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About Health Coach Institute

What is Health Coach Institute

Health Coach Institute (HCI) is an educational organization dedicated to the teaching and advancement of coaching worldwide.

After coaching over 10,000 clients and students from more than 30 countries in the past 10 years, HCI is proud to be pioneering the new generation of health coaches who are changing the consciousness of the planet.

The curriculum is based on psychology, neuroscience, intuitive listening, habit change and healthy lifestyle design.

Our Definition of Health Coaching

A Health Coach is a master of habit change, an advocate for living a healthy, happy lifestyle, a teacher of transformation, and an accountability partner to keep clients striving to reach their ultimate goal.

A Health Coach does not prescribe medicine or take the place of a medical professional, they are the motivators to push the client toward lasting results and lifestyle change using holistic and natural methods.

A Health Coach sets attainable goals for their clients, suggests alternative ways to cope with setbacks, and supports their clients in the unmasking of the true meaning behind behaviors - unconsciously or in reaction to external demands. Health Coach Institute firmly believes that change cannot occur without accountability and sustained motivation, thus the important role of a Health Coach.

Our Mission and Objectives

Our premise is that a health coach is a master of habit change. Healthy habits create healthy results.

Our goal is to create the best coaches in the world in the art and science of habit change so we can collectively contribute to the healthy planet in which we want to live.

In order to fulfill its mission, Health Coach Institute is committed to helping its students understand the fundamental base of nutrition, health and wellness, master the art of habit change, establish personal growth for themselves and for others, plus launch themselves into a successful career in the field of health and transformational coaching.
General Policies and Procedures

Admissions Policy

HCI seeks to offer admission to students of the highest potential and motivation, irrespective of social, racial, religious or financial considerations.

Any and all admissions evaluations by HCI staff for a prospective student are made impartially and based upon the fulfillment of the following admissions and enrollment criteria:

The student must:

- Be a minimum of 18 years of age, and able to consent to undertaking this program of study. The Student must confirm age prior to gaining program access. Exceptions may be made on a case by case basis provided HCI receives written consent from at least one parent or legal guardian.

- Have sufficient access to the Internet in order to complete program of interest

- Agree to abide by our Student Policies and Procedures

- Financial stability to pay course fees in full as specified in schedule of fees

- Review the tuition provided in the schedule of fees sent prior to enrollment

- Acknowledge and sign a Terms and Conditions Agreement, which will be provided during the admissions process, prior to enrollment

Admissions Procedure

Student admission and enrollment in a program of study can be carried out online or via discussion with a member of our Clarity Coach team. Clarity Coaches will endeavor to vet student’s suitability for a program of study using the criteria defined in our “Admissions Policy” and advise the prospective student accordingly.

By virtue of enrolling, the student agrees that they satisfy the necessary admissions and enrollment criteria for the program of study and take full responsibility for the decision to enroll in a program of study.

Following the decision to enroll in a program of study with HCI, the student is required to provide payment information as well as the financial arrangement chosen by the student (either payment in full or an installment based payment plan).

After this financial information has been supplied, students are provided with confirmation of payment, terms and conditions for the program of study, and access to the Learning Management System (LMS) (which contains the documents “Student Policies and Procedures”, “Student Code of Conduct”, and the “program syllabus” (for program of study) and academic calendar (for the program of study).

Students are expected to satisfy admissions and enrollment criteria by reviewing the documents made available to them on the LMS before submitting a signed terms and conditions agreement to HCI.

Once the terms and conditions have been signed and returned to HCI, the student is considered to be enrolled and provided with immediate access to their program of study.

By submitting a signed terms and conditions agreement, each prospective student acknowledges that they agree to and have satisfied the admissions criteria set out in our “Admissions Policy”.
Deferrals and Re-enrollment and Extensions

HCI recognizes that a student may need to delay enrollment or defer his or her studies for a variety of reasons and we attempt to support the student during occasions like this through our deferral policy. Although deferrals are granted at HCI’s sole discretion, in the appropriate circumstances, HCI is willing to defer a student’s enrollment up to three calendar months from the start date of the course cohort, allowing he or she to re-enroll to a later course cohort. While each deferral request is taken on a case by case basis, HCI considers a number of considerations, including duration of access to material, previous deferral history and the grounds on which the deferral is being requested.

A student request for a deferral are required to be submitted to the Student Support Team. Following submission, the student’s request is reviewed by the Student Support Team. If the deferral is approved, the date or cohort when a student will rejoin their program of study will be agreed upon, and the necessary administration executed to facilitate the change. During the deferral period, the Student is required to maintain his or her monthly course payments. Payments may be subject to a “push” fee at the time the change of course is made to the account.

In the event that a student has previously withdrawn from a program and wishes to re-enroll, HCI may consider the student for re-enrollment, provided that the reasons for previous withdrawal have been rectified and no other issues prevent re-enrollment to a program of study. Student re-enrollment requests are submitted to the Student Support Team and determinations regarding re-enrollment are made at HCI’s sole discretion. A re-enrolled student will be charged at the current tuition rates for other newly entering students.

If students are unable to complete their program within the one-year deadline, they have the option to enroll in our Retake program. For a fee, they are granted six additional months from point of enrollment in Retake to complete the program. Students have full access to any part of the course during this time, including Success Coach calls. If students fail to complete the program within this extended 6-month period, and provided they have no acceptable exceptional circumstances (medical, financial), they must enroll as a brand-new student at full cost should they want to receive their certificate.

Referrals

This “Student Referral Policy” is effective as of July 1st, 2017, there are no retroactive applications of this policy.

Existing or former students may refer new students to Health Coach Institute’s Become A Health Coach Program by sending these prospective students an email with their unique referral code. The unique code is only valid for 60 days from the time the unique code is generated.

“Existing students” are students who are currently enrolled in any Health Coach Institute program, and “former students” are either graduates or admitted into the program, but have not yet finished the program due to deferral, withdrawal or other reasons. In order to qualify as a “new student,” that person must not have been previously enrolled in any Health Coach Institute program at any time.

The referred student must follow the instructions contained within the referral email/text in order to recognize and reward their referrer. HCI recognizes a referral only if, a) the new student enrolls in the course within 60 days from when the referral code was generated and if during the enrollment process, b) the new student uses the referral code to accurately attribute the referral to the student referrer as described above. When the new student completes two months of the program and is in good financial standing with Health Coach Institute, the student referrer shall receive a thank you gift.

Student Resources

Program resources are primarily delivered online via our dedicated Learning Management System (LMS). Complete access to the LMS is provided immediately upon enrollment. Students are contacted and/or receive communications from Health Coach Institute regarding resources that are delivered outside of the LMS.
In addition to program resources, students are also provided with a dedicated student support service, consisting of a customer service team and a student services team.

The student support team is tasked with assisting students with any aspect of their studies. They are available via a variety of channels (specified below) and have active hours of operation 24 hours a day, 7 days a week, (with the exclusion of school holidays).

Student support channels include:

- Student support portal facilitating self-service via a maintained knowledge base and ticket submission or live chat support via our helpdesk software found at https://healthcoachinstitute.freshdesk.com
- Support ticket submission direct via email to support@healthcoachinstitute.com
- Live-chat support on our LMS http://access.healthcoachinstitute.com
- Direct submission via our support widget on our LMS http://access.healthcoachinstitute.com
- Region specific telephone support (regions currently covered are the USA, UK, Canada, New Zealand and Australia)

The student services team is tasked with the monitoring and administration of LMS forums and student comments, as well as the monitoring and administration of social media both program specific and general. They provide information to students via these channels as well as identifying and escalating any relevant issues or questions to our student support team, ensuring that students are proactively engaged should any issues arise.

All student support and services activities and interactions are managed and logged via our helpdesk software, ensuring effective handling and support of students, as well as providing a framework for quality assurance and the continuous improvement of these services.

In the event a student is concerned with any aspect of their studies, including personal academic progress, the student is invited to contact our student support team via designated channels. The student support team will assess the student’s progress and assist by resolving any issues within the scope of the support team’s role. Then the student support team will contact the student’s Faculty Coach so that further support can be provided to the student.

Job Placement and Completion Rates

Health Coach Institute does not track job placement. While a number of our students find employment as health coaches, all of our training programs are designed to train students to be self-employed. The 2017 completion rate for the Become a Health Coach Program was 67%, and the HMBA Mastery Program had a completion rate of 56%. HCI does not guarantee job placement, wage, or salary levels to students.

Calendar

Health Coach Institute Administrative Offices will be closed on the following U.S. Holidays:

- New Year's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day and Day After
• Christmas Eve and Christmas Day

Students receive preliminary resources immediately upon enrollment and begin the core course approximately 8 times a year. HCI supports continuous and self-directed learning for any student, at anytime, anywhere in the world. Its educational resources are available online twenty-four hours a day, seven days a week, all year long.

Student Complaints

In the event a student wishes to issue a formal complaint to HCI, they are to document the issue in writing and submit to the Manager of Support and Services or designated staff via designated support channels or if preferred via email to feedback@healthcoachinstitute.com. The student should file the complaint within 10 business days of the occurrence.

The formal written issue must state the issue and desired outcome, and should include any documentation that supports the issue.

The Manager of Support and Services or designated staff will review the written statement and any supporting documentation, gather facts, and provide a written response to the student within three business days. The decision made by the Manager of Support and Services or designated staff is final.

Student Records

All student records will be maintained by HCI for ten years from the last date of attendance. Proof of program completion is maintained permanently.

All applicable student records, including transcripts, are available to students upon request via email to support@healthcoachinstitute.com.

Student Conduct and Disciplinary Procedures

When a student conduct issue occurs, whether proactively identified by staff or reported via support channels, the matter is reviewed by the Manager of Support and Services or designated staff and appropriate action taken as defined in our “Student Code of Conduct”.

If the action taken is disputed by the student, they are to document the issue in writing and submit to the Manager of Support and Services or designated staff via designated support channels. The formal written issue must state the issue and desired outcome, and should include any documentation that supports the issue.

The Manager of Support and Services or designated staff will review the written statement and any supporting documentation, gather facts, and provide a written response to the student within three business days. The decision made by the Manager of Support and Services or designated staff is final.

Student Payments*

The student shall pay the relevant program fees on the payment schedule specified in the Order Form (the “Payment Schedule”) in United States Dollars (“USD”). Regardless of the actual payment method, the student shall provide to HCI a valid credit card or debit card (“Payment Card”) for payment of Course fees until such time the Course is paid in full.
The student is responsible for ensuring that payments are made on time and in full according to the Payment Schedule. The student shall be responsible for non-payment of Course fees, even if the Course fees are paid by a third party.

Students on a payment plan have the option to pay their remaining balance at the Invest In Full rate provided that they do so within 30 days of their original course start date. Students also have the option to pay off their remaining payment plan balance early, without penalty and without incurring any potential future financing charges.

The Student authorizes Company to charge Student’s Payment Card pursuant to the Payment Schedule in USD. Student shall bear all responsibility for third-party charges for payment processing, including, but not limited to, merchant fees, transaction fees, processing fees, servicing fees, overdraft charges, late fees, repurchase or replacement fees and foreign exchange fees.

The student’s failure to pay HCI pursuant to the Payment Schedule (including the student’s Payment Card issuer or online payment system not approving the charges for any reason) will result in the payment being declared late. The student will receive late payment notifications from HCI, its affiliates or its successors, assigns, transferees or designees. Late payments may be subject to interest at a rate of 18% per annum (or the highest rate permitted by applicable law (if lower)). Payments delinquent by more than 30 days will result in loss of access to the program content and resources.

In the event that a payment is more than 30 days delinquent, HCI may, at its sole discretion, accelerate all amounts due and send the student’s account to collections and report student’s delinquency to one or more of the credit bureaus. The student shall bear the cost of collection if the student’s account is sent to collections.

Students enrolling at HCI Live events are subject to event-specific terms.

* Terms may vary for students utilizing 3rd party financing.

Late Payments*

The student’s failure to pay HCI pursuant to the Payment Schedule (including the student’s Payment Card issuer or online payment system not approving the charges for any reason) will result in the payment being declared late. The student will receive late payment notifications from HCI. Late payments may be subject to interest at a rate of 18% per annum (or the highest rate permitted by applicable law (if lower)). Payments delinquent by more than 30 days will result in loss of access to the program content and resources. The student’s account may be submitted to a collections agency and reported to a credit bureau for non-payment of two or more payments. The student shall bear the cost of collection if the student’s account is sent to collections.

In the event that a student is proactive and cannot make a scheduled upcoming payment on time then a student may email the Tuition Support team at tuition@healthcoachinstitute.com to request an account review. The Tuition Support team, at its discretion, will consider waiving late fees associated with the first instance of a late payment to encourage contact and a quick resolution.

Additional late payments, pushed payments and plan reviews are subject to a $25 fee per instance. More than 3 changes to an account will result in increased fees not to exceed $100.

If a student files for bankruptcy after the enrollment date a student will be granted the right to walk away from future payments and enroll in a future course with a credit applied from past payments.

The student’s failure to provide to HCI a valid Payment Card for payment of Course fees when they become due shall result in the student’s account being declared late and the immediate loss of access to the program content and resources: HCI may, at its sole discretion, accelerate the student’s account to collections.

* Terms may vary for students utilizing 3rd party financing.
Cancellations, Withdrawals and Refunds

Health Coach Institute prides itself on offering the best possible value in our programs and services, as such, we offer a “30-day money back guarantee” to all enrolling students, unless specified otherwise during the enrollment process.

The student is eligible for course cancellation and a refund in USD only (less any applicable fees paid by Company to any third parties in connection with Student’s financing application) within 30 days from the official start date of the Course, provided that the request is submitted to HCI in writing via designated support channels prior to the expiration of the 30-day refund period. If a student changes the cohort of enrollment for any reason, including a deferral of the Course to a later term, the 30-day refund period runs from the start date of the original cohort of enrollment unless specified otherwise in writing by HCI.

A student is not eligible for a course cancellation and refund if a request is made after the expiration of the 30-day refund period. In extenuating circumstances (such as illness and death), HCI may review each case at its sole discretion. The student must provide an explanation and proof of the extenuating circumstance in writing via designated support channels. If a refund is granted, HCI may assess an administration fee and the student must pay for any part of the Course that has taken place prior to the refund request on a pro rata basis.

Refunds shall be in USD at the time the refund is processed by HCI. HCI shall not be liable for any foreign exchange rate differences between the purchase price of the Course and the refund.

Violation of the terms of this Agreement for any reason, including non-payment, voids the student’s right to a refund.
Become A Health Coach Program

Program Overview and Composition

The Become a Health Coach program is an entry-level course, intended for those who have little or no experience in coaching or healthy lifestyle design. As such, the program seeks to equip its students with the core skills they will need to become an effective Health Coach.

Each one of these core skills has been grouped in a general sense for clarity and to ensure the student has a deliberate focus on assimilating the content provided. We have named each group covering a core skill group a “Pillar”, and the Become a Health Coach program contains a total of four Pillars.

Recognizing that not all students are looking to become professional, self-employed coaches following graduation, we have designed the business-centric Pillar Four as not being mandatory for the awarding of a certificate of completion, while still making it available for those that do wish to leverage the knowledge therein post-graduation.

- Program Duration: 6 months
- Graduating Document: Certificate
- Suitable Graduate Occupations: Health Coach, Life Coach, various health and wellness positions

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Course Component Description</th>
<th>Duration (Weeks)</th>
<th>Mandatory for Certificate (Yes/No)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pillar One</td>
<td>Nutrition for Health Coaches</td>
<td>Eight</td>
<td>Yes</td>
</tr>
<tr>
<td>Pillar Two</td>
<td>Habit Change Coaching Method</td>
<td>Eleven</td>
<td>Yes</td>
</tr>
<tr>
<td>Pillar Three</td>
<td>Personal Growth (The Life Coach Certificate)</td>
<td>Seven</td>
<td>Yes</td>
</tr>
<tr>
<td>Pillar Four</td>
<td>Proven Marketing &amp; Business Systems</td>
<td>Six</td>
<td>No</td>
</tr>
</tbody>
</table>

Program Description

Our curriculum is thoughtfully designed so students can create a new, exciting career as a professional Health Coach in just six months from anywhere in the world via Pillars one to three of the program. Each lesson draws on cutting edge psychology, neuroscience and healthy lifestyle design.

Our course is carefully delivered in four digestible pillars: Nutrition for Health Coaches; Habit Change Coaching Method; Personal Growth (The Life Coach Certificate; and Proven Marketing & Business Systems.
Program Objectives

To provide a comprehensive education focused on the essentials of transitioning into a career as a health coach or related profession, for anyone with a passion to assist others in becoming a healthier version of themselves.

Become A Health Coach’s curriculum covers a wide variety of the most essential elements of nutrition, health and wellness. It focuses on the fundamentals of providing transformational habit change, prepares students for the experience of coaching clients successfully and covers the basics of attracting clients while launching a business online.

Course Syllabus: Orientation

Duration: Not applicable
Prerequisites: None
Description:
A general introduction to the course and the concepts covered therein.
Topics covered include but are not limited to the following:

- Define Health Coaching in order to understand what it is, what it is not and client expectations.
- Establish the difference between Health Coaches and other clinically licensed healthcare practitioners.
- Relay the truth about creating lasting habit and lifestyle change.
- Discuss the future of healthcare with emphasis on how Health Coaching fits into the big picture.
- Discover the Four Pillars of masterful Health Coaches and why they are needed to build a successful Health Coaching career.

Course Syllabus: Pillar One - Nutrition for Health Coaches

Duration: Eight weeks
Prerequisites: Orientation
Description:
Narrow in on the critical diet and lifestyle information you need to know as a Health Coach in order to provide lasting results for your clients. Establish the everyday habits that contribute to a healthy lifestyle and how to make them stick, both for yourself and for your clients.
Topics covered include but are not limited to the following:

- Establish the essential diet and lifestyle information that Health Coaches need to know to help clients get results.
- Teach students to break down the basics of dietary theory so they can help their clients create a diet that’s right for their unique body.
- The six questions a master Health Coach must ask to help their clients to achieve their health and wellness goals.
• Know how to balance blood sugar and why blood sugar is critical to achieving health goals.
• Learn the reason why “how” you eat is more important than the “what”.
• Discover our top seven solutions for resolving digestive issues.
• Uncover what drives behaviors regarding food, body and health and how to shift the behaviors that clients no longer want.
• Timing meals in order to reduce stress and maintain balanced blood sugar.
• Manage your time efficiently in order to preserve your energy while serving your clients.

Course Syllabus: Pillar Two - Habit Change Coaching Method

Duration: Eleven weeks
Prerequisites: Orientation, Pillar One
Description:
Establish a foundation in the Habit Change Coaching Method so coaches can successfully create lasting habit change. Train students to deliver our proven 90-day coaching program. This program was designed by our co-founder, Stacey Morgenstern, after working successfully with hundreds of clients in her Health Coaching practice. Learn to have an initial conversation with potential clients to determine if the 90-day coaching program is the right fit for their needs.

Topics covered include but are not limited to the following:
• Establish why the Habit Change Coaching Method skills are the secret to creating lasting change.
• How the Habit Change Coaching Method is different from other coaching methodologies.
• Discover how to describe your Health Coaching program in a compelling and accurate way to prospective clients.
• Find out how to effectively coach on prospective clients’ worries, so you can help them decide whether or not to participate in the 90-day Health Coaching program.
• Practice delivering each of the 12 sessions in HCI’s 90-Day Total Transformation Health Coaching program.
• Learn the science behind structuring a successful coaching program, so you can create your own coaching programs as you progress in your coaching career.

Course Syllabus: Pillar Three - Personal Growth (The Life Coach Certificate)

Duration: Seven weeks
Prerequisites: Orientation, Pillar One, Pillar Two
Description:
The purpose of this Pillar is to help students’ coach on the “Big 5” areas of life, so that they may advance in their ability to coach their clients on any topic. Our students will end up working with clients on relationships, career, money, and more; this Pillar prepares them to do so successfully.

It also helps them to discover where they might be personally triggered in a coaching relationship, which helps the coach determine which aspects of their own personal growth need attention.
Topics covered include but are not limited to the following:

- How to Help Your Clients and Yourself - Overcome Fear So They Can Create the Life They Want
- How to coach on the topics of: Fear, Career, Love, That Which is Greater, and Money.
- The OTR for Life Coaches: The Art of Assessment.
- A Done for You 90-Day Coaching Program for Life Coaches

Course Syllabus: Pillar Four - Proven Marketing & Business Systems

**Duration:** Six weeks

**Prerequisites:** None

**Description:**

The focus in this Pillar is to help students generate their first or next $5K as a Health Coach. Students will learn marketing skills to build their client list and establish productive business systems. They will learn how to prioritize their time and balance between family life, passions, and Health Coaching. As a bonus they will gain access to a custom website and administrative platform, specifically designed to help Health Coaches attract and service clients.

Topics covered include but are not limited to the following:

- A simple system to make your first or next $5K as a Health Coach.
- How to get clients from networking and referrals.
- How to get clients from talks and workshops.
- How to get clients online.
- How to price your Health Coaching programs.
- How to schedule clients and prioritize your to-do list so you can maximize your time, even if you have kids, a job, hobbies, or passions.
- How to become confident, courageous and client-attractive as a Health Coach.

Program Delivery and Methods of Instruction

The program is delivered online via our dedicated Learning Management System (LMS), access for which is provided immediately upon enrollment.

The program content itself is made available to the student on a scheduled basis, which (with the exception of school holidays) results in the student gaining access to new content on a weekly basis.

Program content delivery is primarily via video, audio, and written resources and assessment is carried out using e-learning mechanisms such as quizzes, all of which are available to enrolled students on the LMS.

**Within the LMS, students can expect to receive the following resources as part of their program:**

- High-quality on-demand video lessons.
- High-quality on-demand audio lessons.
- Handouts and supplemental written documentation.
- Complete written guides and coaching solutions.
- Written practice exercises and coaching scripts.
- Assignment submission areas and program quizzes.

In addition to the online delivery of the course, Health Coach Institute provides ‘off-platform’ resources. These resources include dedicated social media platforms, regular contact hours with senior academic staff via our Coaching Demo Lounge resource, regular opportunities to meet in small groups with Faculty Coaches and students, and access to a custom website building function—CoachLeads.

**Outside of the LMS, students can expect to receive the following resources as part of their program:**

- Twelve “Coaching Demo Lounge” calls with Carey Peters and Stacey Morgenstern.
- Six one-on-one coaching sessions with a Faculty Coach.
- Access to a monitored and supported cohort-specific Facebook group.
- Access to the “CoachLeads” website builder service.

All of the resources mentioned above are delivered to the student in a considered and effective way, using best e-learning and educational practices wherever possible. Students deemed “at-risk” of falling behind in their studies or those that request additional assistance may be provided with further resources in addition to those specified above.

**Program Assignments and Coursework**

As part of the Become a Health Coach program, students are issued assignments and coursework relating to the content therein with the following goals:

- Ensuring our students get practical experience with the subject matter of the program.
- Improving the potential that learning objectives are met by our students.
- Increasing collaboration and engagement between students.

The following tables show the release of assignment and coursework, by Pillar and week within the Become a Health Coach program. The first table contains assignments and coursework that can contribute toward a certificate of completion, and the second table contains those that cannot contribute toward a certificate of completion.
<table>
<thead>
<tr>
<th>Pillar</th>
<th>Pillar Week</th>
<th>Assignment/Coursework Released</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pillar One</td>
<td>Week One</td>
<td>Skills Lab #1: The Habit Change Coaching Method’s learning objectives: Active Listening &amp; Eliciting Experience</td>
</tr>
<tr>
<td>Pillar One</td>
<td>Week Two</td>
<td>Skills Lab #2: The Habit Change Coaching Method’s learning objectives: Design Empowered Action Steps</td>
</tr>
<tr>
<td>Pillar One</td>
<td>Week Three</td>
<td>Skills Lab #3: The Habit Change Coaching Method’s learning objectives: Plan and Set Meaningful Goals</td>
</tr>
<tr>
<td>Pillar One</td>
<td>Week Four</td>
<td>Skills Lab #4: The Habit Change Coaching Method’s learning objectives: Trust Yourself</td>
</tr>
<tr>
<td>Pillar One</td>
<td>Week Five</td>
<td>Skills Lab #5: The Habit Change Coaching Method’s learning objectives: Ask Transformational Question Sequences</td>
</tr>
<tr>
<td>Pillar One</td>
<td>Week Six</td>
<td>Skills Lab #6: Laser-HCCM: How to Change Behaviors, Beliefs &amp; Identity Subtly &amp; Quickly — EFT &amp; Verbal Backtracking</td>
</tr>
<tr>
<td>Pillar One</td>
<td>Week Seven</td>
<td>Skills Lab #7: The Habit Change Coaching Method’s learning objectives: Review &amp; Tie Together 8 Foundational HCCM Skills</td>
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<tr>
<td>Pillar One</td>
<td>Week Eight</td>
<td>Skills Lab #8: The Habit Change Coaching Method Practice Skill: Bringing Together 8 Foundational HCCM Skills—Review</td>
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<tr>
<td>Pillar Two</td>
<td>Week One</td>
<td>Skills Lab #1: Mirroring/Matching, Backtracking &amp; Mismatch</td>
</tr>
<tr>
<td>Pillar Two</td>
<td>Week Two</td>
<td>Skills Lab #2: Simple Coaching Question Sequence to Help Refocus Clients on What They Most Want to Experience</td>
</tr>
<tr>
<td>Pillar Two</td>
<td>Week Three</td>
<td>Skills Lab #3: The Complete Script for Practicing the Opening the Relationship Conversation</td>
</tr>
<tr>
<td>Pillar Two</td>
<td>Week Four</td>
<td>Skills Lab #4: Further Practice of the Opening the Relationship Conversation</td>
</tr>
<tr>
<td>Pillar Two</td>
<td>Week Five</td>
<td>Skills Lab #5: Practice How to Deliver Sessions #1 &amp; #2 of the 90-Day Total Transformation Program</td>
</tr>
<tr>
<td>Pillar Two</td>
<td>Week Six</td>
<td>Skills Lab #6: Practice How to Deliver Sessions #3 &amp; #4 of the 90-Day Total Transformation Program</td>
</tr>
<tr>
<td>Pillar Two</td>
<td>Week Seven</td>
<td>Skills Lab #7: Practice How to Deliver Sessions #5 &amp; #6 of the 90-Day Total Transformation Program</td>
</tr>
<tr>
<td>Pillar Two</td>
<td>Week Eight</td>
<td>Skills Lab #8: Practice How to Deliver Sessions #7 &amp; #8 of the 90-Day Total Transformation Program</td>
</tr>
<tr>
<td>Pillar Two</td>
<td>Week Nine</td>
<td>Skills Lab #9: Practice How to Deliver Sessions #9 &amp; #10 of the 90-Day Total Transformation Program</td>
</tr>
<tr>
<td>Pillar Two</td>
<td>Week Ten</td>
<td>Skills Lab #10: Practice How to Deliver Sessions #11 &amp; #12 of the 90-Day Total Transformation Program</td>
</tr>
<tr>
<td>Pillar Two</td>
<td>Week Eleven</td>
<td>Skills Lab #11: 90-Day Total Transformational Program Practice Skill: Delivering the Sessions</td>
</tr>
<tr>
<td>Pillar Three</td>
<td>Week One</td>
<td>* Skills Lab #1: Practice Skill: How to Help Your Clients - And Yourself - Overcome Fear So They Can Create the Life They Want</td>
</tr>
<tr>
<td>Pillar Three</td>
<td>Week Two</td>
<td>* Skills Lab #2: How to Coach on Career</td>
</tr>
<tr>
<td>Pillar Three</td>
<td>Week Three</td>
<td>* Skills Lab #3: How to Coach on Love</td>
</tr>
<tr>
<td>Pillar Three</td>
<td>Week Four</td>
<td>* Skills Lab #4: How to Coach on That Which Is Greater</td>
</tr>
<tr>
<td>Pillar Three</td>
<td>Week Five</td>
<td>* Skills Lab #5: How to Coach on Money</td>
</tr>
<tr>
<td>Pillar Three</td>
<td>Week Six</td>
<td>* Skills Lab #6: The OTR for Life Coaches: The Art of Assessment</td>
</tr>
<tr>
<td>Pillar Three</td>
<td>Week Seven</td>
<td>* Skills Lab #7: The 90-Day Coaching Program for Life Coaches (DFY - Sessions #1-12)</td>
</tr>
</tbody>
</table>
Program Evaluation Methods

We evaluate students in both a qualitative and quantitative way throughout the course of the program.

Qualitative evaluation is ongoing and ordinarily does not have an effect on the awarding of a certificate but may lead to us proactively engaging with the student (should we have concerns about the academic progress or engagement). We qualitatively assess students in private coaching sessions with their Faculty Coach or via contact with our team in support or social media settings. Students may also monitor their own progress via feedback mechanisms on the LMS.

Quantitative assessment takes place (by its nature) through assignment submissions ("proofs") or quizzes being passed or failed. These assessments contribute toward the awarding of a certificate and they include the following:

- Marking of video content within lessons as viewed.
- Proof submission for coaching sessions with a Faculty Coach.
- Proof submission for Skills Lab assignments.
- Proof submission for the OTR (Opening the Relationship) conversations.
- Proof submission for the “90-Day Transformational Practice Client” sessions.
- Receipt of Practice Client Surveys
- Satisfactory scoring in our Pillar quizzes (Pillars one to three only).

Grading and Certificate Requirements

We employ a “pass/fail” grading system for our Become a Health Coach program, with those passing becoming recipients of a certificate and graduates of the program. In order to pass the program and become certified, a student is required to have successfully satisfied the following criteria with 12 months of their official cohort start date:

- Mark all videos and lessons complete in Pillars one to three.
- Complete proofs for at least five of six Success Calls.
- Complete proofs for at least 50% of Skills Labs in Pillars one to three.
• Complete proofs for six ‘Opening the Relationship’ conversations.
• Complete proofs for two practice clients in the 90-day program.
• Proof of two completed Practice Client Surveys.
• Complete Pillars one to three quizzes with 80% or higher.

In the event that a student falls behind or is in danger of failing to meet certificate requirements, Students can seek support through any of the following channels:

• Email Support at support@healthcoachinstitute.com.
• Live chat with Support directly on the HCI Access Student Platform.
• Post a question or request for support in the class Facebook group.
• Schedule a Success Call and request support via the pre-call prep form.
• Submit a question to the Faculty Coaches assigned to the class via Google Form. The question will be answered in the next Facebook Live hosted by the Faculty Coaches in the class Facebook group. Students can attend live or watch the recording, and may dialogue with the coaches and fellow students via the chat function under the video.

Additional Policies and Procedures

General policies and procedures apply, there are no course specific revisions.
Holistic MBA Mastery Program (TCM + All – Stars)

Holistic MBA Mastery Program Description

Holistic MBA Mastery is a bundled course broken down into two specific programs – The Transformational Coaching Method Program & The All-Stars Business Implementation Course. These courses are intended for those who have prior education and training in coaching. As such the program seeks to provide the student with advanced business and marketing training through the All-Stars Business Implementation Program, in addition to certifying them in advanced Transformational Coaching Method (TCM) techniques.

These graduate skills are grouped in a general sense for clarity and to ensure the student has a deliberate focus on assimilating the content provided.

Recognizing that not all students are looking to become professional self-employed coaches following graduation, the All-Stars Business Implementation Course is entirely optional.
Transformational Coaching Method (TCM) Program

Program Overview and Composition

Transformational Coaching Method (TCM) is an advanced certificate course, intended for those who have prior education and training in coaching. As such the program seeks to provide the student with advanced coaching sequences and skills in addition to certifying them in advanced Transformational Coaching Method (TCM) techniques. These graduate skills are grouped in a general sense for clarity and to ensure the student has a deliberate focus on assimilating the content provided. We have named each training group a “Module”, and the TCM program has one Orientation module and two Coaching Technique Modules.

- Program Duration: 9 months
- Graduating Document: Certificate
- Suitable Graduate Occupations: Health Coach, various health and wellness positions

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Course Component Description</th>
<th>Duration (Weeks)</th>
<th>Mandatory for Certification (Yes/No)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module One</td>
<td>Orientation Training</td>
<td>Four</td>
<td>No</td>
</tr>
<tr>
<td>Module Two</td>
<td>Advanced TCM</td>
<td>Eleven</td>
<td>Yes</td>
</tr>
<tr>
<td>Module Three</td>
<td>TCM Mastery</td>
<td>Twenty-two</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Program Description

Transformational Coaching Method (TCM) is an advanced level education for students who have already earned a degree, certificate or license elsewhere and now want to create or improve upon a coaching career. HCI may waive this requirement in certain circumstances when a prospective student’s combination of experience and training demonstrates the necessary background required to participate in TCM. It is designed to guide students into a place of mastery in transformational coaching. It provides the essential mindset and coaching skills needed to advance in a full-time coaching career.

Program Objectives

This program is designed to help established coaches take their business to the next level and deepen their coaching skills through certification in the “The Transformational Coaching Method”. The first Module of the program focuses on mindset and preparation for course curriculum and it is designed to help students create conditions in their environment to fully engage in the training modules.

The second Module deepens coaching skills by training students in the Advanced Transformational Coaching Method coaching methodology, so they can facilitate profound transformation for their clients.

The third and final Module focuses on Mastery Level TCM coaching techniques and concepts, advancing the coach’s ability and understanding of TCM by adding to and building upon Module Two content.

The mission of the Transformational Coaching Method program is to create more masterful coaches in the world.
Course Syllabus: Orientation

**Duration:** Not applicable  
**Prerequisites:** None  
**Description:**

The orientation is the first glimpse into shifting mindset and creating conditions for optimal transformation. Students receive an array of materials to help them build a strong foundation for personal transformation. They are taught how to prepare their mindset, their lifestyle and their finances as a masterful coach.

Topics covered include but are not limited to the following:

- Establish a solid infrastructure so you can confidently receive clients and money without sacrificing your core values.
- Discover how to maximize your time to keep self-care sacred, avoid being overwhelmed, increase productivity, and ensure a steady income (includes sample calendars).
- Create “room” for success in the “TCM” journey by clearing away mental, emotional and physical clutter that might stop you or slow you down from achieving the success you want.

Course Syllabus: Module One (Orientation Training)

**Duration:** Two weeks  
**Prerequisites:** Orientation  
**Description:**

Module One is structured to support and prepare students to be fully engaged in the training and create their own personal transformation in the process. The first Module is built to establish strategies and habits that create results. Students are equipped with a number of tools, templates and personal support to help them develop their coaching skills in a way that serves them and their clients at the highest level.

Topics covered include but are not limited to the following:

- Implement simple practices that lay the foundation for consistent transformation.
- Clarify the certificate process.
- Shifting mindsets in order to achieve success at the mastery level.
- Creating conditions for personal transformation and full engagement of the course materials.
- Discover how to take bold action, so you can move from “stuck” to “transformed” for yourself and your clients.
- Navigate the sometimes overwhelming shifts and transformation that will occur during the training.
- Create a clear plan with focused action for course completion and for your coaching practice.
Course Syllabus: Module Two (Advanced TCM)

**Duration:** Eleven weeks  
**Prerequisites:** Orientation  
**Description:**
The second Module focuses on the art and science of habit through powerful coaching techniques. Students learn masterful Transformational Coaching Method coaching skills that can create change for their clients at the levels of behavior, beliefs and identity. This practice allows coaches to help open up a client’s deepest desires and set them on a path for success. Students are required to complete 11 transformational coaching skills labs and a series of three personalized coaching calls incorporating their trainings to achieve their certificate.

Topics covered include but are not limited to the following:
- The creation of TCM and why this concept will make you a stand-out coach.
- Identify exactly what your clients (and you) really want.
- Develop Advanced Rapport and how it cultivates trust, relaxation and openness.
- Learn the right questions to ask, in order to help your clients clarify what’s keeping them stuck.
- Learn what ecology is and why addressing ecology is the way to facilitate deep change.
- Open up new possibilities for your client when they can’t seem to see a way out.
- Recognize and transform triggers for any behaviors your clients want to change.
- What to do when a client wants two things that seem to conflict with each other.
- Help your clients easily and quickly generate new behaviors.

Course Syllabus: Module Three (TCM Mastery)

**Duration:** Twenty-two weeks  
**Prerequisites:** Orientation, Module Two  
**Description:**
The third and final Module moves beyond the Advanced level of TCM, which focuses on change at the level of behavior and belief, through to the TCM Mastery level which operates at the deeper level of identity. We achieve this change in Module 3 by advancing the coach’s ability and understanding of TCM by adding to and building upon Module Two content.

Topics covered include but are not limited to the following:
- Learn the foundation of Masterful Coaching
- Learn how to identify the driving force in your client
- Learn how to step into your client’s map and how this can facilitate deep changework
- Deep dive into Self-Sabotage and why this keeps clients having their desires
- Retaining client information effortlessly
- Understand the concept of Devotional Contracts and how to work with them
- Learn how the present state can be stabilized by earlier experiences
Program Methods of Instruction

The program is delivered online via our dedicated Learning Management System (LMS), access for which is provided immediately upon enrollment.

The program content itself is made available to the student on a scheduled basis, which (with the exception of school holidays) results in the student gaining access to new content on a weekly basis.

Program content delivery is primarily via video, audio, and written resources and assessment is carried out using e-learning mechanisms such as quizzes, all of which are available to enrolled students on the LMS.

Within the LMS, students can expect to receive the following resources as part of their program:

• High-quality on-demand video lessons
• High-quality on-demand audio lessons
• Handouts and supplemental written documentation
• Complete written guides and coaching solutions
• Written practice exercises and coaching scripts
• Assignment submission areas and program quizzes

In addition to the online delivery of the course, Health Coach Institute provides “off-platform” resources. These resources include dedicated social media platforms, regular contact hours with senior academic staff, and regular opportunities to meet with personal Faculty Coaches.

Outside of the LMS, students can expect to receive the following resources as part of their program:

• Four TCM coaching calls with a TCM Mastery Certified Success Coach
• Access to a monitored and supported Program-specific Facebook group
• Access to two Program-specific live retreats

All of the resources mentioned above are delivered to the student in a considered and effective way, using best e-learning and educational practices wherever possible.

Students deemed “at-risk” of falling behind in their studies or those that request additional assistance may be provided with further resources in addition to those specified above.

Program Assignments and Coursework

As part of the Transformational Coaching Method (TCM) program, students are issued with assignments and coursework relating to the content therein with the aims of:

• Ensuring our students get practical experience with the subject matter of the program
• Improving the potential that learning objectives are met by our students
• Increasing collaboration and engagement between students
The following tables show the release of assignment and coursework, by Module and lesson within the Transformational Coaching Method (TCM) Program. The first table contains Module Two assignments and coursework that contribute directly toward the awarding of a TCM Advanced certificate, and the second table contains Module Three assignments and coursework that can contribute toward the awarding of a TCM Mastery (combined) certificate.

### Assignment/Coursework that contributes toward TCM Advanced certificate

<table>
<thead>
<tr>
<th>Module</th>
<th>Lesson</th>
<th>Assignment/Coursework Released</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Two</td>
<td>Lesson One</td>
<td>Skills Lab 1: The Foundational paradigms of the Transformational Coaching Method</td>
</tr>
<tr>
<td>Module Two</td>
<td>Lesson Two</td>
<td>Skills Lab 2: Uncovering the client’s deepest desire</td>
</tr>
<tr>
<td>Module Two</td>
<td>Lesson Three</td>
<td>Skills Lab 3: The key coaching technique that sets the stage for transformation</td>
</tr>
<tr>
<td>Module Two</td>
<td>Lesson Four</td>
<td>Skills Lab 4: The most powerful coaching questions you can ask</td>
</tr>
<tr>
<td>Module Two</td>
<td>Lesson Five</td>
<td>Skills Lab 5: Ecology: Masterful Coaching’s secret sauce</td>
</tr>
<tr>
<td>Module Two</td>
<td>Lesson Six</td>
<td>Skills Lab 6: Playing with perspective: the subtle ninja trick that changes everything</td>
</tr>
<tr>
<td>Module Two</td>
<td>Lesson Seven</td>
<td>Skills Lab 7: Reframes: how the meanings we make determine how we feel</td>
</tr>
<tr>
<td>Module Two</td>
<td>Lesson Eight</td>
<td>Skills Lab 8: Rewiring your brain for behavior change</td>
</tr>
<tr>
<td>Module Two</td>
<td>Lesson Nine</td>
<td>Skills Lab 9: Sensory Experience: How Are You Wired?</td>
</tr>
<tr>
<td>Module Two</td>
<td>Lesson Ten</td>
<td>Skills Lab 10: Facilitating alignment with the Six Step Reframe and Parts Work</td>
</tr>
<tr>
<td>Module Two</td>
<td>Lesson Eleven</td>
<td>Skills Lab 11: Wrap up of Module Two</td>
</tr>
</tbody>
</table>

### Assignment/Coursework that contributes toward TCM Mastery certificate

<table>
<thead>
<tr>
<th>Module</th>
<th>Lesson</th>
<th>Assignment/Coursework Released</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Three</td>
<td>Lesson One</td>
<td>Skills Lab 1: 13 paradigms of Mastery</td>
</tr>
<tr>
<td>Module Three</td>
<td>Lesson Two</td>
<td>Skills Lab 2: Unpacking beliefs and advanced rapport</td>
</tr>
<tr>
<td>Module Three</td>
<td>Lesson Three</td>
<td>Skills Lab 3: Arc of a session – information gathering</td>
</tr>
<tr>
<td>Module Three</td>
<td>Lesson Four</td>
<td>Skills Lab 4: Understanding beliefs and experience</td>
</tr>
<tr>
<td>Module Three</td>
<td>Lesson Five</td>
<td>Skills Lab 5: Developmental windows and birthrights</td>
</tr>
<tr>
<td>Module Three</td>
<td>Lesson Six</td>
<td>Skills Lab 6: Advanced Ecology questions</td>
</tr>
<tr>
<td>Module Three</td>
<td>Lesson Seven</td>
<td>Skills Lab 7: Reimprinting and resourcing</td>
</tr>
<tr>
<td>Module Three</td>
<td>Lesson Eight</td>
<td>Skills Lab 8: Advanced reframing</td>
</tr>
<tr>
<td>Module Three</td>
<td>Lesson Nine</td>
<td>Skills Lab 9: Family systems</td>
</tr>
<tr>
<td>Module Three</td>
<td>Lesson Ten</td>
<td>Skills Lab 10: Devotional contracts</td>
</tr>
<tr>
<td>Module Three</td>
<td>Lesson Eleven</td>
<td>Skills Lab 11: Wrap up of Module Three</td>
</tr>
</tbody>
</table>
Program Evaluation Methods

We evaluate students in both a qualitative and quantitative way throughout the course of the program.

Qualitative evaluation is on-going and ordinarily does not have an effect on the awarding of a certificate but may lead to us pro-actively engage with the student (should we have concerns about the academic progress or engagement). We qualitatively assess students during coaching sessions with their Faculty Coach or via contact with our team in support or social media settings. Students may also monitor their own progress via feedback mechanisms on the LMS.

Quantitative assessment takes place (by its nature) through assignment submissions (“proofs”) or quizzes being passed or failed. These assessments frequently do contribute toward the awarding of a certificate and they include the following:

• Proof submission for Skills Lab assignments
• Marking of video content within lessons as viewed
• Proof submission for “TCM coach/client project” assignments

Grading and Certificate Requirements

We employ a “pass/fail” grading system for our Transformational Coaching Method (TCM) program, with those passing becoming recipients of a certificate and graduates of the program in question. Within the TCM program we have distinguished and award certificates against two separate levels of completion, the TCM Advanced Certificate and the combined TCM Advanced and TCM Mastery certificate. The individual certificate requirements for each of these are detailed below:

In order to pass the program and become recipients of the TCM Advanced certificate, a student is required to have successfully satisfied the following criteria with 12 months of their official cohort start date:

• Viewing and marking 100% of video content in Module Two
• Executing and providing proofs for 100% of Skills Labs in Module Two
• Executing and providing proofs for 3 Module Two TCM coach/client project sessions

In order to pass the program and become recipients of the combined TCM Advanced and TCM Mastery certificate, a student is required to have successfully satisfied the following criteria with 12 months of their official cohort start date:

• Successfully meeting the TCM Advanced certificate requirements
• Viewing and marking 100% of video content in Module Three
• Executing and providing proofs for 100% of Skills Labs in Module Three
• Executing and providing proofs for 3 Module Three TCM coach/client project sessions

In the event that a student falls behind or is in danger of failing to meet certificate requirements, Students can seek support through any of the following channels:

• Email Support at support@healthcoachinstitute.com
• Live chat with Support directly on the HCI Access Student Platform.
• Post a question or request for support in the program Facebook group.
• Bring the question or support request to their next TCM Coaching Call.
Additional Policies and Procedures

General policies and procedures apply. In addition, the following additional policy applies:

A1) In addition to the standard requirements as defined in the HCI “Admissions Policy”, prospective students wishing to enroll within the Transformational Coaching Method (TCM) program must be able to demonstrate completion of prior education, training or experience in Coaching in order to be applicable for enrollment.
All-Stars Business Implementation Course

Program Overview and Composition

All-Stars Business Implementation Course is an implementation course, intended for those who wish to build their own private coaching practice. As such the program seeks to provide the student with tools and skills in entrepreneurship.

These skills are grouped in a general sense for clarity and to ensure the student has a deliberate focus on assimilating and implementing the content provided. We have named each training group and the lessons contained within are named as a “module”. The All-Stars training contains, Orientation modules, Business Foundation modules, and Business & Marketing modules.

- Program Duration: 12 months
- Graduating Document: N/A
- Suitable Graduate Occupations: Coach, consultant, various entrepreneurships

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Course Component Description</th>
<th>Duration (Weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation Training</td>
<td>How All-Stars Works</td>
<td>Four</td>
</tr>
<tr>
<td>Business Foundation Training</td>
<td>Foundational Tools of Entrepreneurship</td>
<td>Twelve</td>
</tr>
<tr>
<td>Business &amp; Marketing Training</td>
<td>Entrepreneurship Tools and Implementation</td>
<td>Thirty-Six</td>
</tr>
</tbody>
</table>

Program Description

All-Stars Business Implementation Course is for students who have a desire to create and/or grow their coaching business. It is designed to guide students into a place of mastery in business and entrepreneurship. It provides the essential mindset and entrepreneur skills needed to advance in a self-owned coaching practice.

Program Objectives

This program is designed to help established coaches take their business to the next level and deepen their business skills through implementation, mentorship, and coaching. The Orientation focuses on mindset and preparation for course curriculum and it is designed to help students create conditions in their environment to fully engage in the training modules.

The Business Foundations Training introduces business building tools and exercises training students in entrepreneurship, so they can begin building their own coaching practice.

The Business & Marketing Training focuses on further expanding the entrepreneur toolbox and dives deep into implementation and taking action in growing a successful coaching practice. This advancing the coach’s ability and understanding of successfully growing a steady stream of clients and income.

The mission of the All-Stars is to create more masterful entrepreneur coaches in the world.
Course Syllabus: Orientation Training

**Duration:** Four weeks

**Prerequisites:** None

**Description:**
Orientation Training is structured to support and prepare students to be fully engaged in the training and create or improve upon their own personal coaching practice. The first Module is built to establish strategies and habits that create results. Students are equipped with a number of tools, templates and personal support to help them develop their business skills in a way that serves them and their clients at the highest level.

Topics covered include but are not limited to the following:

- Implement simple practices that lay the foundation for consistent business growth.
- Clarify the course content delivery and implementation process.
- Shifting mindsets in order to achieve success at the mastery level.
- Creating conditions for personal transformation and full engagement of the course materials.
- Discover how to take bold action to increase visibility and attract clients.
- Navigate the sometimes, overwhelming shifts and transformation that will occur during the training.
- Create a clear plan with focused action for course completion and for your coaching practice.

Course Syllabus: Business Foundations Training

**Duration:** Twelve weeks

**Prerequisites:** Orientation

**Description:**
The Business Foundations Training focuses on the foundational tools and skills to get started in creating a steady stream of clients and income. Students learn skills that can create opportunities to get in front of potential clients and deliver powerful enrollment conversations. This practice allows coaches to help open up a client’s deepest desires and set them on a path for success through enrollment in their coaching packages. Students are invited to participate in online workshops and a series of coaching calls incorporating their trainings to create conditions for implementation and action.

Topics covered include but are not limited to the following:

- Creating premium coaching packages.
- Identify exactly what your clients (and you) really want.
- Develop Advanced Rapport and how it cultivates trust, relaxation and openness.
- Learn the right questions to ask, in order to help your clients decide to enroll.
- Learn how to discover your niche and create a powerful marketing message.
- Open up new possibilities for your client when they can’t seem to see a way out.
- Recognize and transform triggers for any hesitation or rejection clients may have to enrollment.
Course Syllabus: Business and Marketing Training

Duration: Twenty-two weeks

Prerequisites: Orientation, Business Foundations Training

Description:
The Business and Marketing Training moves beyond the foundational skills the student learned in the previous Business Foundations Training, and into a wider range of tools and skills intended to expand and grow the coach’s business. We achieve this change by advancing the coach’s ability and understanding of various avenues for becoming visible to potential clients and create more opportunities to deliver enrollment consultations.

Topics covered include but are not limited to the following:
- Expand and deepen the powerful marketing message created
- Learn various social media strategies to increase visibility and spread your message
- Learn how to create powerful coaching packages and powerful client results
- Deep dive into various mindset shifts that allow for powerful steps forward in business growth
- How to book regular speaking gigs and workshops
- Understand the power of networking and referral partnerships
- Understand and implement both online and offline marketing strategies

Program Methods of Instruction

The program is delivered online via our dedicated Learning Management System (LMS), access for which is provided immediately upon enrollment.

The program content itself is made available to the student on a scheduled basis, which (with the exception of school holidays) results in the student gaining access to new content on a monthly basis for the first five months of the course.

Program content delivery is primarily via video, audio, and written resources, all of which are available to enrolled students on the LMS.

Within the LMS, students can expect to receive the following resources as part of their program:
- High-quality on-demand video lessons
- High-quality on-demand audio lessons
- Handouts and supplemental written documentation
- Complete written guides and business solutions
- Written practice exercises and scripts

In addition to the online delivery of the course, Health Coach Institute provides “off-platform” resources. These resources include dedicated social media platforms, regular contact hours with senior academic staff, and regular opportunities to meet with personal Faculty Coaches.

Outside of the LMS, students can expect to receive the following resources as part of their program:
- Twelve monthly coaching sessions
- Access to a monitored and supported Program-specific Facebook group
- Access to two Program-specific live retreats
- Bonus materials including live online workshops and mentorship

All of the resources mentioned above are delivered to the student in a considered and effective way, using best e-learning and educational practices wherever possible.

Students deemed “at-risk” of falling behind in their studies or those that request additional assistance may be provided with further resources in addition to those specified above.

Program Assignments and Coursework

As part of the All-Stars Business Implementation Course, students are issued with assignments and coursework relating to the content therein with the aims of:

- Ensuring our students get practical experience with the subject matter of the program
- Improving the potential that learning objectives are met by our students
- Increasing collaboration and engagement between students

The following tables show the release of assignment and coursework, by Training and Module within the All-Stars Business Implementation Course. The first table contains Business Foundations Training assignments and coursework that contribute directly toward the foundational practices of starting a successful coaching business. The second table contains Business & Marketing Training assignments and coursework that can contribute toward the growth and expansion of a successful coaching business.

### Assignment/Coursework for Business Foundations Training

<table>
<thead>
<tr>
<th>Module</th>
<th>Assignment/Coursework Released</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module One</td>
<td>Welcome to Business Foundations Training</td>
</tr>
<tr>
<td>Module Two</td>
<td>Profitable Marketing Message Training</td>
</tr>
<tr>
<td>Module Three</td>
<td>Premium Packages Success System</td>
</tr>
<tr>
<td>Module Four</td>
<td>Master of Enrollment Training</td>
</tr>
</tbody>
</table>

### Assignment/Coursework for Business & Marketing Training

<table>
<thead>
<tr>
<th>Module</th>
<th>Assignment/Coursework Released</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module One</td>
<td>Welcome to All-Stars Business &amp; Marketing Training</td>
</tr>
<tr>
<td>Module Two</td>
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<td>Module Three</td>
<td>Best Way to Market Your Unique Business</td>
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<td>Module Four</td>
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<td>Module Five</td>
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<td>Module Six</td>
<td>Interview Your Tribe (Offline/Traditional)</td>
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<td>Module Seven</td>
<td>Networking (Offline/Traditional)</td>
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<td>Module Eight</td>
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<td>Module Nine</td>
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<td>Module Ten</td>
<td>Viral Marketing: Referrals (Offline/Traditional)</td>
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<td>Module Eleven</td>
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<td>Module Twelve</td>
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<td>Module Fifteen</td>
<td>Social Media: LinkedIn (Internet Marketing)</td>
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<td>Module Sixteen</td>
<td>Speaking Online (Internet Marketing)</td>
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**Additional Policies and Procedures**

General policies and procedures apply. In addition, the following additional policy applies:

A1) In addition to the standard requirements as defined in the HCI “Admissions Policy”, prospective students wishing to enroll within the All-Stars Business Implementation Course must be able to demonstrate completion of prior education, training or experience in Coaching in order to be applicable for enrollment.
Advanced Nutrition For Health Coaches Terms

Intellectual Property

All Program content, material, protocols, the Website and other items provided or made available to student by HCI in connection with the Program (the “Materials”) are the sole intellectual property of HCI and/or the Expert, as the case may be. This intellectual property is provided to student for individual use only, shall be non-transferrable (except to student’s paying customers or clients) and is intended for a single-user only (student may not access the Program or Website for or on behalf of another student or health coach and shall not share the Materials with anyone other than student’s own paying customers or clients). Except for rights expressly granted to student by HCI in writing, HCI and/or Expert, as applicable, retain all rights to title to and interest in the intellectual property. Student shall not claim ownership and, except as aforesaid shall not sell, share, remove, copy, reproduce, disseminate the intellectual property. Student shall not interfere with HCI’s or the Expert’s rights over its intellectual property. To the extent that student contributes, in whole or in part, to any derivatives, improvement(s) or modification(s), or makes any suggestions, enhancement requests, recommendations, comments, feedback, ideas or the like, to HCI’s or Expert’s intellectual property (“Improvements”), student hereby assigns to HCI or Expert, as applicable, all right, title and interest in and to such Improvements.

ANHC Program Participant Agreements

Student shall not exceed student’s scope of practice and/or knowledge. If student has any questions or concerns about the suitability or applicability of or interactions between a Program protocol and a customer’s or client’s medical condition and/or medication (including vitamins and supplements), student shall request that the customer or client immediately seek medical advice from his or her physician (or if student is trying the protocol out on himself or herself, student shall do so). Student agrees not to hold himself or herself out as a coach certified in any one or more of the Program protocols or by one or more of the Experts whose protocols are contained in the Program.

Indemnity

Neither HCI nor Expert shall be responsible or liable to student or any student’s customers or clients in any manner in connection with student’s use of the Program, Materials or the Website. Student shall indemnify, defend and hold harmless Company and Expert and each of their officers, directors, members, shareholders, managers, employees, agents, successors and assigns from and against any and all claims, losses, liabilities, damages, penalties, fines, forfeitures, judgments, and any other fees, costs, and expenses, including reasonable attorneys’ fees and related costs and expenses, resulting from (i) student’s use of the Program, Materials or Website, and (ii) any claims of student’s customers or clients arising out of or directly or indirectly related to the Program, Materials or Website.

HCI’s Authority

HCI has the right to change, amend or update the Program, Materials, Website or its policies related to the Program at any time.
Management and Academic Staff

Management Roles

<table>
<thead>
<tr>
<th>Staff Name</th>
<th>Management Role/Position</th>
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<tbody>
<tr>
<td>Eric Neuner</td>
<td>Chief Executive Officer</td>
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<tr>
<td>Mike DiMaio</td>
<td>President</td>
</tr>
<tr>
<td>Stacey Morgenstern</td>
<td>Lead Instructor &amp; Co-Founder</td>
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<tr>
<td>Carey Peters</td>
<td>Lead Instructor &amp; Co-Founder</td>
</tr>
<tr>
<td>Bill Baren</td>
<td>Chief Product Officer</td>
</tr>
<tr>
<td>Matt Sussman</td>
<td>Senior Vice President of Operations</td>
</tr>
<tr>
<td>Sandi Kaplan</td>
<td>Senior Vice-President of Student Engagement</td>
</tr>
<tr>
<td>Nick Robbins</td>
<td>General Counsel &amp; Vice President of Corporate Development</td>
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<tr>
<td>Lucas Seipp-Williams</td>
<td>Vice President of Academics</td>
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</tbody>
</table>

Academic Roles

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<tr>
<th>Staff Name</th>
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<tr>
<td>Stacey Morgenstern</td>
<td>Lead Instructor</td>
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<tr>
<td>Carey Peters</td>
<td>Lead Instructor</td>
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<tr>
<td>Andrea Nakayama</td>
<td>Senior Instructor</td>
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<tr>
<td>Bill Baren</td>
<td>Senior Instructor</td>
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<tr>
<td>Lucas Seipp-Williams</td>
<td>Senior Faculty Instructor</td>
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<tr>
<td>Jonathan Dege</td>
<td>Director of Learning</td>
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<tr>
<td>Bria Anderson</td>
<td>Director of Graduate Trainings &amp; Faculty Instructor</td>
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<tr>
<td>Susan Liddy</td>
<td>Program Director, All-Stars &amp; Faculty Instructor</td>
</tr>
<tr>
<td>Kelsey Belta</td>
<td>Junior Instructional Designer &amp; Faculty Instructor</td>
</tr>
<tr>
<td>Brooke Jeffries</td>
<td>Nutrition &amp; Health Education Specialist &amp; Faculty Instructor</td>
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<tr>
<td>Kaley Hixson</td>
<td>Coach Education Specialist &amp; Faculty Instructor</td>
</tr>
<tr>
<td>Joe Johnson</td>
<td>Faculty Instructor</td>
</tr>
<tr>
<td>Whitney Harris</td>
<td>Director of Faculty Coaches &amp; Senior Faculty Coach</td>
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<tr>
<td>Alice Moore</td>
<td>Faculty Coach Team Lead</td>
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<tr>
<td>Tracy Hjorth</td>
<td>Faculty Coach Team Lead</td>
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<tr>
<td>Priscilla Benavides Campos</td>
<td>Faculty Coach Team Lead</td>
</tr>
<tr>
<td>Bryony O’Kane</td>
<td>Faculty Coach Team Lead</td>
</tr>
</tbody>
</table>

* For a full list of all HCI Faculty Coaches see the Instructor Bios document.
Description of Academic Staff

Stacey Morgenstern, Co-Founder and Lead Instructor, National Board Certified

Relevant Experience/Qualifications:
- National Board-Certified Health & Wellness Coach, National Board for Health & Wellness Coaches (NBHWC)
- Co-founder Holistic MBA (2010 – present)
- Faculty and coach (Institute for Integrative Nutrition, 2007 – 2013)

Educational Background:
- University of Massachusetts-Amherst, Bachelor of Arts and Sciences

Further Information:
Stacey Morgenstern is a National Board-Certified Health and Wellness Coach (NBC-HWC) and a co-founder of Empowered Education, Inc. She is also a Certified Master NLP Practitioner, Certified Money Breakthrough Coach and Registered Yoga Teacher (RYT). Together with Carey Peters, they founded the Health Coach Institute (HCI), the first online learning platform that teaches individuals how to turn their passion for holistic living into a career. They have collectively trained over 10,000 coaches in 30 countries over the past decade. HCI’s comprehensive curriculum covers nutrition, health and wellness education, transformational coaching skills, personal growth, life coaching, and business-marketing.

Carey Peters, Co-Founder and Lead Instructor, National Board Certified

Relevant Experience/Qualifications:
- National Board-Certified Health & Wellness Coach, National Board for Health & Wellness Coaches (NBHWC)
- Certified Holistic Health Coach (CHHC), Institute for Integrative Nutrition
- Functional Nutrition Practitioner Candidate (FNP), Functional Nutrition Alliance
- Integrative Health Practitioner Candidate (IHP), Dr. Stephen Cabral
- Certified Neuro-Linguistic Programming (NLP) Practitioner, Wyatt Woodsmall @ International NLP Trainers Association
- Psychology of Eating Certificate Practitioner, Institute for the Psychology of Eating
- Certified Master Intuitive Coach, Colette Baron-Reid
- Certified Money, Marketing & Soul Coach (Mastery Level) - Int’l Assoc of Women In Business Coaching
- Certified Money Breakthrough Method Coach, Int’l Assoc of Women In Business Coaching

Educational Background:
- Bachelor of Fine Arts (BFA), DePaul University

Further Information:
Carey Peters is a National Board-Certified Health and Wellness Coach (NBC-HWC) and a co-founder of Empowered Education, Inc. She’s played a key role in creating 3 coach training businesses and taking them from startup to multiple-six-figure and multi-million-dollar revenues, including Health Coach Institute and Holistic MBA and CoachToolsToGo.com.

Since becoming a coach 12 years ago, she’s coached both online and in person, privately and in groups (sizes ranging from 25-700 people). She has created, sold and delivered 6 multi-million-dollar coach training products and over 10 multiple 6-figure coach training products and has trained and inspired over 20,000 health and personal development coaches from over 30 countries.

Along with Empowered Education co-founder Stacey Morgenstern, Carey co-created Health Coach Institute’s flagship programs, “Become A Health Coach” and “Holistic MBA™, Mastering The Business & The Art Of Coaching”, which teach students Health Coach Institute’s proprietary habit change coaching skills and how to use those skills to create lucrative and sustainable money-making coaching businesses.

Currently based in Chicago, Carey holds a BFA in Acting from DePaul University. She lives with her husband and her beautiful 3-year-old daughter. Outside of work, Carey enjoys theater, music, art and stand-up comedy.

Andrea Nakayama, Senior Faculty Instructor

Relevant Experience/Qualifications:

- Certified Nutrition Educator (CNE) and Certified Nutrition Counselor (CNC) Bauman College
- Certified Functional Health Coach (CHHC) Institute of Integrative Nutrition (IIN)
- Functional Nutrition and Lifestyle Practitioner (FNLP)
- Continuing education in areas of specialty including, thyroid disorder, autoimmunity, and functional lab diagnostics

Educational Background:

- Bachelor of Fine Arts (BFA) Carnegie Melon minor in Industrial Design
- Master of Science in Human Nutrition and Functional Medicine (MSN) University of Western States

Further Information:

Andrea is the winner of the 2015 National Association of Nutrition Professionals (NANP) Impact award and the 2016 NANP Service Award for her leadership in the field of nutrition. In everything she does, Andrea brings her keen investigative prowess, vast knowledge of physiology, deep respect for each individual, and a true passion and love for her work. Outside of her efforts at Functional Nutrition Lab and the Functional Nutrition Alliance, Andrea has been featured in Oprah’s O Magazine, Martha Stewart’s Whole Living, has made regular contributions to The Epoch Times, to Experience Life Magazine, and to numerous online conferences including Sean Croxton’s Second Opinion Series, where she was a crowd favorite, and was also a co-producer of the Hashimoto’s Institute Summit and practitioner training program. Andrea is now regularly consulted as the nutrition expert on the medical teams for the toughest clinical cases in the practices of world-renowned doctors.

Bill Baren, Senior Faculty Instructor

Relevant Experience/Qualifications:

- Bill Baren Coaching, Oakland, CA (life and business coach) - logged over 15,000 hours of coaching over 17 years
- Founder of The Big Shift (coaching to the coaches)
- Founder of The Conscious Business Network (association for successful coaches)
- Guest star on TV series “What’s Your Time Worth?” (life coach and productivity expert)
- Coach Training Institute, Life coach training
- ICF Certified as PCC 2006
- Coach U life coach training
- Great Life Technologies certified as human software engineer
- Matrix Energetics Level 3 Certification
- The Big Shift, The Big Shift Coaching Program
- Eben Pagan, Wake Up Productive Intensive

Educational Background:

- Stanford University, Bachelor of Fine Arts, Russian Literature
- Stanford University, Bachelor of Fine Science, Science Technology and Society with emphasis in computer science
Further Information:

As founder of The Big Shift, Bill has become known worldwide as a transformational business coach. Over 50,000 people from 22 countries have participated in Bill's online and live trainings. Bill has been certified as a Master Certified Coach (MCC) with the International Coaching Federation.

Bill’s purpose is to help conscious business owners make more money with their gifts by enrolling all the clients they want so they can make the difference they are here to make. He is the creator of the Big Shift Experience, Get Clients in Your Backyard, the Teleseminar Enrollment System, Time Mastery Program, and Master of Enrollment.

Lucas Seipp-Williams, Vice President of Academics and Senior Faculty Instructor

Relevant Experience/Qualifications:

- Vice President of Academics and Senior Faculty Instructor, Health Coach Institute (2018 – present)
- Director of Faculty Coaching, Health Coach Institute (2015 – 2018)
- Personalized Metabolic Nutrition, certification in metabolic typing (2008)
- Institute for Integrative Nutrition, student mentor and business coach (2006 – 2009)
- Food Studies Institute, certified food educator (2005)

Educational Background:

- Eckerd College, Bachelor of Arts in Sociology (2013)

Further Information:

Lucas Seipp-Williams is the Vice President of Academics and Senior Faculty Instructor at the Health Coach Institute. He directs the Learning Team, Faculty and Coaching Teams. Additionally, he trains students of the Become A Health Coach and HMBA Mastery programs. Prior to joining the Health Coach Institute in 2015, Lucas built a successful health coaching business and coached over 1,000 clients for over 8,000 hours through his business and training programs. Lucas also worked as a Certified Youth Food Educator, Certified Yoga Teacher and a Licensed Massage Therapist.

Jonathan Dege, Director of Learning

Relevant Experience/Qualifications:

- Director of Learning, Health Coach Institute (2018-present)
- Academic Director, The Art Institutes International Minnesota (2005-2018)
- Senior Instructor, The Art Institutes International Minnesota (2005-2018)
- Chair of Curriculum Committee, The Art Institutes International Minnesota (2005-2018)
- Chair of Academic Achievement Committee, The Art Institutes International Minnesota (2005-2018)
- Instructional Designer, KDG Interactive 2016-2018
- Project Producer, KDG Interactive 2016-2018
- Media Arts Instructor, University of Minnesota, (2014-2016)

Educational Background:

- The Art Institute of Minnesota, Bachelor of Science in Media Arts and Animation (2000-2003)
- The Academy of Art University, Video Graphics and Special Effects (2011-2016)

Further Information:
Prior to joining HCI as Senior Instructional Designer, Jonathan Dege was the Academic Director of the School of Media at The Art Institutes International Minnesota where he also served as Chair of Curriculum Committee and Chair of Assessment Committee. He has also taught Media courses at the University of Minnesota. He’s worked as an independent project producer for Amazon, and Xbox and was an Instructional Design Consultant for Boston Scientific. Jon has volunteered for the U.S. Fish and Wildlife Service, teaching the Boy Scouts of America, ringing the red kettle bells for the Salvation Army, and teaching puppy kindergarten at a local dog training school. He is passionate about teaching, and paying it forward.

Bria Anderson, Director of Graduate Trainings & Faculty Instructor

Relevant Experience/Qualifications:

- Director of Graduate Trainings (2019-present)
- Faculty Instructor, Health Coach Institute (2018 – present)
- Faculty Coach, Health Coach Institute (2016-2018)
- Institute of Integrative Nutrition, Certified Health Coach
- Holistic MBA, Core Training Program
- Founder and Global Retreat Leader, Bria Anderson Coaching

Educational Background:

- University of Pittsburgh, Bachelor of Science in Business Management

Further Information:

Bria is a transformational coach whose commitment is to empower women to step into the confidence of who they are to intuitively create the lives they dream of. Before joining HCI as a Faculty Instructor, Bria worked as a Success Coach for Health Coach Institute. She also coached women in her Lifestyle Design practice through private programs and immersion

Susan Liddy, Program Director of All-Stars & Faculty Instructor

Relevant Experience and Credentials:

- Faculty Instructor at Health Coach Institute (2019)
- All-Stars Program Director at Health Coach Institute (2019)
- Director of Coaching, The Big Shift (2014 - 2018)
- Certified Professional Co-Active Coach, Coaches Training Institute (2006)
- Contributor to Huffington Post - business and life
- Creator/Facilitator of The Empowered Life life coaching programs and workshops
- Creator/Facilitator Fearless FEMpreneur: 3-day Events and business coaching programs
- Founder, Mindfuel Training (life and business coach) - logged over 10,000 hours of coaching over 15 years

Educational Background:

- Sacramento State University, Bachelor of Arts in Philosophy (1996)

Further Information:

Susan brings more than 15 years experience designing and facilitating comprehensive training and coaching programs with an emphasis on 1) building the knowledge and confidence of adult learners 2) delivering coaching and training that help individuals and companies achieve goals in measurable ways and 3) motivating and inspiring others to do and BE their best.
As an accomplished multiple 6-figure business owner, Susan has designed and delivered blended coaching and learning strategies that include instructor-led courses, eLearning, webinars, and events for upwards of 200 learners, in addition to personally coaching over 1,000 clients for over 10,000 hours through her training programs.

**Kelsey Belta, Junior Instructional Designer & Faculty Instructor**

**Relevant Experience and Credentials:**

- International Association of Counselors and Therapists, Interactive Life Coach (2019)
- University of Queensland, Design Thinking and Creativity for Innovation (2019)
- Co-Owner Arrete Wellness (2016-2018)
- The Beck Institute, Essentials of CBT/ CBT for Depression/ Integrating CBT and Mindfulness, (2015-2016)
- National Institute for the Clinical Application of Behavior Medicine, Treating Trauma Master Series 10 CE/CME Credits, (2015)
- Holistic MBA, Certified Transformational Coaching Method (2013-2014)
- Mentor Masterclass, Certified Life Coach (2010-2011)

**Further Information:**

Kelsey’s love for connecting with people began when she started her career in the Hospitality Industry. She excelled at a young age, but found herself being called to a deeper way to connect with people and bring joy to their life. With her strong passion for learning Kelsey followed her curiosity and began reading any book on brain science and human behavior she could find, this eventually lead her to Coaching.

Kelsey continues to explore new and innovative ways to support her community. She is always learning from a variety of disciplines to bring a well rounded approach to the work she does.

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**Brooke Jeffries, Nutrition & Health Education Specialist & Faculty Instructor**

**Relevant Experience and Credentials:**

- Nutrition & Health Education Specialist & Faculty Instructor at Health Coach Institute (June 2019- present)
- Founder at Brave Nutrition (August 2015- present)
- Certified Nutritionist, Washington State Department of Health (2013- present)
- Scientific Wellness Lead Health Coach at Arivale (January 2016- April 2019)
- Nutrition Counselor at Passionate Nutrition (June 2013- August 2015)
- Molly Kellog’s Motivational Interviewing Counseling Intensive for Health Professionals (2014)

**Educational Background:**

- Bastyr University, Master of Science, Clinical Nutrition (2013)
- Stephen F. Austin State University, Bachelor of Arts, Sociology (2002)
- Stephen F. Austin State University, Bachelor of Arts, Criminal Justice (2002)

**Further Information:**

Brooke is a clinical nutritionist who worked in a successful private nutrition practice and then transitioned to being both a skilled health coach and team lead at Arivale, a wellness company. She has deep expertise in nutrition, health, and coaching. Brooke is passionate about personal empowerment, learning, and whole-body healing. She has mentored many coaches over the years on building strong coaching skills. Her private practice specialized in working with eating disorders, weight concerns, and relationship with food and body. Brooke’s work with coaching clients is inspired by her own personal history with food and illness. She strongly believes in empowering her clients and students to make sustainable healthy lifestyle changes to achieve wellness and peace with their minds and bodies.
Kaley Hixson, Coach Education Specialist & Faculty Instructor

Relevant Experience and Credentials:
- Coach Education Specialist & Faculty Instructor at Health Coach Institute - July 2019 - Present
- Owner and Coach at Eudaimonia, Center of Human Flourishing - 2018 - Present
- Gestalt Coaching - 24 ICF CCE Hours, May 2019
- Member of the International Coach Federation (ICF)
- Board Certified in Therapeutic Massage & Bodywork (BCTMB)
- Member of the Associated Bodywork and Massage Professionals (ABMP)
- Irene’s Myomassology Institute - Certified Massage Therapist (2008-2009)
- Purdue University - Aviation Technology, Private Pilot Certificate (2004-2005)

Educational Background:
- Cleveland University Kansas City - Chiropractic (2015 - 2017)
- Wayne State University - B.S. in Psychology, Concentration in Health Psychology (2005-2012)

Further Information:
Kaley is passionate about the mind-body connection and embraces personal growth and healing as a way of life. She loves to experience life fully, and for her that looks like exploring new places, enjoying deep, meaningful conversations with friends new and old, and learning about the wonders of the human experience. After more than 10 years experience practicing holistic massage and bodywork, Kaley discovered professional coaching and has felt like it has been a calling ever since. As a coach, she loves partnering with people on their personal growth journey and watching her clients reach new levels of success both personally and professionally.

Kaley’s ultimate dream is to own a holistic wellness center that has a variety of mind-body practices, including coaching and bodywork, with a strong community bent. Beyond coming to the center for a service, Kaley envisions a place for people to come, connect with others, and enjoy music events, personal development workshops, as well as the healing power of nature.

Joe Johnson, Faculty Instructor

Relevant Experience/Qualifications:
- Faculty Instructor at Health Coach Institute (2018 – present)
- Faculty Coach at Health Coach Institute (2016 – 2018)
- Co-creator, Cutting Edge Coach Training (2016 – 2017)
- Founder, Prince Wellness and Cancer Dudes Live More (2011 – present)

Educational Background:
- Massachusetts Institute of Technology, Bachelor of Science in Mechanical Engineering (2007)

Training Experience:
- Holistic MBA (2012 – 2013)
- Institute for Integrative Nutrition, certified health coach (2011 – 2012)

Further Information:
After earning his bachelor’s degree in mechanical engineering from MIT and beginning his career in tech sales, Joe’s health coaching certification changed his life in 2011. Since then, he has successfully run a private coaching practice and online programs, has led international workshops and retreats and worked as a health coach with tech start-ups, doctors and university professors.
**Whitney Harris, Director of Faculty Coaches and Senior Faculty Coach**

**Relevant Experience and Credentials:**
- Director of Faculty Coaches, Health Coach Institute (2018 – present)
- TCM Mastery Level Coach (2013 – 2014)
- Head Coach for Holistic MBA (2012 – 2015)
- Holistic MBA, certified Transformational Coaching Method (2012)
- Founder, Wellness With Whitney, Your Sacred Steps, and Your Soul School (2010 – present)
- Medicine Woman, adopted by Native American Tribe
- School of Healing Arts, Holistic Health Practitioner (1992)

**Further Information:**
Whitney is a Transformational Coach who specializes in releasing limiting beliefs that hold clients back from living the life they truly desire for a body and career they love. Before joining HCI as a Success Coach, Whitney served clients privately, in groups, facilitating small retreats and was a coach for previous graduate trainings Stacey and Carey offered. Her specialties focus on emotional eating, body image issues and the science of intuitive development and expansion.

**Alice Moore, Faculty Coach and Team Lead**

**Relevant Experience/Qualifications:**
- Faculty Coach and Success Coach Team Leader, Health Coach Institute (2018 – present)
- Pillai Center- Phonemic Intelligence and Mind Sound Technology Certification- Facilitator and Director of public-school programs (2013-2015)
- Director and Coach of Public Health program, Institute for Integrative Nutrition (1999 – 2001)
- Institute for Integrative Nutrition, AADP Certification (1997-2000)

**Educational Background:**
- Boston University, Bachelor of Fine Arts in Theater (1986 – 1990)

**Further Information:**
Alice is a transformational coach who specializes in healing from addiction, emotional eating, body-image issues, strengthening intuitive abilities and sound healing technology. Before joining HCI as a Faculty Coach and Success Coach, Alice served over 1,000 clients privately and with group programs. Alice has taught workshops at corporations, public and private schools and a wide variety of organizations, including the American Basketball Association, Grey Advertising and The Actor’s Institute. She continues to practice her passion for coaching by mentoring students at HCI to become health coaches and leading team of coaches.

**Tracy Hjorth, Faculty Coach and Team Lead**

**Relevant Experience/Qualifications:**
- Faculty Coach and Success Coach at Health Coach Institute (2017 – present)
• Holistic MBA, Certified Transformational Coaching Method Mastery Coach (2018)
• Welcome Coach & Welcome Coach Manager (2015-2017)
• YMCA Metro Detroit, Community Health Promotion (1998 - 2002)
• Central Wellness of Ohio, Corporate Health Coach (2018 - present)

Educational Background:

• Ohio University, Masters of Science in Health Promotion and Disease Prevention

Further Information:

Tracy’s passion in life has always been helping others, and her comprehensive career path lead her to Health Coach Institute. She believes that Health Coaches have the ability to grow, stretch, and create an impact to the healthcare system. As a personal Health Coach, Tracy loves empowering her clients to live to their fullest wellness potential. There is so much beauty when someone walks in with vulnerability and walks out with improved health/wellbeing, love, forgiveness, and peace. As a Faculty Coach, her joy is leading with love and serving our students to help them be the best version of themselves. Amazing things can happen when one lets go of disempowering beliefs and believes in all that they were created to be. Tracy’s love of life and all that it has to offer, combined with her intuitive and compassionate spirit, allows her to guide and mentor our students at HCI to success.

Priscilla Benavides Campos, Faculty Coach and Team Lead

Relevant Experience/Qualifications:

• Quality Assurance and Coach Mentor (2018 - Present)
• Profound Wellbeing Transformative Coach (2018)
• Faculty Coach and Success Coach Team Leader at Health Coach Institute (2017 – Present)
• Alyssa Nobriga Certified Mastery Coach (2017)
• Career Coach at WorkSource WA State (2010 – 2016)
• Women’s Health Coach at Goddess Wellness Coaching Personal Health coaching practice (2009 – 2013)
• Women’s Circle Facilitator with Chameli Ardahg (2012)
• Certified Women’s Circle Facilitator (2012)
• Career Coach - Oregon Human Development Corporation (2007)

Educational Background:

• University of Phoenix – Bachelor of Science in Human Services

Further Information:

Priscilla is an empowerment and transformation coach with over 10 years of professional experience in both health and career coaching. Her background is in social work, holistic health and career counseling. Priscilla was certified as a health coach in 2009 and began to build her private practice while also working as a career coach, health specialist and workshop facilitator for the state of Washington. She is fully bilingual in English and Spanish; passionate about personal and spiritual development, the opportunity to impact lives, about increasing each person’s awareness of his or her own inner genius and about the magic that happens when we authentically live from the heart.

Bryony O’Kane, Faculty Coach and Team Lead

Relevant Experience/Qualifications:

• Faculty Coach, Success Coach and Team Leader at Health Coach Institute (2018 – present)
• Health Coach Institute, Transformational Mastery Coach (2018-2019)
• HMBA, Certified Transformational Coach (2018)
• Founder, Transformational Coach at Bryony O’Kane Coaching (2017 - present)
• Health Coach Institute, Certified Health Coach (2017)
Further Information:

Bryony is a Transformational Coach who works with women to shift their mindset and create inner calm. She empowers them to release limiting beliefs and expectations that they put on themselves and welcome in self love and compassion. As a faculty coach, she loves coaching students throughout their journey to becoming a Health Coach, guiding them to discover their true self, whilst stepping into their fears and discovering the power that lies within them.
Appendix

Registration

I understand that Health Coach Institute is registered with the State Board of Education in accordance with Section 33-2403, Idaho Code. I also understand that the State Board of Education has not accredited or endorsed any course of study being offered by Health Coach Institute, and that these courses may not be accepted for transfer into any Idaho public postsecondary institution.

Amendment Policy

Information about Health Coach Institute is published in this document, which contains a description of policies, procedures, and other information about the Institute. Health Coach Institute reserves the right to change any provision of the policies and procedures at any time.

Notice of changes will be communicated in a revised document, an addendum or supplement to the policies and procedures, or other written format with an effective date. Students are expected to read and be familiar with the information contained in this document, in any revisions, supplements or addenda. By enrolling in Health Coach Institute, the student agrees to abide by the terms stated within this document.

Referenced or Supporting Documentation

The following linked documents are cited within this policy or have been deemed relevant for inclusion:

- HCI Become A Health Coach Program (BHC) Syllabus
- HCI Transformational Coaching Program (TCM) Syllabus
- HCI All-Start Business Implementation Course Syllabus
- HCI Student Code of Conduct
- HCI Course Catalog

Participant Privacy

Student grants HCI the right to collect and use student’s personal information for management and marketing purposes. HCI shall not share or sell student’s personal information to non-affiliated third parties. Student grants HCI permission to use any of the student’s oral or written comments for testimonial and marketing purposes.

Student Responsibilities

Student shall conduct themselves honorably, responsibly, respectfully, ethically, and lawfully; and in accordance to HCI policies. Failure to do so shall be considered a breach of these Student Policies & Procedures and HCI may, at its sole discretion, terminate student’s access to its course materials and websites. In the event of such a termination, student agrees to immediately cease use of all materials in his or her possession and to destroy or return the same to HCI.
Liability

HCI is not responsible for the failure of student’s business in connection with student’s use of HCI’s services and products. HCI makes no representations or warranties regarding the results that may be achieved by using its services and products.

Severability/Waiver

If any provision of these Student Policies & Procedures is held illegal or unenforceable in a judicial proceeding, such provision shall be severed and the remainder of these Student Policies & Procedures shall remain operative and binding on student and HCI. Failure to exercise any right under these Student Policies & Procedures shall not constitute a waiver of such right. Any waiver of any breach of these Student Policies & Procedures shall not operate as a waiver of any subsequent breaches.

Interpretation

These Student Policies & Procedures shall be construed as a whole, according to their fair meaning, and not in favor of or against any party. Sections and section headings contained in these Student Policies & Procedures are for reference purposes only, and shall not affect in any manner the meaning or interpretation of these Student Policies & Procedures. Whenever the context requires, references to the singular shall include the plural and the plural the singular and any gender shall include any other gender.

Governing Law and Venue

Any claim or dispute arising out of or relating to student’s use of HCI’s products and services and these Student Policies & Procedures shall be governed by the laws of the State of New York, without regard to its conflict of law provisions. The parties agree to submit to the personal and exclusive jurisdiction of the federal and state courts located within New York County, New York (including the Southern District of New York). To the fullest extent permitted by law, student hereby waives any right student may have to a trial by jury and to participate in a class action or other proceeding against HCI whereby more than one student participates in the same action.

Program Accreditation

The Become a Health Coach Program is accredited by the International Coaching Federation (ICF) via their Continuing Coach Education (CCE) designation.

*Accrediting organization is not recognized by the US Department of Education. The Idaho State Board of Education does not recognize accreditation organizations that are not recognized by and in good standing with the US Department of Education.