





Are you a change-maker? Do you love good health? Do you want to help others to reach their health goals? Do you want to be at the forefront of a new wave of Health Professionals? Do you want a course that has been endorsed and accredited by leading organisations?

If you answered yes to these questions, then we will have a course for you!

Our online courses can be studied from wherever you are in the world, at a time that is suitable for you. No travelling costs, and no time out from your work! Sounds good, yes? It most certainly is!

What you can expect from our courses is first class content, delivered on our Online Academy, which can be accessed from your smart-phone, tablet, PC or laptop. You will also be part of our private AHG Health Coaching group where you will get additional tuition and mentoring, via interaction with our team, webcasts and live webinars. You will also receive ongoing access to all updates to the course and an invitation to join our Active Health Coaching website, where you will be able to list your practice, and share with the resources on the site.

You will receive business and marketing mentoring from industry experts and have access to templates that you can use in your business when you start your practice.

To ensure our students and graduates are fully covered, we are accredited by some of the industry's leading organisations, details of which can be found accompanying each individual course.

If you are interested in joining our programme, you can either book today on our [website](#) or contact our team at our [Facebook page](#). Full contact details can also be found at the end of this document.

We cannot wait for you to join us in your new adventure into the world of Health, Wellness and Nutrition coaching!

Yours in health

Richard and the AHG Team

#### Official Supporters



**We need Health, Wellness, and Nutrition Coaches** now more than ever. Why? Because we're in the midst of an epidemic of chronic disease, our healthcare system is broken, and doctors alone can't fix these problems.

**But we don't need just any Coaches**—highly skilled, comprehensively trained Coaches with a strong foundation, who actually end up *working* successfully as Coaches, and are in demand.

This is the very reason why we developed these courses. Having worked in the Health and Wellbeing sector for almost 30 years and seeing so many of his patients who felt let down with conventional healthcare, and then, after suffering his own serious health issues, and going from one specialist to another, without answers, and ending up treating himself, our Principal, Richard Johnson decided to put together these courses based on decades of study and practice, and with the help of many of our specialised associates that we have worked with over many years.

Having developed many courses over our 21-year history, right up to degree level, developing a purely online course was a little more challenging, as the tutors cannot really gauge learning styles or personalities, so we have tried our best to create lessons to suit as many learning styles as we can, and where possible, as well as written text, you will have some audio and video too. We also use live lessons and coaching sessions to reinforce your learning. Live Q&A's are used as a good way for you to interact and ask questions in a 'live' teaching format.

The courses we run start at foundation Level 4 Wellness Coaching and progress through Level 5 Integrative Health and Nutrition Coaching, right up to Level 6 Health Coaching and Nutritional Therapy.



## Level 4 Certificate in Wellness Coaching

Our Level 4 programme is our foundation course for those wishing to undertake a short course that allows them to work with clients in a coaching role upon graduation.

This course is ideal for therapists or those already in a coaching role, who want to move into the Wellness field, or widen their practice to support their clients with wellness related goals, and behaviour change. It also very popular with practitioners working in the medical field, such as Nurses, Physiotherapists, Occupational Therapists, etc. We include a module on work-based coaching and stress management, which is useful for company directors, managers, HR professionals, and those working in the care sector.



Course fee: **£549.00**. This can be paid over 6 months, and the course will be delivered over that period.

You can opt to pay in full and receive a 5% discount. The course can then be accessed immediately.

Qualification Gained: TQUK Level 4 Certificate in Wellness Coaching

With this course you also receive one month of complementary business mentoring to help get you set up as a Wellness Coach.

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| <ul style="list-style-type: none"><li>• ICF Coaching Competencies</li><li>• AfC Coaching Competencies</li><li>• Understanding Wellness</li><li>• Coaching Essentials</li><li>• Coaching Skills</li><li>• Powerful Questioning</li><li>• Behaviour Change</li><li>• Stages of Change</li><li>• Readiness for Change Assessment</li><li>• Michael Arloski's Ten Tenets of Wellness</li><li>• The Co-Active Coaching Model</li><li>• Emotional Intelligence</li><li>• Motivational Interviewing</li></ul> | <ul style="list-style-type: none"><li>• Goal Setting</li><li>• Coaching with NLP</li><li>• Solution Focused Coaching</li><li>• Mind-body Connection</li><li>• Mindfulness</li><li>• Stress Management</li><li>• Emotional Trauma</li><li>• Emotional Overeating</li><li>• Healthy Lifestyle</li><li>• Business</li><li>• Marketing</li><li>• Social Media</li><li>• Online Coaching</li><li>• Personal Branding</li></ul> |
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Upon successful completion you can apply to join:

International Institute for Complementary Therapists (IICT)

Complementary Medicine Association (CMA)

International Practitioners of Holistic Medicine (IPHM)

Association for Coaching (AfC)



## ***What is Integrative Health and Nutrition Coaching?***

It is best if we start with Health Coaching and then define the scope of practice for an Integrative Health and Nutrition Coach.

### **Health Coaching**

Health coaching is the use of evidence-based skillful conversation, clinical interventions and strategies to actively and safely engage client/patients in health behaviour change. Health coaches safely

guide clients and patients who may have chronic conditions or those at moderate to high risk for chronic conditions.

Health coaching is based on evidence-based clinical interventions such as motivational interviewing to facilitate behaviour change, goal setting, active listening, aggregation and trending of health outcome metrics, and prevention.

### **The health coaching model follows a process:**

#### **Establish relationship**

The process begins with engagement. Engagement and building trust with the client is established by building rapport. Many factors are included in this process. Essential traits to building rapport include: genuineness, eye contact, good energy, warmth, good quality of voice, a feeling of connectedness, being comfortable and relaxed in the exchange, mindful listening, being supportive and positive body language and physical gestures. Rapport is fundamental not only in the initial coaching session, but also in each coaching session thereafter. Although rapport is important, a coach may want to avoid becoming too close with client. Becoming too close to a client can create a barrier for a successful coaching process by being too emotionally attached, having a personal agenda and falling into assumptions based on personal relationships or experience.

#### **Motivational interviewing**

Once a coach has established rapport, building strong communication strategies is essential. An effective tool used in health and wellness coaching and other clinical work is motivational interviewing. Motivational interviewing is a process used in psychotherapy, social work, medicine, addiction and other fields. It aims to raise clients' awareness of problems and possibilities while reducing their ambivalence about change.

Motivational interviewing is also characterised by a focus on the present rather than the past. The emphasis is on the communication that is conducted with clients, concentrating on internal motivating factors and an exploration into individual core values and goals. This allows the client to express their desire to change their lifestyle and identify it themselves rather than having it come from the health coach.

#### **Guiding the agenda and goal setting**

Guiding the agenda and goal setting is a collaborative behaviour change technique used between the coach and the client. During the motivational interviewing process, after strengths, values and desires are determined and the client's vision is set in place, specific goals are safely set so the client is able to move in the direction of his/her newly formed desires.

Goals promote behaviour change through a collaborative process, which includes the coach making a plan to track and evaluate progress. The coach can help the client focus on the success the client has had, even if goal is not yet achieved. Evaluating strengths and what is successful helps the client move forward. Positive feedback helps the client progress and move through any negative self-talk, ambivalence, resistance and other hurdles. Although self-regulation is a powerful behaviour change tool, the client may lapse. When the coach promotes the principles of positive psychology and goal setting through the motivational

interviewing process, the coach helps the client continue to improve self-efficacy, which supports behaviour change.

### **Scope of Practice for Level 5 Integrative Health and Nutrition Coaching graduates**

Our graduates can work with:

- Weight Loss Coaching
- Smoking Cessation
- Wellness Coaching after injury or illness
- Motivational Coaching
- Vitamin and Supplement advice for chronic illnesses
- Nutritional Strategies for preventative health
- Choosing the right foods for health and wellbeing
- Supporting Sports and Activity nutritional requirements
- Supporting nutritional strategies to assist with chronic illnesses
- Stress Management

Some of the different types of diets we look at:

- Keto
- Paleo
- Vegan
- Vegetarian

We look at strategies to deal with many different conditions such as:

- Arthritis
- Diabetes
- Autoimmune Conditions
- Leaky Gut
- Digestive Issues
- IBS
- Candida
- Allergies
- Adrenal Fatigue
- Hormonal Imbalance

On our Level 5 course you will learn the fundamentals of coaching, progressing through to nutritional advice, where you will learn all about the body's nutritional requirements, and specific requirements to help when your clients are undergoing ill health.

Finally we will be looking at post-graduation, with expert business, marketing and social media lessons, including how to set up your own Health & Nutrition Coaching Practice.

The course is run online, over 12 months, with new lessons being delivered each month, though the course can be done at your own pace if you need longer to complete.

The cost of the Level 5 Diploma in Integrative Health and Nutrition Coaching is **£2499.00**, which can be paid in 12 monthly instalments. If you opt to pay in full, you will receive 10% discount.

Course content for Level 5 and 6 is as follows:

## Part One

<b>Three Pillars of Health Coaching</b>  Physical Health and Disease Management Physical Fitness and Weight Management Emotional Health and Well-Being	<b>The Role of a Health Coach</b>  Providing Education/Guidance Providing Programs Providing Support/Encouragement Providing Alternative Resources
<b>Coaching</b>  ICF Coaching Competencies The Levels of Change Motivation Questioning Techniques The GROW Model The Benning Model	<b>Introduction to Nutrition</b>  Calorie Balance Macronutrients Meal Timing How to Perform a Diet Assessment On your Clients
<b>Stress Management</b>  Stress Management Techniques Negative Thinking Solutions Balanced Living Techniques	<b>Macronutrients</b>  Protein Fat Carbohydrates
<b>Micronutrients</b>  Fat Soluble Vitamins Vitamin C The B Vitamins	<b>Food Additives and Chemicals</b>  25 Food Additives - The First 13 Top Food Additives - The Last 12 and the GRAS List
<b>Sugar Issues</b> The History of Sugar Physiological Effects of Sugar	<b>Juicing</b> Background on Juicing The Actual Process of Juicing
<b>Addressing Chronic Health Conditions</b>  Nourishing the Body at Different Times Prioritising Nutritional Strategies	<b>Analysis of Diets</b>  Truths About Diets Different types of diets

## Part Two

<b>Carbohydrates for Endurance and Recovery</b>  Carbohydrates for Endurance and Recovery Carbohydrates and the Glycaemic Index	<b>Protein Intake for Strength and Gaining Mass</b>  Protein Intake for Strength and Gaining Mass Proteins for Vegetarian Athletes
<b>Calorie Intake for Athletes</b>  Calorie Intake for Athletes Energy in the Diet	<b>Hydration Requirements for Athletes</b>  Hydration Requirements for Athletes Electrolyte Considerations for Athletes
<b>Vitamins and Antioxidants for Athletes</b>  Vitamins and Antioxidants for Athletes Antioxidants and Free Radicals	

## Part Three

<b>An Obese World</b>  What Is Obesity? The Weight Loss Management Industry Common Myths about Weight Loss	<b>Understanding Weight Loss and Fat Loss</b>  Understanding Weight Loss and Fat Loss What Is Weight? Assessing Body Composition The Difference between Weight Loss and Fat Loss
<b>Metabolism and Weight Loss</b>  Metabolism and Weight Loss Factors that Influence Metabolism Basal Metabolic Rate and Methods for Measuring BMR How Metabolism Affects Weight How to Increase the Metabolism Relationship between Metabolism and Calory Intake	<b>Diet Wise</b>  Drink Plenty of Fluids Facts About Fat, Carbohydrates and Proteins Aiming for a Healthy Diet Tips for a Healthy Weight Loss Diet Small Steps to Weight Loss
<b>Maintaining a Healthy Lifestyle</b>  Maintaining a Healthy Lifestyle What Is a Healthy Lifestyle? Making Lifestyle Changes Barriers to Lifestyle Changes How to Maintain a Healthy Lifestyle	



## Part 4

<b>Stress Management</b>  Stress-Meeting the Demands of Change The Stress Reaction Resiliency-a Personal Elasticity Coping in the Ebb and Flow of Life Internal and External Resources for Effective Coping	<b>The Mechanisms of Stress Relief</b>  Neurological Responses to Stress Neurological Structures Responsible for Stress Identifying Triggers Monitoring Levels of Stress
<b>The Role of Relaxation in Stress Management</b>  Types of Relaxation Techniques Breathing Techniques Deep Breathing Muscle Release and Relaxation Progressive Muscle Relaxation Guided Imagery Activity-based Relaxation	<b>The Cognitive Triangle</b>  The Role of Attitude in Stress Management Utilizing the Cognitive Triangle Identifying Cognitive Distortions The ABC's of the Cognitive Triangle and Unhealthy Coping The ABC's of the Cognitive Triangle and Healthy Coping
<b>Self-talk: Talking Things Over with Ourselves</b>  The Nature of Self-talk Self-talk and the Cognitive Triangle How to Monitor Self-Talk Identifying One's Core Beliefs and Assumptions The Impact of Adversity on Self-talk and Experience Cognitive Dissonance	<b>Mindfulness and Stress Management</b>  What is Mindfulness? A Practice of Positive Detachment and Choice Intentional Attention Sensory Mindfulness and Redirection Judgments Obstacles to Mindfulness Mindfulness and Mood Health and Mindfulness Interpersonal Mindfulness and Stress Reduction
<b>Emotions, Emotional Intelligence and Stress Management</b>  The Purpose of Emotions The Nature of Emotions Emotional Intelligence (EI) The Importance of EI Skills Self-Care and Emotional Intelligence Managing Emotional Reactions to Stress	<b>Values and Stress Management</b>  The Role of Values in Stress Discerning One's Core Values Identifying Authentic Values vs. Inherited Ones Out of Step-Cognitive Dissonance, Values and Stress Value Affirmation Value Fluctuation during Stress

## Part 5

<b>Food Intolerances</b>  Intolerance vs Allergy Food Intolerance Testing Food Intolerance Protocols	<b>Detoxification</b>  The Body's Detoxification Process Supplements to Assist Detoxification Helping the Body to Detox
<b>Autoimmune Problems</b>  What is Autoimmune Disease? Autoimmune Disorders Autoimmune Protocols	<b>Psychoneuroimmunology</b>  The interface between Brain, Behaviour and Immunity Stress and Immune Response Depressive Disorders Chronic Fatigue Syndrome and other disorders
<b>Psychoneuroendocrinology</b>  The hypothalamic-pituitary-adrenal axis (HPA axis) Types of Stress and the HPA axis	<b>Supplements, What and Why?</b>  Clinical Reviews of Popular Supplements – The Research Popular Supplements for Common Conditions

## Part 6

<b>Signature Programmes</b>  What Are They? Setting Up Signature Programmes	<b>Business Basics</b>  Setting Up in Business What It Takes to Start a Health Coach Business
<b>Business Planning and Branding</b>  Business Plans Setting Your Personal Brand Advertising	<b>Marketing</b>  Online Marketing Digital Marketing Social Media Marketing
<b>Who and Where to Coach</b>  Coaching Groups – Online or Workshop Style One-to-one Coaching	<b>Corporate Wellness</b>  How to sell your coaching to organisations

## Part 7 – Going Deeper

Once all of the foundation modules are completed, we can then delve deeper into many aspects of Integrative Health Coaching.

Some of the subjects we will be looking at in this section are:

- Dysbiosis and Gut Health
- Candida, Parasites and other unwanted visitors
- IBS
- Colitis
- Crohn's Disease
- Diabetes
- Heart Disease
- Liver Disease
- Nootropics
- CBD Oil
- Using Herbs and Essential Oils in your practice
- Health Assessments

We will also look at case studies and our students will get the chance to have their own health issues assessed and various ways to assist with them.



Following on from our Level 5, we also have a Level 6 Diploma in Health Coaching and Nutritional Therapy. This includes all of the Level 5 modules, with additional Nutritional Therapy modules. Upon completion of this course you will be able to practice as a Health Coach and also an autonomous Nutritional Therapist.

Additional Modules include:

- Understand the roles of macro and micro-nutrients in nutrition
- Understand factors affecting nutritional requirements
- Be able to carry out nutritional assessments
- Understand the principles of food safety management
- Understand nutritional therapy
- Understand how to apply nutritional therapy to treat obesity
- Understand how to apply nutritional therapy to treat common viral infections such as colds
- Understand how to apply nutritional therapy to help manage diabetes
- Understand how to apply nutritional therapy to treat conditions affecting the stomach and intestines
- Understand how to apply nutritional therapy to manage hypertension
- Understand how to apply nutritional therapy to treat gout
- Understand how to apply nutritional therapy to treat chronic illness
- Understand personal health care
- Understand eating customs
- Understand how to maintain good health through aerobic exercise
- Understand how to reduce body weight through aerobic exercise
- Understand the principles of vegetarianism
- Understand the principles of veganism
- Be able to apply food therapy to protect the health of vegetarians
- Be able to apply food therapy to protect the health of vegans

Upon successful completion graduates will receive

- TQUK Level 6 Diploma in Health Coaching and Nutritional Therapy
- TQUK Level 6 Diploma in Health Care and Nutritional Therapy

These qualifications will ensure you have the widest scope of practice, to allow you to work in various settings.

Course fee: £3,999.00, which can be paid in 12 monthly instalments. If you opt to pay in full, you will receive 10% discount.



**Contact Us.**

**If you are interested in booking, please go to our website at**

**[www.activehealthcoaching.co.uk](http://www.activehealthcoaching.co.uk)**

**For details on our wider range of courses, you can also visit our website  
at**

**[www.activehealthgroup.co.uk](http://www.activehealthgroup.co.uk)**

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**Call us**

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**Or Visit us at**

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**(and have a  
coffee in our  
lovely plant-  
based café!)**