

Session Outline
ACSM Health and Fitness Summit
March 27 – 30, 2012

**Wellness Coaching Research and Application Update:
Factors Influencing Successful Outcomes**

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Wellness coaching has become a valuable program component to worksite health promotion initiatives in an effort to control healthcare costs, improve productivity, and enhance organizational competitiveness. While the types of coaching models vary, the focus of the presentation will be on the essential coaching elements needed to enhance participant success. We will also reveal the findings of a national wellness coaching research initiative that focused on both wellness coaches and their clients. The presentation will highlight factors that contribute to successful outcomes, and share strategies that can augment coaching effectiveness.

Purpose: The purpose of this session is to provide essential elements of both the art and science of wellness coaching for health promotion practitioners.

Objectives: Attendees will be able to

- 1) identify key elements of wellness coaching and the coaching psychology process for use with their existing skill sets
- 2) understand factors related to client confidence, readiness for change, and wellness goal achievement
- 3) recognize issues associated with wellness coach confidence and career satisfaction
- 4) discuss practical applications of these findings to coaching preparation and practice

List 3 “take away” points for audience: Attendees will be able to

- 1) identify key elements of wellness coaching and the coaching psychology process for use with their existing skill sets
- 2) understand factors related to client confidence, readiness for change, and wellness goal achievement
- 3) recognize issues associated with wellness coach confidence and career satisfaction
- 4) discuss practical applications of these findings to coaching preparation and practice

Wellness Coaching Research and Application Update: Factors Influencing Successful Outcomes

- 1) Introduction and Overview
 - a. What is wellness coaching
 - b. Status of the profession
 - c. Combining the Art and Science
- 2) The Art
 - a. Psychological processes associated with coaching
 - i. Awareness, knowledge, motivation, skills, maintenance
 - b. Positive psychology principles
 - c. Coaching psychology
 - d. Coaching techniques
 - i. One-on-one coaching
 - ii. Group coaching process
- 3) The Science
 - a. National research study background
 - i. Purpose – Understand both coach and client perspectives
 - ii. Research questions and hypotheses
 - iii. Research methods
 1. Coaches and clients – Who, what, when, where, and how
 2. The surveys
 3. Incentives
 - b. National research study findings
 - i. Coach – Factors impacting
 1. Coach confidence
 2. Coach career satisfaction
 - ii. Client – Factors impacting
 1. Client confidence
 2. Client behavior change
 3. Client percentage of goal achieved
 4. Client willingness to recommend coaching to others
 - iii. Surprising results
- 4) Open discussion: Applying Art & Science in your work environment
 - a. Ideal World vs. Real World
 - b. Coaching tools and strategies to enhance your effectiveness

Resources:

Coach Training: Wellcoaches Corporation (ACSM partner organization) – www.wellcoaches.com

Institute of Coaching, McLean Hospital, 115 Mill Street, Belmont, MA 02478
Email: info@instituteofcoaching.org, Phone: 800.381-4955

Selected Wellness Coaching and Related Books

- 1) *Coaching Psychology Manual* – Margaret Moore and Bob Tschannen-Moran (2010).
- 2) *Motivational Interviewing* – William Miller and Stephen Rollnick (2002).
- 3) *Appreciative Inquiry* – David Cooperrider and Diana Whitney (2005).
- 4) *Changing for Good* – James Prochaska, John Norcross, and Carlo DiClemente (1994).
- 5) *Wellness Coaching for Lasting Lifestyle Change* – Michael Arloski (2007).

A Selection of Research Studies Related to Wellness Coaching and Health

Research published in peer-review journals has repeatedly shown that significant health-related outcomes can be achieved when using evidence-based wellness coaching:

"A Brief, Regular, Proactive Telephone Coaching Intervention for Diabetes: Rationale, Description, and Preliminary Results". J Diabet Complics. 2004 March; 113-118. [Journal of Diabetes and Its Complications](#)

"Annotated Bibliography of Life Coaching and Health Research" (more than 70 studies cited). Intl J Evid Based Coach Mnt.; 2009 Feb.; 7: 39. [International Journal of Evidence Based Coaching and Mentoring](#)

"Effect of Motivational Interviewing-Based Health Coaching on Employees' Physical and Mental Health Status". J Occup Health Psych. 2006 Oct; 358-365. [Journal of Occupational Health Psychology](#)

"High-Soluble-Fiber Foods in Conjunction With a Telephone-Based, Personalized Behavior Change Support Service Result in Favorable Changes in Lipids and Lifestyles After 7 Weeks". J Amer Dietetic Assoc. 2002 April; 4, 503-510. [Journal of American Dietetic Association](#)

"Telephone-Based Diet and Exercise Coaching and a Weight-loss Supplement Result in Weight and Fat Loss in 120 Men and Women". Am J Health Promo, 2008 Nov.; 23, 2. [American Journal of Health Promotion](#)

"Using a Return-On-Investment Estimation Model to Evaluate Outcomes From an Obesity Management Worksite Health Promotion Program". J Occup Envir Med: 2008 Sept.; 981-990. [Journal of Occupational and Environmental Medicine](#)