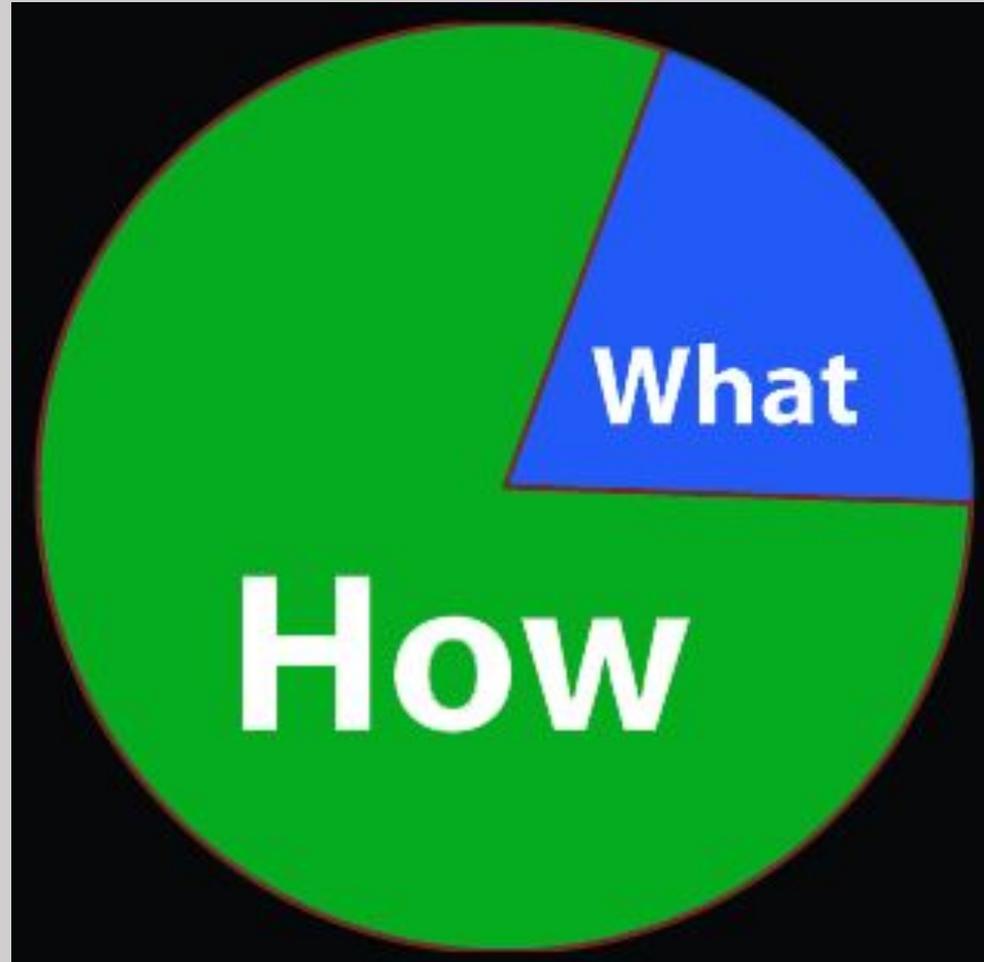
# What Do Wellness Coaches Do?



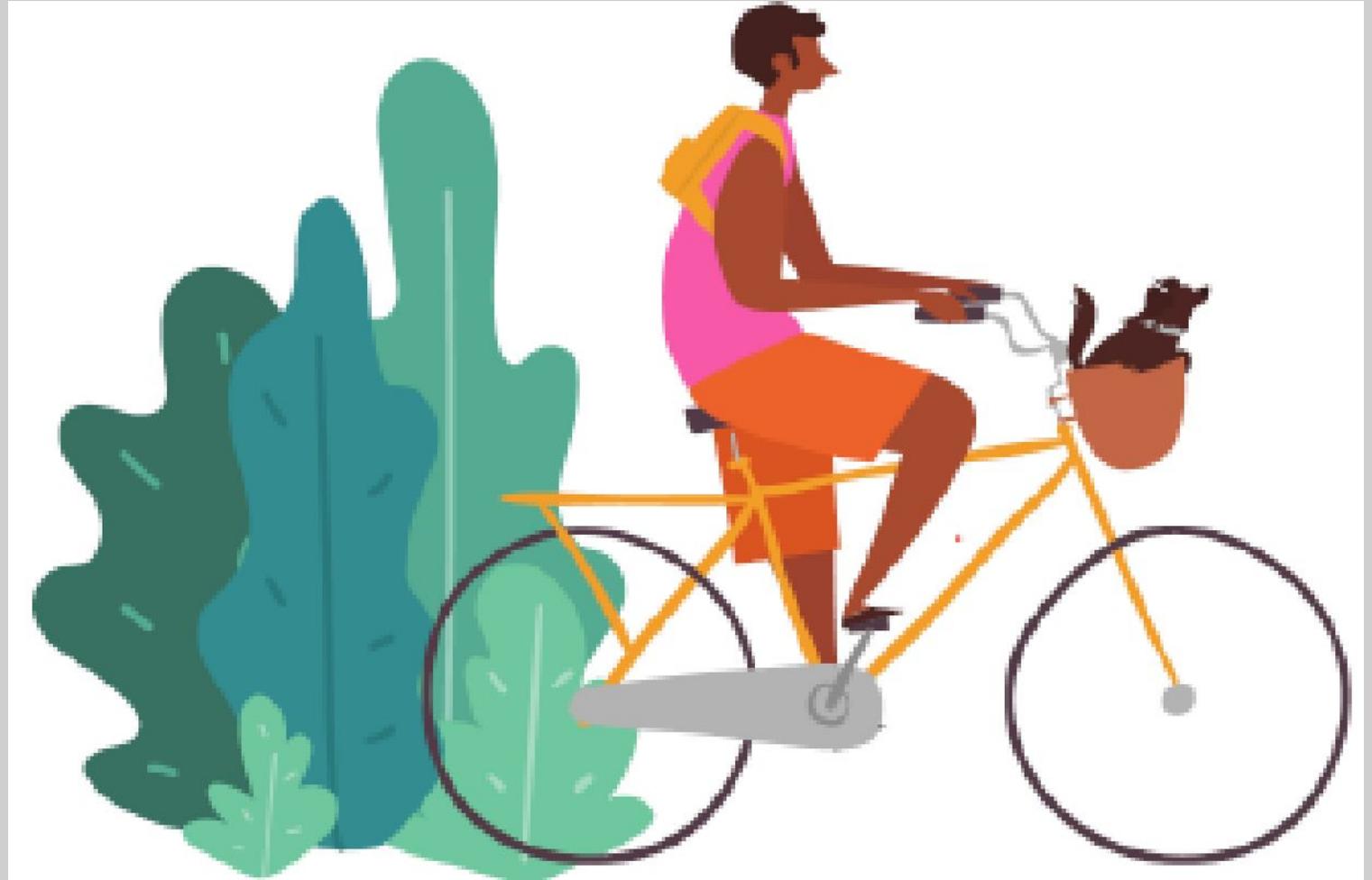
# How Does Change Happen? It's a Process



# What's the Question?



**IWE's  
Wellness  
Coaching  
Certificate  
Program**



**Be the  
Scientist and  
the Subject**



# From DRAIN to SPEC

## DRAIN

- Deficits
- Reactive
- Arrogance
- Individual blame



## SPEC

- Strengths
- Prevention
- Empowerment
- Community Change

# From DRAIN to SPEC: How?

- 1. What We Say: Communication**
- 2. What We Do: Strategies & Tools**

**S**trengths 

**P**revention

**E**mpowerment

**C**ommunity

Change



# IWE's SPEC Approach

- **Whole Person, Person-centered**
- **Strength-based**
- **Biopsychosocial-spiritual**
- **Relationship-focused**



# **Whole Person, Not Pathology . . . Not Just “the Leg in Room 209”**



# Finding Solutions



# What Is the Impact of IWE's Wellness Coaching Certification Program Help?

1. Culture
2. Ubiquitous
3. Holistic
4. Sustainable self-change
5. Resilience
6. Fast rollout

# What Can Wellness Coach Training Do for You?

- Improves your critical communication skills
- Supports your use of person- and relationship-centered approaches
- Gives you competence with evidence-based tools and techniques to foster the self-change process
- Increases your reflective practice with real-time feedback

# Evidence Base



- Behavior design science
- Motivational interviewing
- Solution-focused approaches
- Behavioral economics
- Positive psychology
- Interactive journaling
- Cognitive behavioral therapy

# Wellness Coaching: Approved by US DoL



The Institute for Wellness Education (IWE) created the national competencies and training curriculum for wellness coaching, approved by the US Dept of Labor as a new occupation and registered apprenticeship.

(SOC: 21-1094.00, 5/2013)



# The Nuts and Bolts of IWE's Certification Program

- Convenient multi-modal format: online, journaling, live skills-practice teleconferences
- Self-paced
- Convenient schedule
- Fits all learning styles
- Competency based, experiential: learn-by-doing
- Supervised real-world practice
- Time requirement = 36 –50 hours



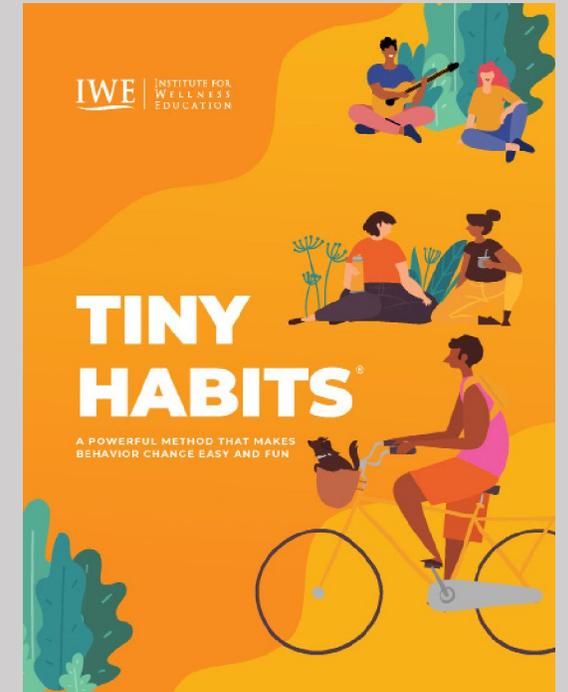
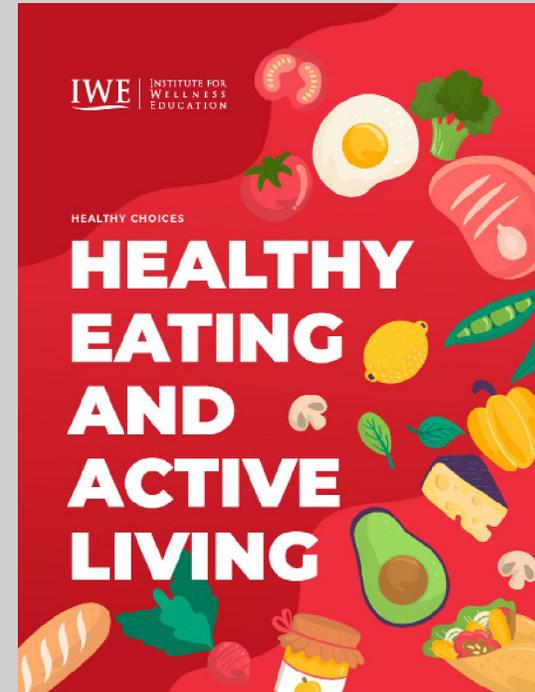
# Course Content

# Easy-to-Use Online Platform

The screenshot displays the IWE online platform interface for course BWDW-916. The interface is organized into several key sections:

- Header:** The top left features the IWE logo and a hamburger menu icon. The top right shows the course ID "BWDW-916".
- Left Navigation Panel:** A vertical sidebar contains icons and labels for: Account, Dashboard, Courses (highlighted in orange), Calendar, Inbox (with a notification badge of 5), Commons, and Help.
- Course Navigation:** A central column lists course components: Home (highlighted in green), Modules, Announcements, Discussions, Grades, Conferences, Assignments, Pages, Quizzes, People, Files, Syllabus, Collaborations, Outcomes, and Settings.
- Course Content Grid:** The main area is titled "Be Well to Do Well-916" and includes "Edit" and "Settings" buttons. It displays a grid of content cards:
  - Card 1:** A "Welcome" sign in sand with a "Save" button. Caption: "Welcome: START HERE".
  - Card 2:** A group of people sitting at a picnic table outdoors. Caption: "Introduction: Wellness Coaching".
  - Card 3:** A person jumping joyfully on a wooden pier at sunset. Caption: "1. What is Wellness?".
  - Card 4:** A vase of bright yellow sunflowers. Caption: "2. How People Change...for Good".
  - Card 5:** A hand filling out a form with a pen. Caption: "3. Be a Model for Wellness".
  - Card 6:** A person running on a paved path. Caption: "4. All Things Physical".
  - Card 7:** A blue sky with white clouds.
  - Card 8:** A silhouette of a person against a bright, hazy sky.
  - Card 9:** A modern city skyline with several skyscrapers.

# Personal (Interactive) Journaling



# Journaling: Key Elements

**WHAT I SAY COUNTS**

## Assertive Communication

Using assertive communication lets you stand up for yourself and share your thoughts, feelings, and needs in a direct and honest way. It doesn't put down the other person or try to force them to see things your way. Being assertive doesn't mean you always will get what you want. But when you create good relationships with people, you'll get what you want more often than being aggressive, passive, or passive-aggressive...and you'll be building up strong relationships that benefit you into the future.

"Both of us have feelings and needs that are important. I'm telling you what I need, and I also want to know what you need so we both can get what we want."

**USING AN ASSERTIVE COMMUNICATION STYLE HELPS BUILD TRUST AND RESPECT IN RELATIONSHIPS.**

- I can be honest
- I don't have to hide what I want or need
- I can share things that are important to me
- I can be who I am
- I can stand up for myself
- I feel more confident
- I can talk over difficult issues and reach a good understanding with others
- I am comfortable listening to others even when they see things differently than I do
- Other

What difference would it make to you to use assertive communication more often?

How ready are you to use more assertive communication so you can build good relationships?

0 1 2 3 4 5 6 7 8 9 10

Not Ready Thinking About It Getting Ready Taking Action Maintaining

14

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**WELLNESS COUNTS: BE THE BEST YOU CAN BE**

**STEP 1**

## Make Your New Behavior Ridiculously Tiny

**GOALS**      **NEW BEHAVIOR**

What You'd Like to Do Every Day      The Tiniest Version or Starter Step

examples

Floss my teeth	→	Floss one tooth
Learn to play guitar	→	Play one chord
Read my book	→	Read one sentence
Feel more relaxed and less stressed	→	Take one slow, deep breath

your everyday goals

14

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# Journal Clubs



- Share
- Broaden
- Gain perspective
- Encourage
- Reinforce
- Rehearse

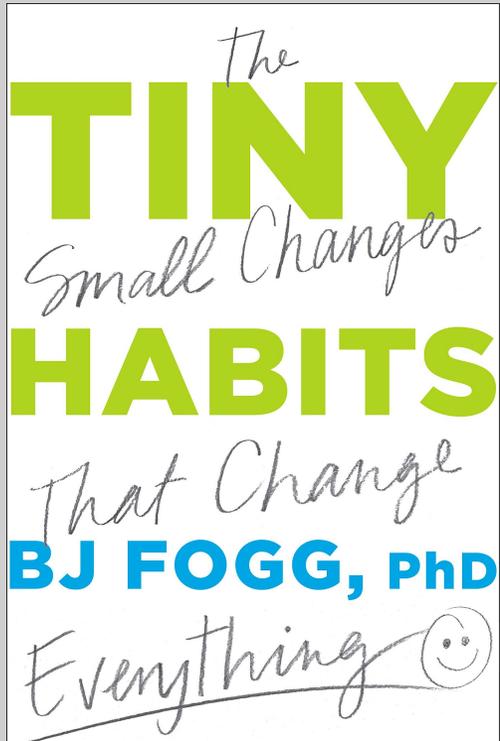
The  
**TINY**  
*Small Changes*  
**HABITS**  
*That Change*  
**BJ FOGG, PhD**  
*Everything* 😊

# BJ Fogg's Tiny Habits® Method



BJ Fogg, a behavior scientist at Stanford University and author of the new book and *NY Times* best seller, *Tiny Habits: The Small Changes that Change Everything*.

# Tiny Habits Formula



After I [**your anchor**],  
I will [**new behavior**],  
And then immediately [**celebrate**].

# Six Sources of Influence



# Easy Outcomes Measurement

**Me**  
(How am I doing?)

I-----I

☹️-----☺️

**Family**  
(How are things in my family?)

I-----I

☹️-----☺️

**Individually**  
(Personal well-being)

I-----I

☹️-----☺️

**Socially**  
(Work, school, friendships)

I-----I

☹️-----☺️

**Interpersonally**  
(Family, close relationships)

I-----I

☹️-----☺️

**Overall**  
(General sense of well-being)

I-----I

☹️-----☺️

**Listening**

-----

did not always listen to me. ☹️-----☺️ listened to me.

**How Important**

-----

What we did and talked about was not really that important to me. ☹️-----☺️ What we did and talked about were important to me.

**Relationship**

-----

I did not feel heard, understood, and respected. ☹️-----☺️ I felt heard, understood, and respected.

**Goals and Topics**

-----

We did not work on or talk about what I wanted to work on and talk about. ☹️-----☺️ We worked on and talked about what I wanted to work on and talk about.

**Approach or Method**

-----

The therapist's approach is not a good fit for me. ☹️-----☺️ The therapist's approach is a good fit for me.

**Overall**

-----

There was something missing in the session today. ☹️-----☺️ Overall, today's session was right for me.

# Making a Difference

**I'm a better clinician because I can help my patients make important lifestyle changes.  
AM, Primary Care Provider**

**Learning this approach has transformed my life and how I work with clients.  
LS, Healthcare Consultant**

**I'm actually playing the piano everyday again. It's something I've missed for many years! Making changes in my life has helped me have more empathy for others.  
JP, Nurse**

**We're using Journal Clubs to help people get healthier and reduce worksite accidents.  
AW, Counselor**

**When I used open-ended questions, I saw my client's face completely relax.  
AP, Healthcare Worker**

# Goals



# Outcomes



**Language!**



A close-up photograph of a person's hand holding a black gas pump nozzle, which is inserted into the fuel tank of a blue car. The background is blurred, showing another person in a light-colored shirt. The overall lighting is bright and natural.

**Language Is the Fuel that  
Powers All Human  
Interaction**

**“The greatest compliment that was ever paid me was when one asked me what I thought, and attended to my answer.”**

**--Henry David Thoreau**

# The Basics

- Respect
- Curiosity
- Acceptance

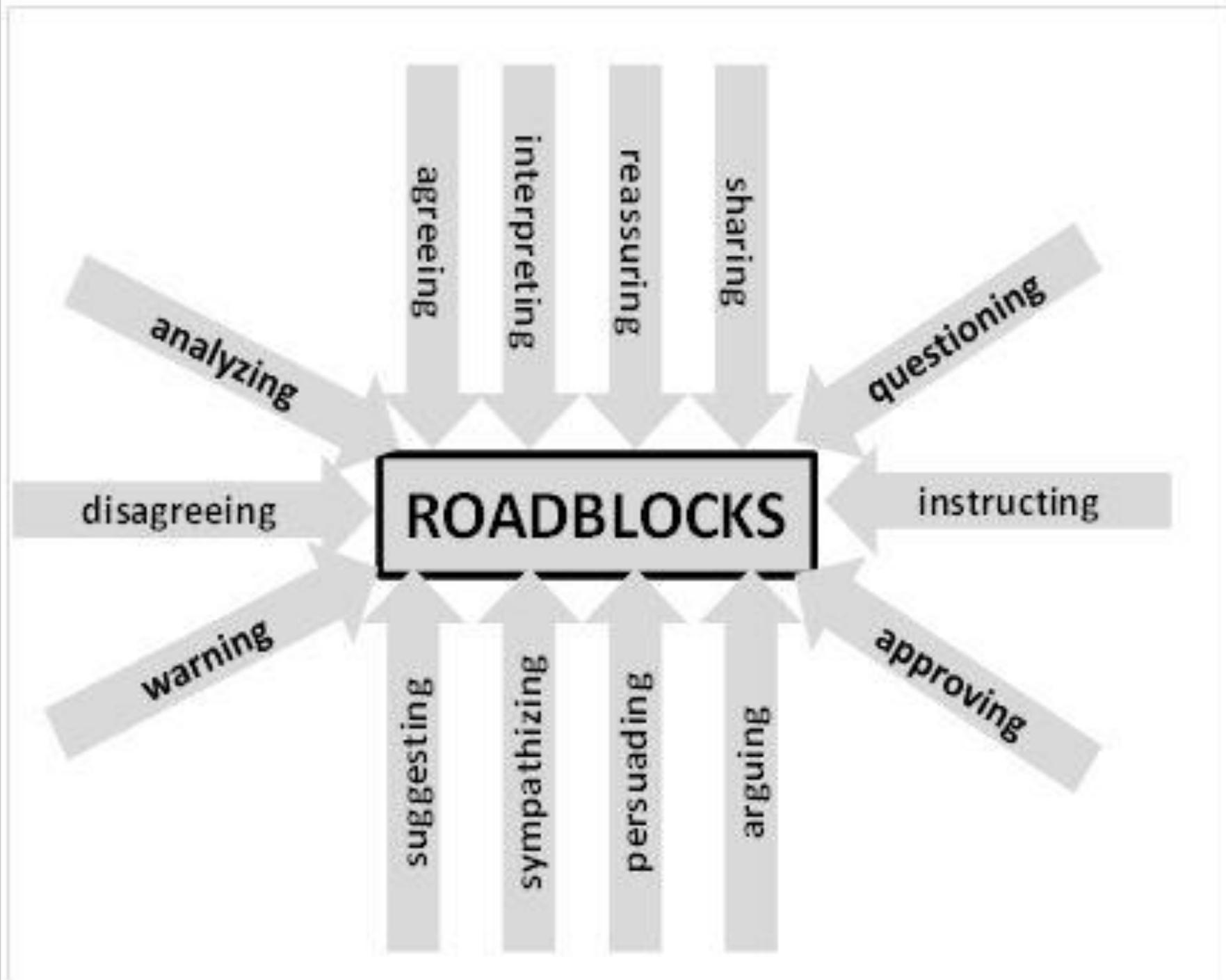


**“People will forget what you  
said, people will forget what you  
did, but people will never forget  
how you made them feel.”**



**Maya Angelou**

# Rule #1: Don't Block the Road!



# Rule #2: Not a Matter of “Just”

**INSIGHT**

If you can **just** make people **see**, then they will change.

**KNOWLEDGE**

If people **just** *know* enough, then they will change.

**SKILLS**

If you can **just** teach people *how* to change, then they will do it.

**HELL**

If you can **just** make people feel *bad* or *afraid* enough, they will change.

# Tinkering Under the Hood of Language



# BEYOND *the* BASICS

- Direction and Focus
- Priming
- Resource Talk
- Change Talk

# The Delight of the Dunk



**Be Curious  
Instead of  
Certain**



# Fit and Effect

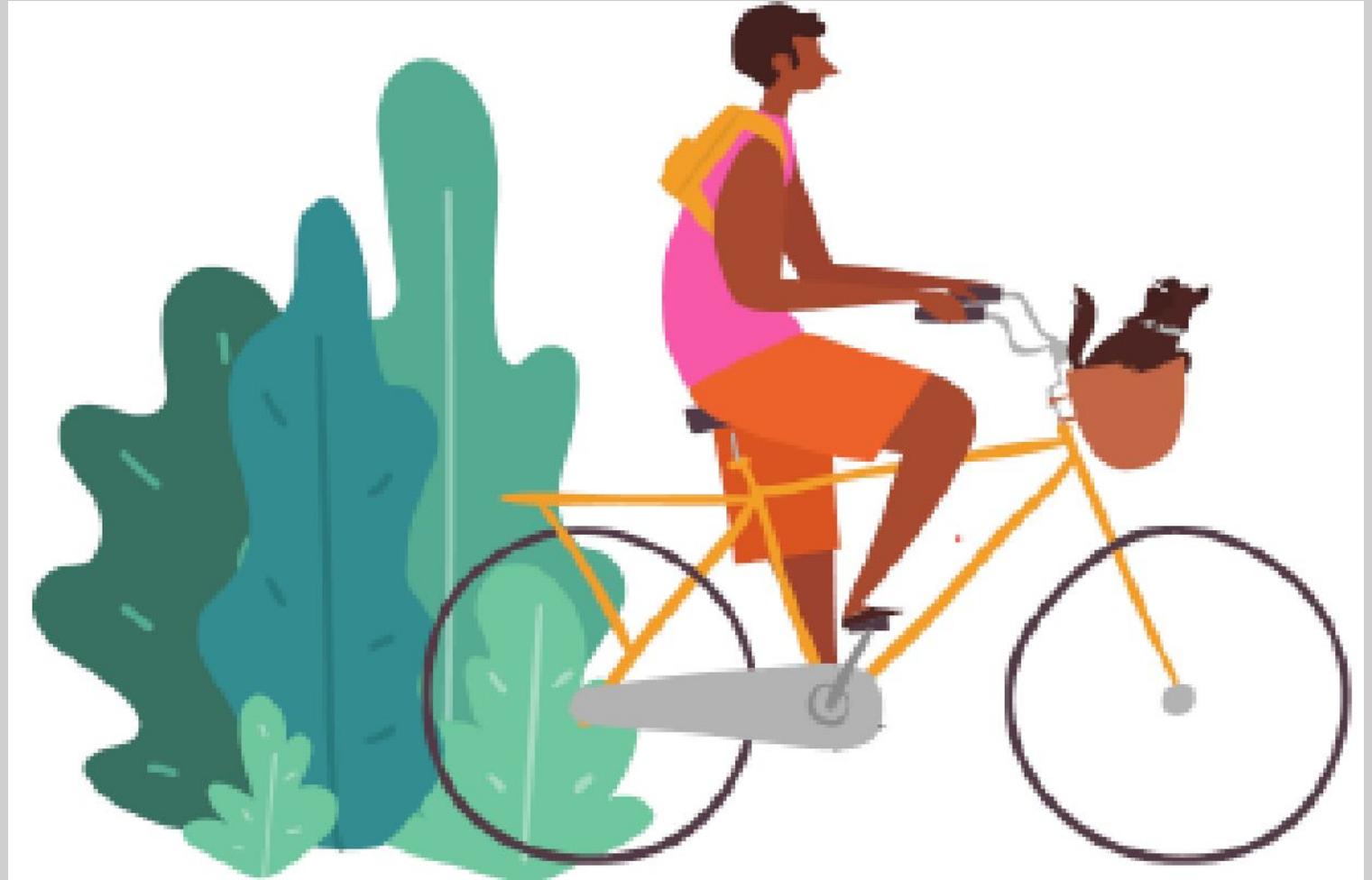
- **Fit**

Does it match the client's world-view, culture, and ideas about change?

- **Effect**

Does it deliver positive, measurable outcomes?

**2019 Healthy  
Start Pilot  
Program  
Outcomes**





***Take Charge of Your Life: Be Well to Do Well***  
**Wellness Coach Certification Training Program**  
**2019 Healthy Start Pilot Program Outcomes**

# Key Principle #5



**“Learning is a lot more than  
can be scored.”**

Michael Wesch

# IWE's Training Made a Difference . . .

**92%**

=

**50%**

**42%**

*of participants said  
the program was:*

***Impactful***

***transformative***

***very impactful***

# . . . by Boosting Critical Skills

Participants reported being better able to:

- Listen
- Empathize
- Manage
- Engage
- Share

# in a Way That Was “Just Right” . . .

**88%**

*rated the level of the content*

*"just right,*

*not too hard and not*

*too easy."*

**81%**

*rated the amount of material as*

*"just right,*

*not too much and not*

*too little."*

# and Worth Recommending . . .

**80%**

*"would strongly*

*recommend*

*the program to*

*family and friends."*

**85%**

*"would strongly*

*recommend*

*the program to*

*colleagues."*

# . . . for a Wide Variety of Audiences

**70%**

*Said the course has broad  
appeal for anyone interested in  
health and wellness.*

**75%**

*Said the course is great for all  
types of people who want to  
make changes in their lives.*

**“More People Are Coming Into  
My Office . . .”**



**“Such Good Information, My Doctor  
Wants Me to Teach Their Colleagues”**



# Tiny Habits Transforms Lives

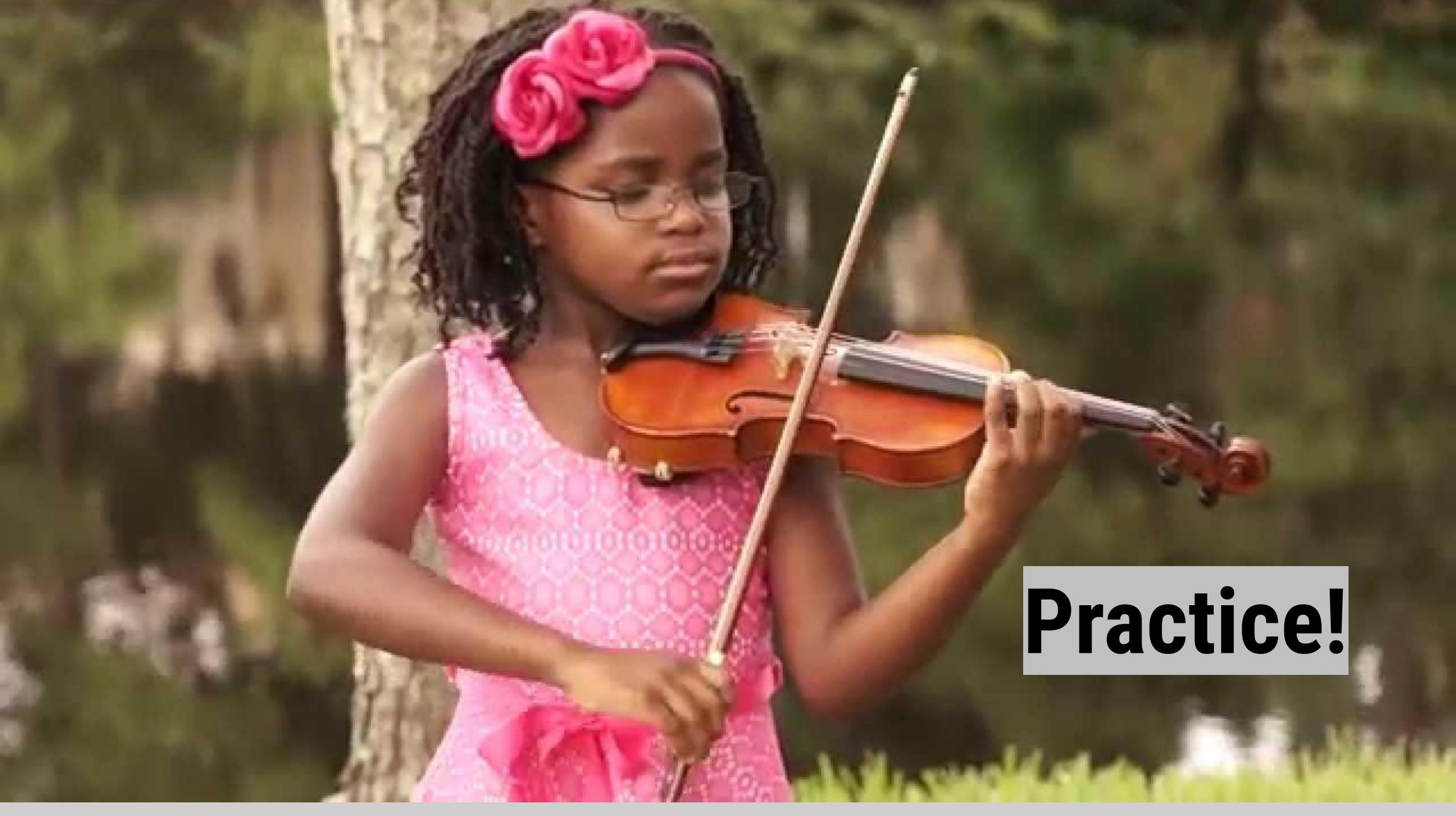


# Progress, Not Perfection



**Simple, But  
Not Easy**





**Practice!**

Practice!





WHAT?



SO WHAT?

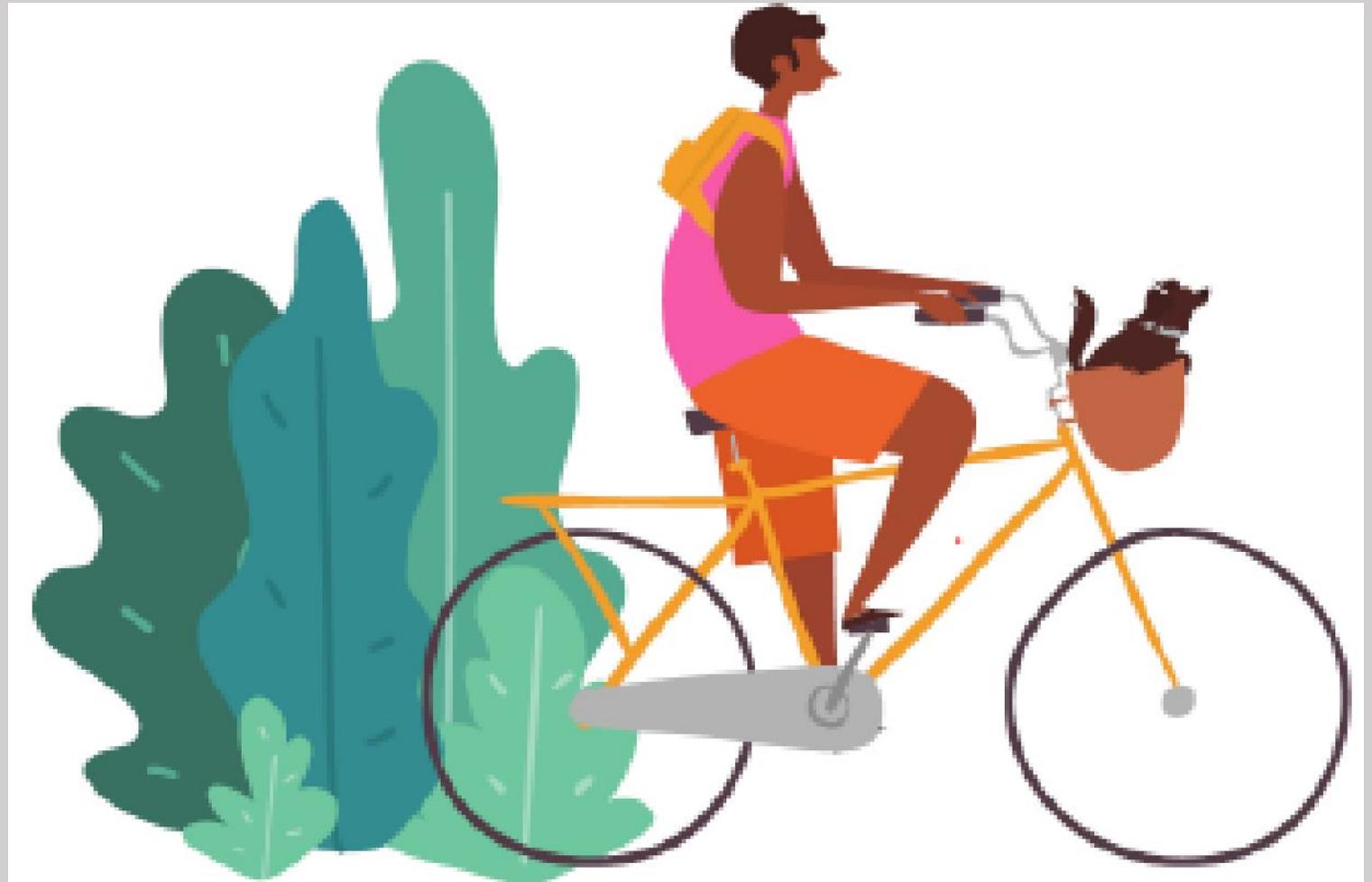


NOW WHAT?

# Made It to the Finish!



**See You in  
Class!**



# Let's Talk!

## Dr. Deborah Teplow



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