



National Consortium for Credentialing Health & Wellness Coaches

HEALTH AND WELLNESS COACHING JOB TASK ANALYSIS FINDINGS

Completed and Validated in fall 2014

NOTE: Knowledge and Skills lists are undergoing further refinement and will be finalized by October 1, 2015

Job Definition

Health and Wellness Coaches partner with clients seeking self-directed, lasting changes, aligned with their values, which promote health and wellness and, thereby, enhance well-being. In the course of their work health and wellness coaches display unconditional positive regard for their clients and a belief in their capacity for change, and honoring that each client is an expert on his or her life, while ensuring that all interactions are respectful and non-judgmental.

(25%)¹ Domain I

The tasks that comprise and define this Domain are concerned with the activities that take place in the initial stages of the coaching process.

- T-1 Explain the coaching process.
- T-2 Obtain information about why coaching is sought, desired outcomes, priorities, personal strengths and challenges.
- T-3 Determine if the individual is a candidate for health and wellness coaching.
- T-4 *Explore* motivation and assess readiness for change.
- T-5 Jointly create a coaching agreement that includes roles, expectations, practice-specific processes, fees, and frequency, mode and length of sessions.

(40%)¹ Domain II

The tasks that comprise and define this Domain are used throughout the Health and Wellness Coaching relationship and are the most central to the coaching process.

- T-6 Assist the client in creating a description of their ideal vision of the future.
- T-7 Establish or identify the present situation, past history, previous successes and challenges, resources, etc. associated with the client's vision.
- T-8 Explore and evaluate the client's readiness to progress toward the vision.
- T-9 Proposed new task: Invite the client to identify and explore patterns, perspectives, and beliefs that may be limiting lasting change.
- T-10 Work with the client to establish goals that will lead to the vision.

T-11 Work with the client to develop a series of steps that will lead to the achievement of client-selected goals.

T-12 Elicit the client's commitment to and accountability for specific steps.

(30%)¹ Domain III

The tasks and knowledge that comprise and define this Domain are concerned with the activities that address the client's evaluation and integration of progress.

T-13 Collaborate as the client evaluates success in taking steps and achieving goals.

T-14 Work with the client to maintain progress and changes.

T-15 Collaborate as the client re-assesses goals and makes modifications based on personal decisions and progress made.

T-16 Assist the client in articulating learning and insights gained in the change process.

T-17 Work with the client to develop a post-coaching plan to sustain changes that promotes health and wellness.

(5%)¹ Domain IV

The tasks that comprise and define this Domain underlie all Health and Wellness Coaching practice and the professional behavior of coaches.

T-18 Health and Wellness Coaches practice in accordance with applicable laws and regulations.

T-19 Health and Wellness Coaches practice in accordance with accepted professional standards and within the limits of their scope of practice.

- T-20 Health and Wellness Coaches practice in accordance with the accepted standards of professional ethics.
- T-21 Health and Wellness coaches engage in a continuous process of training and education to become more proficient in their practice and to ensure that their practice-related knowledge and skills remain current.

¹(+/-3%)

Knowledge

The competent and effective performance of Health and Wellness Coaching Tasks requires knowledge of:

- K-1 Techniques for establishing and maintaining rapport
- K-2 Communication techniques (verbal and non-verbal)
- K-3 Coaching assessment techniques (e.g., information gathering, appreciative inquiry, non-judgmental questioning, motivational interviewing)
- K-4 Personal client information that pertains to the coaching process
- K-5 Health and Wellness Coaching process and models
- K-6 Models of motivation and behavior change (e.g., Transtheoretical, Maslow, self-regulation, Self-Determination theories)
- K-7 Techniques for providing or sharing information and resources within the coaching relationship
- K-8 Techniques for enhancing self-awareness
- K-9 Goal setting techniques
- K-10 Basic, evidence-based healthy lifestyle recommendations by credible sources
- K-11 Behavior tracking techniques

Skills

The competent and effective performance of Health and Wellness Coaching Tasks requires skill in:

- S-1 Establishing and maintaining rapport
- S-2 Establishing trust
- S-3 Providing support
- S-4 Displaying empathy
- S-5 Mindful presence
- S-6 Respectful interaction
- S-7 Active listening
- S-8 Open-ended questioning
- S-9 Communicating
- S-10 Information gathering
- S-11 Assessment and Evaluation
- S-12 Interpreting assessment findings
- S-13 Structuring the coaching process
- S-14 Recognizing emotions (coach and client)
- S-15 Motivating for behavior change
- S-16 Applying change processes
- S-17 Decision making
- S-18 Evaluating research and resources
- S-19 Providing information and resources within the coaching process
- S-20 Building self-awareness (coach and client)
- S-21 Self-care (coach and client)
- S-22 Goal setting
- S-23 Selecting outcome measures
- S-24 Behavior tracking
- S-25 Observation
- S-26 Responding to client resistance
- S-27 Enhancing self-efficacy
- S-28 Building positivity
- S-29 Building autonomy
- S-30 Reframing
- S-31 Focusing and redirecting
- S-32 Using metaphor
- S-33 Time management
- S-34 Stress management
- S-35 Self-management
- S-36 Setting boundaries
- S-37 Documenting
- S-38 Collaborating with other professionals