



**Coaching for Success:  
Connecting with Clients for Health**

Michael R. Mantell, Ph.D.  
Senior Fitness Consultant for Behavioral Sciences

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- Senior Fitness Consultant for Behavioral Sciences, ACE
- Senior consultant and writer for fitness industry organizations, broadcast media and popular print and web-based publications
- Behavioral Sciences coach/Psychologist for health, fitness and emotional wellness
- @DrSanDiego, @FitnessPsych
- Facebook, LinkedIn
- drmantell@me.com



**Michael R. Mantell, Ph.D.**  
University of Pennsylvania  
Hahnemann Medical College

## Welcome to the Health Coach Revolution

### THE NEW ACE HEALTH COACH: THE REVOLUTION BEGINS



The ACE Health Coach emphasizes *fitness, nutrition* and the science behind true *behavior modification*. As the only certification of its kind accredited by the *National Commission for Certifying Agencies* (NCCA), ACE Health Coach helps professionals *connect with people* in a way that makes them not only *want to change*, but *believe they can do it long term*.

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## Welcome to the Health Coach Revolution

### THE NEW ACE HEALTH COACH: THE REVOLUTION BEGINS



#### WHAT DOES A HEALTH COACH DO? WHO IS A HEALTH COACH?

An ACE-certified Health Coach isn't just a fitness professional. It can be a nurse, an occupational therapist, or even a corporate wellness representative who *helps change the behaviors that have kept their clients and employees from losing weight, changing the way they eat, incorporating physical activity into their lives, and improving their overall health and well-being*. An ACE Health Coach helps people with strategies and systems to *change the fitness, nutrition and lifestyle behaviors that may be holding them back*.

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## Welcome to the Health Coach Revolution

- Develop expertise in partnering, guiding, empowering, inspiring and making a decisive, positive difference in the lives of potential clients
- Grounded in the behavioral sciences, learn key skills to profitably bring fitness, nutrition and behavior modification to those currently underserved
- Differentiate the traditional fitness/exercise trainer from the trailblazing Health Coach
- Describe key behavioral/emotional and cognitive tools to build a successful, long-term, profitable relationship to enhance higher levels of wellness in clients
- Facilitate the achievement of health-related lifestyle improvement goals by connecting with and working with the whole person
- Learn tools to create and sustain a healthy perspective in clients to make necessary lifestyle changes
- Develop the know-how to market these contemporary Health Coach skills as a consequential provider in the health fields, corporate wellness arena and other innovative employment domains

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## Employment Areas...

### HEALTH COACHES HAVE A MYRIAD OF EMPLOYMENT AREAS TO ANTICIPATE

- ✓ The ACE Health Coach is a valued, active, recognized member of the client's healthcare, fitness, corporate wellness and community health team
- ✓ Along with the physician, physical therapist, dietician/nutritionist, chiropractor, psychologist/psychiatrist, social worker, nurse, bariatric surgeon, massage therapist, audiologist, pharmacist, fitness trainer, other allied health professionals, corporate wellness professionals, and community care professionals, the ACE Health Coach focuses on inspiring, motivating and encouraging clients to make healthy living an integral part of their lifestyles

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## Differences between Personal Trainers and Health Coaches

## THE TRADITIONAL PERSONAL TRAINER...

- ✓ Personal training is often thought of as the service of guiding a client through a specific workout or series of workouts performed with biometric perfection to promote fitness, keeping in mind physical abilities and limitations
- ✓ Biomechanical knowledge and physical training focused
- ✓ Often more tactic oriented
- ✓ When clients work with a good trainer, they say, "My trainer is good."

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## Differences between Personal Trainers and Health Coaches

## HEALTH COACHES...

- ✓ Health coaching is the comprehensive service of guiding a client through to getting a fit body *and* promoting a healthy lifestyle
- ✓ Forward-looking, sought-after, evidence-based, comprehensive
- ✓ Lifestyle improvement oriented, working in varied settings
- ✓ When clients work with a great health coach, they say, "Wow, I'm good."

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## What is a Health Coach? Depends on Who You Ask

## MANY DEFINITIONS

- Palmer, Tubbs, & Whybrow describe health coaching as the practice of health education and health promotion within a coaching context to **enhance the well-being of individuals and to facilitate the achievement of their health related goals.**
- Duke University Center for Integrative Medicine, USA explains that health coaching is a **structured, supportive partnership between the participant and the coach that effectively motivates behavior change.**
- Rollnick, Mason, & Butler describes health coaching as a **directive, client-centered counseling style for eliciting behavior change by helping individuals explore and resolve ambivalence.**
- Huffman believes "**the goal of health coaching is to uncover ambivalence and help the individual (coachee) move forward! To achieve this, we must do more listening and less talking.**"  
Stephen Covey has said, "Seek first to understand, then be understood."

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## The Failure of Contemporary Practice

READY TO BE A PART OF THE  
REVOLUTION IN HEALTH CARE?

- Chronic diseases account for 75% of total health care costs
- 85% of avoidable health care costs are due to health behaviors-lifestyle choices
- Health coaches bring highly effective skills to improve and support health behavior-lifestyle change
- Partnering with health professionals will deliver better outcomes for clients & the health care system

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## How Health Coaches Help...

THINK THERE'S A MARKET FOR HEALTH COACHES  
IN THE CORPORATE WELLNESS INDUSTRY?

- 3 in 4 adults will be overweight by 2015
- 1 in 3 is not physically active
- 1 in 3 has high blood pressure
- 1 in 4 is pre-diabetic- yet less than 5% know it
- By 2015, annual per capita healthcare expenditures will exceed \$15,0005
- Potential insurance savings per individual health improvement:**
- Smokers  
\$1,623
- Fewer heart attacks  
\$5,176
- Reverse risk of metabolic syndrome  
\$3,200

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## Another Definition...

## IN THE MEDICAL ARENA, THE AAFP SUGGESTS...

"Health coaching can be defined as **helping patients gain the knowledge, skills, tools and confidence to become active participants in their care so that they can reach their self-identified health goals.**"  
The familiar adage "Give a man a fish, and he eats for a day. Teach a man to fish, and he eats for a lifetime," demonstrates the **difference between rescuing a patient and coaching...**"

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Coaching in Health Care...The Revolution has Begun

IN THE MEDICAL ARENA, HERE'S HOW TO UNDERSTAND THE DIFFERENT APPROACH...

● Doctors often always	Health Coaches
● Manage disease	Optimize health
● Treat symptoms	Treat the whole person
● Existing health	Prevention
● Directs partnership	Guides
● Extrinsic motivators	Intrinsic motivators
● Increases resistance	Decreases resistance
● Ignores barriers to change	Addresses barriers to change



Quick History of Roots of Health Coaching

OVERVIEW OF POSITIVE PSYCHOLOGY ROLE IN HEALTH COACHING

- History of Positive Psychology**
- Rogers (1951) The fully functioning person
  - Jahoda (1958) Mental Health
  - Allport (1961) Mature Individuality
  - Erikson (1963) Stages of Development
  - Maslow (1954-1971) Self Actualization
  - Vaillant (1977) Positive Defenses, Exceptional Performance
  - Deci Ryan (1985) Self Determination Theory
  - Csikszentmihalyi (1990) Flow Optimal Experience
  - Ryff Singer (1996) Psychological Well-Being
  - Seligman (1991-2006) Learned Helplessness, Optimism



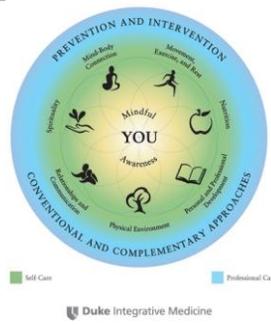
Positive Psychology Foundation in Health Coaching

FOUR MAJOR IMPERATIVES OF POSITIVE PSYCHOLOGY

- ✓ Rise to life's challenges and make the most of setbacks and adversities
- ✓ Engage and relate to other people
- ✓ Find fulfillment in creativity and productivity
- ✓ Look beyond oneself and help others to find lasting meaning satisfaction and wisdom in life (Keyes Haidt 2004)

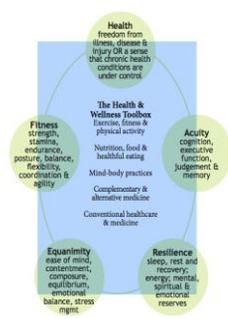


WHEEL OF HEALTH



Health Coach Clients...

- Case examples:
- ✓ 60 year old Rick with type 2 diabetes, 50 lbs overweight, chronic low back pain, sedentary lifestyle...goals include losing weight, improve blood-sugar control & decrease low back pain
  - ✓ 35 year old Shane with elevated cholesterol, normal body weight, poor nutrition, over-worked, no time for exercise...goal is to improve cholesterol profile
  - ✓ 26 year old Andrea is 15 lbs overweight, poor history of exercise and proper nutrition adherence...goal is to lose weight and begin – and adhere to – consistent exercise program



Want to Prosper as a Health Coach?

- ✓ To stay ahead of the pack, relying on biomechanical knowledge and technical expertise is no longer sufficient in helping clients adopt a more active lifestyle for health.
- ✓ Exploring emotional needs, nutritional concerns, family and personal challenges are also areas that differentiated health coaches will become involved in.
- ✓ Health coaches will rely more on dialogue, self-exploration, creativity, personal growth, and is aligned with fields such as counseling. The health coach is a partner.
- ✓ Health coaches are available by phone, text messaging, email. There are some physical realms that digital has yet to overtake.
- ✓ Health coaches enhance the well-being of clients, not only their fitness, to promote their health-related goals through a client-centered style

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Behavioral Science Tools

ESSENCE OF MOTIVATIONAL INTERVIEWING

Motivational interviewing is a directive, client-centered counseling style that aims to help clients explore and resolve their ambivalence about behavior change.

It combines elements of style (warmth and empathy) with technique (e.g. focused reflective listening and the development of discrepancy).

A core tenet of the technique is that the client's motivation to change is enhanced if there is a gentle process of negotiation in which the client, not the coach, articulates the benefits and costs involved.

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Stages of Change and MI

PRE-CONTEMPLATION	Not considering possibility of change Does not feel there is a problem	Establish rapport, ask for permission and build trust, decision is theirs Raise doubts or concerns about the current negative behaviors Keep the door open for change
CONTEMPLATION	Thinking about change, in the near future but ambivalent	Focus on motivation and confidence by exploring ambivalence and validate lack of readiness Evaluate pros and cons
PREPARATION	Client has decided to take the steps and is in the process	Discuss steps the client believes are needed to make the change Have client repeat goals (restate) Encourage small initial steps Consider and lower barriers to change Verify that client has skills for change
ACTION	Implementation of specific action steps, behavioral changes for 3-6 mos.	Focus on social supports, support self efficacy, assist in taking steps toward change and reiterate benefits
MAINTENANCE	Continuation of desirable actions, or repeating	Plan for follow-up support, reinforce internal rewards, coping with

Behavioral Science Tools

DECISIONAL BALANCE

Reasons to stay the same	Reasons to change
What are the benefits of staying the same?	What are your concerns about staying the same?
What are your concerns about change?	What are the benefits of change?

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Behavioral Science Tools

SUPPORT SELF-EFFICACY

We support the client's hopefulness and build confidence that change is possible

We build on the client's self esteem, strengths, previous successes, efforts

Cultivate hope with menus of choices

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Behavioral Science Tools

CREATING SELF-EFFICACY

The **first way** to create SE is through mastery experiences...A resilient sense of efficacy requires experience in overcoming obstacles through perseverant effort

The **second way** of creating SE is through vicarious experiences provided by models...The impact of modeling on perceived self-efficacy is strongly influenced by perceived similarity to the models. The greater the assumed similarity, the more persuasive are the models' successes and failures.

The **third way** of creating SE is through social persuasion.

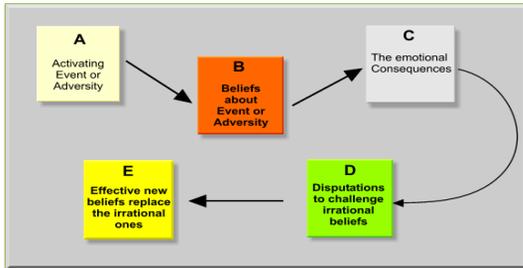
The **fourth way** to create SE is to reduce people's stress reactions and alter their negative emotional proclivities and misinterpretations of their physical states.

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Rational Emotive/Cognitive Behavioral Coaching



Behavioral Science Tools

COGNITIVE DISTORTIONS

1. **All-or-Nothing Thinking.** You look at things in absolute, black-and-white categories.
2. **Overgeneralization.** You view a single negative event as a never-ending pattern of defeat.
3. **Mental filter.** You dwell on the negatives and ignore the positives. This is like the drop of ink that discolors the entire beaker of water.
4. **Discounting Positives.** You insist your positive qualities don't count.
5. **Jumping to Conclusions.** You jump to conclusions not warranted by the facts.
  - **Mind-Reading.** You assume that people are reacting negatively to you.
  - **Fortune-Telling.** You predict that things will turn out badly.
6. **Magnification or Minimization.** You blow things way out of proportion or shrink them.
7. **Emotional Reasoning.** You reason from your feelings: "I *feel* like an idiot, so I must **be** one." Or "I *feel* hopeless. This means I'll **never** get better."
8. **Should Statements.** You criticize yourself or other people with "shoulds," "shouldn'ts," "musts," "oughts," and "have tos."
  - **Self-Directed Shoulds** lead to feelings of guilt and inferiority.
  - **Other-Directed Shoulds** lead to feelings of bitterness, anger and frustration.
  - **Hidden Shoulds** are rules and should statements that are implied by your negative thoughts.
9. **Labeling.** Instead of saying, "I made a mistake," you tell yourself, "I'm a jerk" or "I'm a loser."
10. **Self-Blame and Other-Blame.** You find fault instead of solving the problem.
  - **Self-Blame.** You blame yourself for something you weren't entirely responsible for.
  - **Other-Blame.** You blame others and overlook ways you contributed to the problem.



Behavioral Science Tools

WORKING WITH WEIGHT MANAGEMENT

**Therapeutic lifestyle change** programs which target obesity and diabetes, aging and numerous health conditions in general, will expand and become more effective as they fully incorporate evidence-based strategies proven to work for both adults and kids, including:

- Cognitive-behavioral strategies:**
- Dietary and activity goal-setting
  - Self-monitoring and feedback
  - Individualized follow-up
  - Motivational interviewing techniques
  - Peer support
  - Tactics to increase self-efficacy

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Behavioral Science Tools

WORKING WITH WEIGHT MANAGEMENT

**Medical strategies**

- Diabetes medication as indicated
- Bariatric surgery as indicated

**Program design**

- Individualized delivery (vs generic print or online delivery)
- One-on-one consultation to develop goals and plans
- Group training on cognitive-behavioral skills
- Group support including role modeling and problem-solving
- Online/email support (most effective for dietary counseling!)

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WORKING WITH WEIGHT MANAGEMENT

**Social and cultural considerations**

- Program location: church, community, work, clinic, wellness center, health club, other health and wellness businesses
- Blend of group and one-on-one programming
- Peer advisors
- Culturally-adapted content
- Problem-solving adapted to target group (e.g. unsafe neighborhood makes walking unlikely or busy schedule makes cooking at home unlikely)

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Behavioral Science Tools

WORKING WITH WEIGHT MANAGEMENT

**Irrational Thinking**

~~Rational Thinking~~  
I ate a cookie while ago, but I'M STARVING

Having a craving, but that doesn't mean I have to eat

I can't stand feeling hungry...it's awful

It's only uncomfortable but I can tolerate it...it'll go away

Oh, it's only one extra cookie...what's the big deal?

If I have that cookie, I only strengthen the habit of giving in

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## Behavioral Science Tools

## Weight Gaining Thinkers

- ☉ Confuse hunger with a desire to eat
- ☉ Have a low tolerance for hunger and cravings
- ☉ Like/demand on the feeling of "being full"
- ☉ Fool themselves about how much they actually eat
- ☉ Comfort themselves/their feelings with food
- ☉ Feel helpless & hopeless when they gain weight
- ☉ Focus on issues of "unfairness"
- ☉ Give up the program once they begin to lose weight

The ultimate cognitive distortion is **DEMANDING** that I **SHOULD** be able to eat what and when I want, that it's **AWFUL** when I can't, and I **CAN'T STAND IT**

## Behavioral Science Tools

## Simple commitments to be made...

- ☉ I'll make the following changes at home and work \_\_\_\_\_
- ☉ To make time and energy for staying on track, I'm going to \_\_\_\_\_
- ☉ The spontaneous & planned exercise I'm going to do \_\_\_\_\_
- ☉ My first weight loss goal is \_\_\_\_\_
- ☉ To learn to figure out when I'm really hungry, I'm going to \_\_\_\_\_
- ☉ When I have a craving, I'm going to \_\_\_\_\_
- ☉ In order to eliminate spontaneous eating, I'm going to \_\_\_\_\_

*I can either eat anything I want from the buffet table, OR I can lose weight...but not both.*

## Behavioral Science Tools

**"IF I KNOW ONE THING FOR SURE, IT'S THAT YOU CAN DO SMALL THINGS INSIDE YOUR MIND THAT WILL LEAD TO BIG CHANGES IN YOUR BRAIN AND YOUR EXPERIENCE OF LIVING... YOU REALLY CAN NUDGE YOUR WHOLE BEING IN A BETTER DIRECTION EVERY DAY. WHEN YOU CHANGE YOUR BRAIN, YOU CHANGE YOUR LIFE."**  
~ RICK HANSON, PH.D.

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## Behavioral Science Tools

## MEDITATION AND GUIDED IMAGERY

"The key to reaping the rewards of meditation is to develop a regular, daily practice, no matter how brief. How about making a personal commitment never to go to sleep without having meditated that day, even if just for one minute?"

## Behavioral Science Tools

## COACHES OF TOMORROW WILL NEED

- ✓ Health professional qualification & skills
- ✓ Medical conditions knowledge
- ✓ Basic behavior change counseling skills
- ✓ Motivational interviewing skills
- ✓ Solution-focused coaching skills
- ✓ Cognitive change skills
- ✓ Emotional management skills
- ✓ Behavior modification and evidence-based techniques

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## Summary...

- ✓ Coaches will provide solutions for specific problems with integrated, collaborative approaches to help clients meet specific health-related goals
- ✓ Coaches will be in the mix of conventional and complimentary alternative medicine, fitness, mind-body practices in wellness and therapeutic lifestyle coaching
- ✓ Coaches will use evidence-based strategies with positive psychology, stage of change models, motivational interviewing and health psychology to achieve positive outcomes
- ✓ Coaches will utilize more personalized client interventions with lower costs and improved efficiencies
- ✓ Coaches will work with clients where they are in the most convenient ways
- ✓ Coaches will effectively relate to age, gender, culture, religious, ethnic and work/family differences
- ✓ Coaches will continually learn from other industries





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