



ADAPT  
Health Coach



# ADAPT Health Coach Training Program

**COURSE GUIDE** | Fall 2021 Enrollment

*Make a living by making a difference*

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# A Note from Chris Kresser, the ADAPT Program Founder & Executive Director

Chances are, you or someone you know has struggled with chronic disease. You're well aware that the struggle is endless and frustrating and that certainly not all of it can be solved during a doctor's appointment.

As a Functional Medicine practitioner, I can tell you that conventional medicine doesn't stand a chance against chronic disease. And more doctors isn't the answer.

What we need are people trained to support, listen to, and empower those suffering with disease.

**What we need are health coaches. In fact, the future of medicine depends on it.**

I've experienced first hand what it means to work with a healthcare professional who has what I call "being skills"—the ability to listen, empathize, and connect.

And I know that the only way to address the epidemic is to train more people in this skill set. It's the best hope we have of helping people change the behaviors that keep them stuck in a cycle of disease.

And that could very well be you.

Imagine being able to make a difference in someone's life. Collaborating with doctors and other practitioners. Turning your passion for healthy living into a fulfilling career.

**Imagine being part of the *solution*—and changing the future of healthcare.**

Because that's what it means to be a health coach. It's not just a job. It's not just a career, even. It's the opportunity to become a change agent—and turn the tide against chronic disease.

If this idea lights you up, makes you feel excited and alive, then I couldn't be more thrilled to have you here. We're honored that you're considering us as a partner and a pathway to a thrilling and fulfilling career in health coaching.

We look forward to welcoming you to our community of change agents!

Chris Kresser, M.S., L.Ac.  
Founder & Executive Director  
ADAPT Health Coach Training Program

# Why Become a Health Coach?

## What if you could make a living ... by making a difference?

As you consider your next career move, you may not know exactly what it looks like, but chances are you have an idea of what it should feel like.

And the right career path for you would let you:

-  **Tap your natural gift** for communication and listening
-  **Make a real and lasting impact** on others' lives
-  **Develop new skills** and expertise for helping others
-  **Earn a living** doing something you actually believe in
-  **Draw on your passion for wellness**, healthy living, and disease prevention
-  **Play a critical and fulfilling role** in something bigger

**This is the job of a health coach.**

And if it appeals to you, you may have exactly what it takes to become a great one.

## What is health coaching, exactly?

When most of us hear the word “coach,” we think of a high school basketball coach with a whistle around his neck, yelling at you. That’s not how health coaching works (at all).

Here’s what a health coach really does:

- ✓ **EMPOWERS** you to discover your own wisdom and strength
- ✓ **HELPS** you create your own solutions to problems
- ✓ **SUPPORTS** you without judgment
- ✓ **HOLDS** you accountable to your goals

Why is this so critical? Because making real, lasting lifestyle and behavior changes isn’t a switch you flip. It takes ongoing effort and support.

**In short, a health coach is a change agent.**

You provide the right kind of support to help clients make critical lifestyle and behavior changes aligned with their health goals.



“But Don’t I Need a Special Degree or Medical Credential to Do That?”

Nope.

That’s because as a coach, you aren’t practicing medicine; you’re using your own arsenal of coaching tools, paired with your natural communication skills, to help your clients:

- Identify their own motivation and strategies for change
- Align their actions with their values
- Develop achievable, measurable goals

## Why there's no better time to become a health coach

Given the alarming rise of chronic disease, and the capacity of health coaches to prevent and reverse it, it's no surprise that **health coaching is exploding as a profession.**

The US Centers for Disease Control and Prevention has endorsed health coaching as vital to the future of healthcare. Prestigious institutions like Cleveland Clinic and Mayo Clinic have already integrated health coaches into their care model. Almost half of US corporations offer a wellness program to their employees—and many of these programs include health coaching.

According to the Coach Federation, health coaching is already a **\$6 billion market**, and it's one of the fastest-growing professions in the US. **Sixty-six percent** of people said they were aware of health coaching as a profession, and **31 percent** said they've hired a coach. There are already 100,000 health coaches working in the United States, and that number will only continue to grow as health coaching advances as a profession.

## What does a health coaching career look like?

That's up to you! One of the big perks of this profession is flexibility and the freedom to forge your own path. Where you work depends on your preferences and your vision for the future.

You can find health coaches working in a variety of settings and formats. Coaches work in person with clients, in group sessions and classes, and over the phone (or over the internet, or even via apps) with telehealth sessions.

Health coaches also work in diverse environments, including:

- Medical clinics (whether conventional or Functional/Integrative)
- Primary care groups
- Wellness centers
- Corporate wellness programs
- Schools and training programs
- Health food stores
- Day spas
- Private practice

Most health coaches choose a hybrid approach. You could split your time between running your own private business, contracting with medical clinics, and working part time in a corporate environment. You could also choose to branch out and work for a school or a training institution, teach your own group classes, work with municipalities, or chart another path that's entirely new.

This is a growing field, and it's the perfect opportunity to try new things and build your own future.



When I signed up for the course I had a dream of becoming a health coach, but I wasn't sure how realistic that dream was. It felt a bit like jumping off a cliff and then just trusting that the parachute would open or that somehow I would land unharmed. I am confident that I made the right choice. I know that I can do this and look forward to starting a career as a health coach.



**SHERRY PRATT**

*Saskatchewan, Canada*



## How training can make you a good coach—and a better person

There are lots of reasons to become a health coach.

You're ready for a new career. You're passionate about health. You want to contribute to something larger. You want to put your own experience to good use in helping others.

But one of the most powerful reasons to invest in a health coach training program is simply this:

### **The best health coach training is about more than career education.**

It's true. Because the capacities you need to be a good health coach really do serve you in every other area of your life, from your relationship with your partner to the way you parent your kids to how you experience your life and the world around you.



I would (and do) say even if I never get a job as a health coach (which I intend to do) this has been the best thing I've ever done for myself. The mindfulness and NVC [non-violent communication] part of the course is brilliant. They should be required courses in schools everywhere. There is no part of my life that hasn't improved because of them but especially my relationships and sense of connectedness to everyone and everything. I could expound on this alone for pages!



**ANN AYLWARD**  
*Fort Wayne, Indiana*

Think about how your life and relationships would improve if you were to hone your skills in:



**Mindfulness**, which is the ability to stay present with yourself and others



**Mastering behavior change**, which enables you to achieve your goals and support others in achieving theirs



**Positive psychology**, which emphasizes cultivating strengths rather than fixing what's broken



**Reflective listening**, which helps you to connect more deeply with others



**Empathy**, which is a respectful way of understanding what others are experiencing and is the foundation of building trust and rapport in a relationship

These are the skills that a well-trained health coach should have.

But they're also skills that make us better humans.

## Find connection in the ADAPT Health coaching community

A core tenet of coaching is that deep listening creates connection. We listen to you and provide the opportunity for you to listen to your fellow students. This forges a trusting and nurturing community of like-minded change agents.

Our students and graduates understand that they are receiving quality information in functional health, the art and practice of coaching, and business development but are routinely surprised by the intangible benefits of their ADAPT experience.

It can sometimes feel lonely on your own personal wellness journey. Perhaps you are not feeling supported by friends and family as you explore a new way of thinking about your own health. Change is challenging, especially when you feel alone.

Relatedness is vital for motivation. When you share perspective and values with a community you superpower your confidence and accomplish your goals. Feeling like you belong and that you are truly heard are assets to you as a coach and that you can pay forward to your future clients.



I can't recommend this program enough! It exceeded my expectations in so many ways. Not only have I delved deep within myself and established a daily mindfulness practice, but my relationships with my family have changed for the better and I am working on being more empathetic and non-judgmental. I've learned that change can only come from within but there are many powerful ways to elicit those thoughts and curiosity in myself and someone else.



**SARAH WILSON**  
*Mill Valley, California*



This course is very thorough on three tracks—coaching, Functional Health, and marketing and administration. I think it's the most thorough, attentive, and reflective program out there. There's a diverse, amazing, and AVAILABLE staff of people; strong engagement among students; and a real sense of community with the school. I am only half-way through but I already feel ready to coach and more than that, ready to start my coaching business. I can't wait to capitalize on this amazing community as I pivot toward stepping out with my own private practice.



**SYBIL SANCHEZ**  
*Pachuca, Hidalgo, Mexico*

## Imagine your life as a health coach ...

Becoming a health coach has changed so many of our students' lives. Could it change yours?

### Imagine ...

- ✓ Jumping out of bed each morning because you can't wait to start work
- ✓ Feeling a deep sense of satisfaction at the end of your day, knowing that your work is changing lives
- ✓ Making a great living doing something you are passionate about
- ✓ Collaborating with doctors and medical professionals as part of a care team
- ✓ Having a career that helps you develop and grow as a person

This is what's waiting for you if you become a professional health coach.



This program has literally changed my life and will have a significant impact on the way I work with clients going forward. My background is biology and psychology and this program beautifully melded my worlds together. From the functional health information and professional development, to positive ways to influence behavior change, the ADAPT program is robust and complete. It has FAR exceeded my expectations!



**LEENY HOFFMANN**

*St. Louis, Missouri*





# About the ADAPT Health Coach Training Program

## Program overview

The ADAPT Health Coach Training Program (HCTP) is a robust, 12-month, online certification program that was created by Chris Kresser, M.S., L.Ac., a *New York Times* best-selling author and one of the most respected Functional Medicine clinicians and thought leaders in the world.

It offers hands-on, experiential training in core coaching modalities (e.g., positive psychology, motivational interviewing, stages of change, etc.), Functional Medicine, ancestral diet and lifestyle, and business and professional development.

The ADAPT HCTP is an Approved Health and Wellness Coach Training & Education Program by the National Board for Health & Wellness Coaching (NBHWC). Graduates of NBHWC-approved programs are eligible to become a National Board Certified Health & Wellness Coach, a credential that is gaining recognition as the gold standard for health coach education and training—and that may even be required in the future for insurance reimbursement of health coach sessions.

Our program is unique in its dedication to practical application and mastery—the development and refinement of skills and competencies over memorizing information from a book. We provide more hours of supervision and mentorship, in both group and one-on-one formats, than any other health coach training program we're aware of.

We also emphasize live participation and community. Unlike many other programs, which offer only recorded webinars, our students interact directly with our faculty in engaging live lectures and demonstrations, roundtable discussions, and Q&As. They also receive both group and one-on-one supervision and feedback from mentor coaches, teaching assistants, and professional evaluators.

## The four pillars of the ADAPT program

This comprehensive program ensures that you get everything you need to establish and grow your coaching career.



### Education & Training

Our program offers top-notch content on the art and practice of coaching, Functional Health, and business and professional development, delivered in a way that informs—without overwhelming.



### Practice & Supervision

Our emphasis on practical application, mentorship, and peer-to-peer coaching means that you'll have plenty of focused feedback and guidance and never be left to fend for yourself.



### Career Development

Health coaching doesn't start with serving clients, but with finding them. We help you set up, establish, and structure your work so that you can run it as a profitable business.



### Community

The ADAPT community is an engaged and connected group of ambitious and health-minded professionals like you dedicated to maintaining supportive relationships with their clients and each other.

# The Three Key Areas of Study: Coaching, Functional Health, and Business & Professional Development

There's a lot to cover! Here are the three key areas where you'll focus your study and what's included in each.

## Art & Practice of Coaching

- ✓ Core coaching skills
- ✓ Positive psychology
- ✓ Character strengths
- ✓ Motivational interviewing
- ✓ The stages of change
- ✓ Coaching relationship skills
- ✓ The science and art of behavior change
- ✓ Difficult conversations and conflict resolution
- ✓ Goal setting and accountability
- ✓ Mindfulness and coaching presence
- ✓ Legal and ethical considerations for coaches

## Functional Health

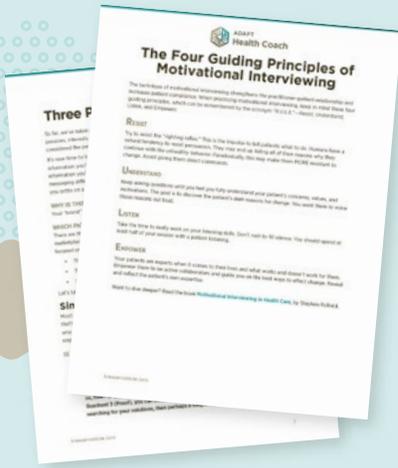
- ✓ Ancestral nutrition fundamentals
- ✓ Principles of Functional Medicine
- ✓ Diet variations: AIP, low-FODMAP, ketogenic, etc.
- ✓ Principles of personalization for unique diet and health goals
- ✓ Overview of Functional Medicine lab testing (understanding when/why tests are ordered)
- ✓ Better understanding of specific conditions ranging from autoimmune to thyroid, gut health, and more
- ✓ The role of nutrient status and supplementation
- ✓ The power of lifestyle and behavior modifications (exercise, sleep, stress, toxins)
- ✓ Food and kitchen prep and shopping

## Business & Professional Development

- ✓ How to build and manage a practice
- ✓ Clarifying your vision, purpose, and brand
- ✓ Content, marketing, and sales strategy
- ✓ Establishing your online presence and platform
- ✓ Career opportunities for private practice and employment
- ✓ Business set-up (legal, banking, bookkeeping, accounting, scheduling)
- ✓ How to collaborate with licensed providers in a clinical setting
- ✓ Productivity, time management, and fulfillment

# Done-for-You Tools & Resources: The Marketing and Practice Support Kit (MAPS)

Imagine having not only the answers to your pressing coaching and business questions, but also the written procedures and ready-made forms to go along with them.



## FOR YOU:

### Coaching Support: 50+ guides, worksheets, cheat sheets

These are designed to help you to quickly and effectively implement everything you learn in the course. Examples include:

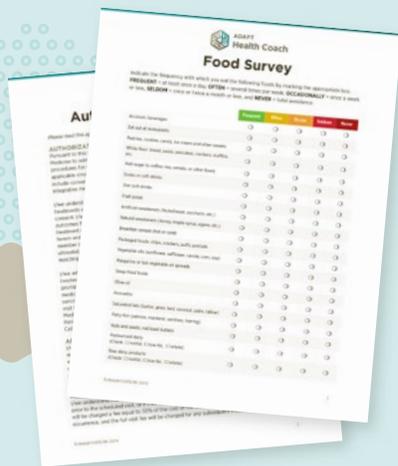
- 5 Steps to Success with Motivational Interviewing
- Finding Your Authentic Voice as a Coach
- 7 Keys to Asking Powerful Questions
- Hardware and Software Tools for Behavior Change
- Finding and Developing Your Niche

## FOR YOUR CLIENTS:

### Client Support: 50+ customizable client handouts

Customize these client resources with your own branding using our handout generator. Examples include:

- Healthy Eating on a Budget
- Evaluating Your Kitchen and Pantry
- Functional vs. Conventional Medicine
- Identifying and Building on Your Strengths
- Getting Started with Meditation/Mindfulness
- Guide to a Toxin-Free Home and Workplace



## FOR YOUR BUSINESS:

### Success Pack: 30+ forms, templates, and resources

Everything you need for getting your practice up and running—quickly and affordably. Examples include:

- New client intake forms
- Cancellation and late policy
- Confidentiality agreement
- Informed consent template
- Email templates



This is the most comprehensive health coach training program that I could have wished for. As a long time follower of Chris Kresser's I had full confidence, coming into the program, that I would receive the highest quality education, but the program has far exceeded my expectations. Whether or not you are planning on being a full-time health coach or not, the coaching track alone will change your life for the better! From the Positive Psychology material to the Motivational Interviewing, Non-Violent Communication modules, I feel fully equipped to help people make long-lasting behavioral changes.



**DANIKA CHARITY**  
*Studio City, California*

## Curious about Health Coach Career Options?

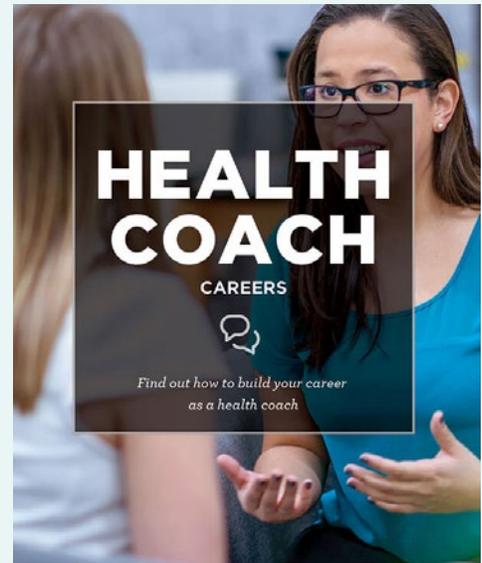
**Download our free eBook to learn more about turning your passion for health into a successful and rewarding career.**

In this eBook, you'll learn:

- What health coaching is—and isn't
- Why health coaching is one of the fastest-growing professions today
- How to know whether a health coach career is right for you
- What a health coach career looks like
- And more ...

**FIND OUT HOW YOU CAN MAKE A LIVING BY MAKING A DIFFERENCE!**

[Download Now](#)



CHRIS KRESSER



# Your Student Experience

A good program prepares you for your career. But a standout program does more than provide resources and support—it gives you a transformative experience. We have designed the ADAPT Health Coach Training Program not only to give you a solid foundation and education, but to be engaging, community-focused, and a dynamic learning experience. We draw on cutting-edge innovations in learning to ensure that you're able to absorb and apply what you learn—in real time.

So here's what that looks like.

The ADAPT HCTP is a robust one-year program with an emphasis on practice and mastery. It is divided into two sections:



**A Pre-Practicum**, where you develop the skills and competencies you need to be a successful health coach.



**A Practicum**, where you further refine your skills with both group and one-on-one feedback and supervision and prepare for your professional health coach certification.



## Master the concepts: Pre-Practicum APPROXIMATELY SIX MONTHS

**Master and apply key concepts in an interactive, innovative format based on advanced learning theory (we promise—no death by PowerPoint)**

You'll devote the first six months of your education to laying the foundation of knowledge for your coaching practice.

But unlike other text-heavy programs, where you drink from a firehose of information and then promptly forget all of it, we designed this program so you can digest it and put it into practice right away.

**No, we don't expect you to learn all about coaching from a slide deck.**

It's not all one-way content, either. The practical application starts during this Pre-Practicum period, with peer-to-peer coaching, mentor coaching sessions, and dedicated time for developing skills so that you can put what you learn into practice—right away.

Plus, you'll have opportunities to connect with your fellow classmates and colleagues in our online community so that you can share ideas and interact with TAs and mentor coaches.

Here's what Pre-Practicum looks like:



**Watch recorded content,**  
review the handouts, do the exercises  
and worksheets, and discuss with your  
classmates



**Participate in a weekly  
webinar**

with live demos, breakout sessions,  
and Q&As led by faculty instructors



**Develop your core  
coaching skills**

independently and with your  
classmates



**Conduct peer-to-peer  
coaching sessions**

with other students to build your  
chops and gain experience



**Get feedback and  
answers to your  
questions**

in weekly small-group sessions with  
mentor coaches and TAs



**Attend a live, bimonthly  
discussion and Q&A**

with ADAPT Health Coach Training  
Program founder Chris Kresser



## Apply the skills: Pre-Practicum APPROXIMATELY SIX MONTHS

Next, you'll put core coaching competencies into action in real-life, mentor-based, peer-to-peer, and client coaching sessions.

This Practicum period is what sets our program apart from just about any other coaching program you'll find, as we are one of the only year-long programs that feature a full six months of Practicum.

Here's what Practicum looks like:



### Watch recorded content

emphasizing practical application and case studies



### Participate in a weekly webinar

with live demos, breakout sessions, and Q&As led by faculty instructors



### Practice with peers and mentors

during 35+ practice sessions and plenty of structured independent skills practice



### Practice with real-life clients

through 25+ practice coaching sessions (we'll show you how to find them)



## Receive feedback and supervision

on your coaching in weekly small-group sessions with mentor coaches and TAs



## Attend a live, monthly discussion and Q&A

with ADAPT Health Coach Training Program founder Chris Kresser



## Prepare

for the practical skills assessment (PSA) and final exam review

## What's the Time Commitment?

**You're excited to dig in—but chances are, you've got to balance lots of other obligations, too. We've designed this program to be able to accommodate your life—including the people and work you attend to outside of your study.**

The estimated time commitment for this program is between 10 and 12 hours per week, which includes:

- Watching recorded content
- Taking part in live demos with breakout sessions and Q&A
- Participating in small-group sessions led by mentor coaches and TAs
- Practicing skill development and practice (self-guided and peer-to-peer)
- Being part of peer-to-peer and practice client coaching sessions



## Coaching in action: How you'll put what you learn into practice

If you wanted to learn to play tennis or the piano, you'd have to do more than read books. You'd have to practice and play—ideally under the supervision of an experienced teacher.

It's the same with learning to be a health coach. Books and recorded video presentations can help give you the basic understanding and knowledge you need. But the only way to learn how to be a good health coach is to coach!

In the ADAPT HCTP, you'll have many opportunities to practice health coaching in a safe and supportive environment, with feedback from your peers, master faculty, and experienced mentor coaches and teaching assistants.

This is not a program where you sit back and watch from the sidelines. You'll participate in:

-  **Weekly peer-to-peer coaching sessions**, where you practice your new skills with another student in the program—starting in the first week of the course!
-  **Live faculty lectures and demonstrations**, where students may volunteer for coaching technique demonstrations led by faculty members.
-  **A bimonthly webinar and Q&A with ADAPT Founder and Executive Director Chris Kresser**, where you can ask him questions and learn about the latest developments in Functional Medicine, ancestral nutrition, and health coaching.
-  **Group mentor coaching sessions**, where you practice your coaching techniques and gain valuable feedback and insight from experienced mentor coaches and get your coaching questions answered.
-  **Breakout sessions**, where you have the chance to practice a new technique that was demonstrated by a mentor coach with another student.
-  **Group TA sessions**, where you can ask questions about Functional Health and receive answers from our Registered Dietitian and/or Certified Nutrition Specialist teaching assistant.
-  **Mentor coach and TA live demonstrations**, where the mentor coaches and TAs demonstrate our unique ADAPT coaching model with an actual client/case and give students a chance to practice and participate.
-  **25 sessions with practice clients**, where you get to develop and hone your skills with clients from outside of the program.
-  **Three skills development sessions**, with individualized one-on-one feedback from one of our experienced mentor coaches.
-  **Engaging forum discussions with your peers in the program**, moderated by our staff of mentor coaches, TAs, and student advisors.

Students are required to attend two or three live 90-minute sessions via Zoom each week:

- You will have access to your calendar enabling you to schedule sessions several months in advance
- All sessions are recorded and available for replay and download; **listening to a recorded session does not count towards the live attendance requirements**

Be sure to schedule a call with an Enrollment Advisor if you have questions or concerns about this.



The ADAPT Health Coach Training Program has been a wonderful experience. I look forward to the content every week. I am a busy mom of three that has been able to balance home life, work, and the ADAPT program without feeling overwhelmed. I feel empowered and knowledgeable to help others change their lives.



**LESLI MATT**  
*Boerne, Texas*

## New friends, lasting connections: The ADAPT student community

Top-notch faculty and content are critical to a stellar education. But we're equally proud of our robust and engaged student community. Our graduates consistently tell us that the relationships they formed with other students are among the most memorable and rewarding parts of the program.

You'll have a chance to connect with students in a variety of ways:

- ✓ Through peer-to-peer coaching sessions
- ✓ In group mentor coaching and TA sessions
- ✓ In live demos, Q&As, and roundtables
- ✓ In the forum
- ✓ In student-organized study groups
- ✓ In local meetup groups (previous students have organized these with great results!)

And the experience doesn't stop when the program ends. Upon completion of the ADAPT HCTP, you'll have access to a graduate section of the forum so you can stay in touch with all of your new friends and colleagues. You'll also have a chance to stay connected with them through ongoing local meetup groups, at ADAPT continuing education events online, and at future in-person ADAPT conferences.

As a student and graduate of this program, you'll be part of the growing professional community of credentialed Functional Health coaches. You'll feel like you're playing an integral role in the larger movement to reinvent healthcare and reverse chronic disease.



This course has changed my life. I have learned so much valuable content that will inform me in my work with clients. The skill development, though, has been the most crucial. The coaching skills portion of the course has made such an impact on me that I was already able to transition into a new job as a health coach for a weight loss company. Amazing!!!



**LOUISE BUCKLEY**  
*Coon Rapids, Minnesota*





This course exceeded my expectations for an online program. Having another full time career, I was hesitant that an online program would be dull, take too much time and I wouldn't learn as much, but it has been the opposite. The live MC and TA sessions are great, and the live instructor sessions pair nicely with the content. The way the course videos and handouts were delivered (slowly) really accelerated my learning. The low stakes quizzes helped me retain my learning in a low stress environment.

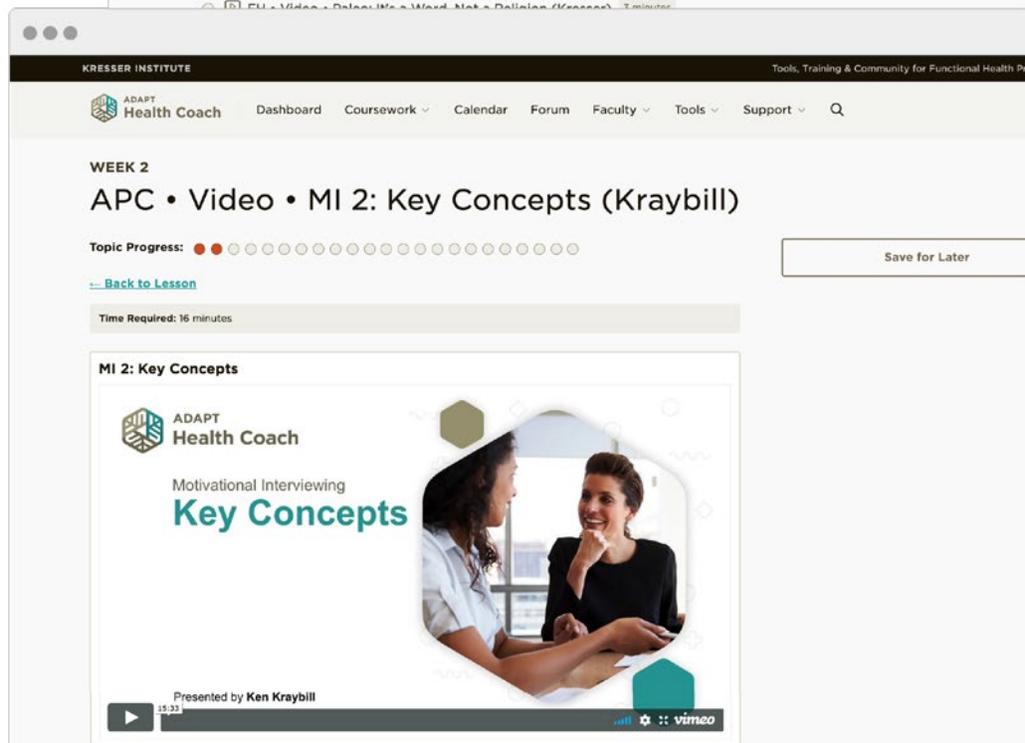
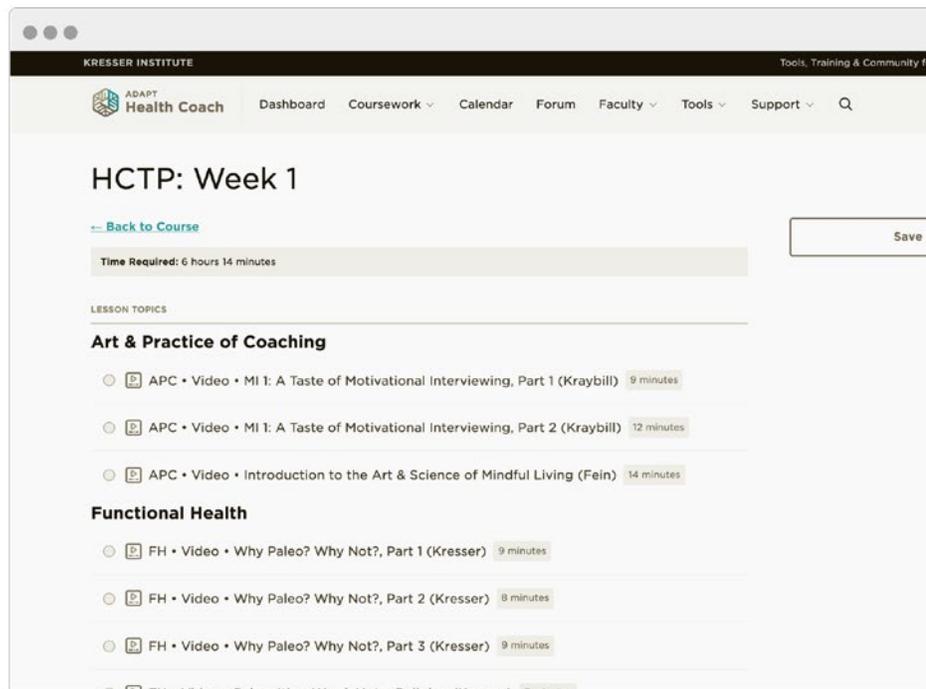


**LAURA SILVA**  
Oakland, California

## The ADAPT virtual classroom

The ADAPT program combines a live, dynamic learning environment with the ease of at-home study and participation. You'll participate in our program via our cutting-edge online learning platform, which allows you to access coursework, complete assignments, and communicate with classmates and our staff using both desktop and mobile devices.

The live sessions with faculty, mentor coaches, and TAs are hosted on the Zoom video-conferencing platform. This allows students to engage with our faculty and each other just as they would in a physical classroom—but with the convenience and flexibility of a virtual connection. You can attend sessions from your home, workplace, or even while traveling!





# Why ADAPT? Discover What Makes This Program Different

We've designed the ADAPT Health Coach Training Program to stand out—not just in the quality of our content, faculty, and community, but also in the way in which students master the coaching discipline. While some programs firehose you with information or simply mimic a traditional, institutional (read: outdated) educational model, we've designed our program not just to be studied, but to be practiced—and we do so by adopting a cutting-edge approach to learning.

## Proven techniques: An evidence-based model

Anyone can share their best ideas about coaching; not everyone can show you proven techniques for putting it into practice. Our expert faculty has developed a powerful, evidence-based model of health coaching. For new coaches—and even those with more experience—having a clear model to follow accelerates your learning and improves your results.

To learn more, download our handout, [The ADAPT Model of Coaching](#).

## Don't just learn—do: A focus on mastery

You can't learn coaching without practicing, anymore than you can learn piano without your hands on the keys. You have to play over and over to master the skill.

Whereas most coach training programs are 90 percent information and 10 percent practice, we aim for the reverse: with as much as 70 percent focus on practical application and 30 percent content over the course of the year.

## No firehoses! An innovative approach to learning

The traditional methods for learning (which you were taught in school) don't work. So we don't use them. No “firehose” of information. No brute-force memorization. The research on learning theory is very clear—these methods don't help you actually absorb or use information.

We use the “sprinkler” method:

- ✓ **Content is delivered a little bit at a time, over a longer period of time.** Think a couple of hours a week over several months rather than a three-day workshop.
- ✓ **Topics unfold in a way that mimics how you will apply them later.** This helps you put what you learn into practice so it doesn't just go in one ear and out the other.
- ✓ **Our approach encourages thinking, analysis, problem solving, and discovery**—the same skills you need to be successful as a health coach.
- ✓ **We use low-stakes quizzes, prompts, action steps, peer-to-peer practice, and other tools** for increasing comprehension and retention. There is no learning without action.

# Why “ADAPT”?

We call this the ADAPT Health Coach Training Program for a few reasons. Naturally, ADAPT refers to the fact that we must address mismatch between our genetic code and the modern world we live in by adapting—by aligning our bodies with our environment.

But ADAPT also refers to another thing that must change: our entire medical system.

The sickcare model that evolved to address acute issues (infection, broken bones, etc.) is not equipped to address the greater threat of chronic disease.

We not only need to adapt our individual behaviors; we need to adapt as a society so that we can more effectively address the issues posing the largest threat to our health and our lives.

ADAPT is about making positive changes that last ... and when you're trained in this approach, you become a change agent.



## The coaching ecosystem: How our collaborative practice model works

**The future of medicine isn't individual expertise, but a thriving and collaborative ecosystem.**

Our traditional “sickcare” model of medicine is all about division—one practitioner from another, this specialist from that one, and doctors apart from, well, everyone else.

The future of healthcare isn't defined by how different we are, but by where and how we collaborate. And that's a skill and mindset that coaches and practitioners must master in order to lead the way to a new era of healthcare.

We hear from health coaches all the time about the problems they run into between clients and practitioners. For instance:

- Your client comes to you and asks why her practitioner is ordering a certain Functional Medicine test
- You refer your client to a doctor who then puts her on a low-fat, AHA diet—and she starts getting worse, not better
- This lack of communication and collaboration between coach and practitioner can spell frustration for both of you—and trouble for the client.

If coaches are going to be part of the future of medicine, then collaboration is key. It's crucial to your work, your client's health, and the reinvention of healthcare. And few, if any, programs are equipped to offer it.

Coaches struggle to find Functional Medicine practitioners to refer clients to—and practitioners are in desperate need of good coaches.

**We're the first organization that trains practitioners and coaches under the same theoretical and practical framework.**

The ADAPT program provides more than training; it's an ecosystem in which coaches and practitioners are not only trained in the same approach—they have the opportunity to connect with each other.

The result? Far more effective and synergistic collaboration.



## **A Functional Medicine foundation: What you'll learn as a coach**

While coaches are not trained to practice medicine, having a clearer understanding of how Functional Medicine works can give you a powerful lens for working with both clients and practitioners.

As part of the ADAPT Health Coach Training Program, you'll also:

- Gain insights into Functional Medicine that make you more informed
- Understand the basics of Functional Medicine lab testing (without leading you beyond the health coach scope of practice)
- Learn three distinct models for collaborating with practitioners
- Receive specific guidance on how to initiate and form partnerships with licensed clinicians

## **The Ancestral Advantage: A powerful framework for nutrition and lifestyle recommendations**

Few health coaching programs offer much in the way of nutrition training. Those that do tend to give an overview of different diets—Mediterranean, vegetarian, vegan—without specific recommendations backed up by science.

We provide in-depth and evidence-based training on ancestral health and nutrition—which we believe is the most powerful lens for focusing your nutrition and lifestyle recommendations as a coach. We'll tell you what works—and why.

### **Why an ancestral diet?**

The reason we're able to provide far more practical diet and lifestyle information than any other program is because we take an ancestral approach to diet and lifestyle—the most effective approach for preventing and reversing disease. Here's why:

- Like all organisms, humans adapted to survive and thrive in a particular environment.
- Our environment has changed dramatically since the days of our hunter-gatherer ancestors. Processed foods, artificial light, and our largely sedentary lives have affected everything from our digestion to our sleep patterns.
- The human body has not caught up to the changes in the modern environment—causing a mismatch between our genes and the world around us.
- This mismatch is the driving factor behind the modern epidemic of chronic disease.

**The goal: realign your body with the environment.**

You'll learn:

-  How our modern lifestyle is a mismatch for our bodies—and how it's contributing to chronic disease
-  How humans lived when they were free of chronic illness—and what that can teach us about diet and lifestyle today
-  The ways in which ancestral health informs diet, physical activity, stress management, sleep, and other lifestyle factors
-  How to reduce exposure to toxins, based on our knowledge of a time before they existed

## Questions? Schedule a Free Call With an Enrollment Advisor

**Speak with one of our enrollment advisors to get your questions answered and find out whether our program is a good fit for you.**

**> BOOK A FREE CALL**

Our enrollment advisors are graduates of our program and working health coaches. They can:

- Answer your questions about our program
- Direct you to additional resources that may support your decision
- Explore the career opportunities that may be the best fit for you
- Discuss differences in education, training, and certification among programs you may be evaluating

**TAKE THE NEXT STEP AND TALK TO ONE OF OUR GRADUATES**

[Book a Free Call](#)



You answered all my questions and were incredibly helpful, knowledgeable, and supportive in a way that didn't feel gimmicky or sales-driven. It was just what I needed to help me feel really good about making the commitment.



**LIZ GOULDING**  
*Dallas, Texas*

# Certification

## Why certification matters—and why not all certifications are alike

As more clients take notice and seek out qualified coaches—and more clinics and companies consider adding coaches to their staff—earning the field’s highest-level professional credential becomes even more important. For health coaches, that’s the National Board Certified Health & Wellness Coach (NBC-HWC) credential.

As a health coach, earning an NBC-HWC credential and becoming a board-certified coach sets you apart in the field and signals to your potential clients and prospective employers that you have the education and training needed to be a health coach. It lets your clients know that you’ve mastered the core competencies that will best serve them in the coaching process. It’s a boost to your career as a health coach, too—as health coaching becomes more integrated in our healthcare system, companies looking to hire are becoming more interested in the NBC-HWC credential as a requirement for employment.

The first step toward becoming a board-certified coach is attending an approved health coach training course. **We’re proud to say that the ADAPT HCTP is one of the few programs worldwide that is fully approved by the National Board of Health & Wellness Coaches (NBHWC).** Graduating from our program means that, in addition to earning an ADAPT-Certified Functional Health Coach (A-CFHC) credential, you have the option to pursue an NBC-HWC certification.

## What certifications can you earn through the ADAPT Health Coach Training Program?

There are two certifications you can earn when you complete the ADAPT HCTP:

- ADAPT-Certified Functional Health Coach (A-CFHC)
- National Board Certified Health & Wellness Coach (NBC-HWC)

Please see the sidebar on this page for definitions of key terms.

## ADAPT-Certified Functional Health Coach (A-CFHC)

This is the certification you will receive by successfully completing our program.

The A-CFHC credential:

- ✓ Shows your commitment to obtaining the highest level of health coach education and training available
- ✓ Gives potential employers, other practitioners, and the public confidence that you have mastered the knowledge and skills required to be an effective health coach

## Definitions of key certification terms

### ADAPT HCTP

ADAPT Health Coach Training Program

### A-CFHC

Students who complete the ADAPT HCTP requirements for course completion and certification will become an ADAPT-Certified Functional Health Coach (A-CFHC).

### NBHWC

The National Board for Health & Wellness Coaching. NBHWC is the organization that approves programs that train health and wellness coaches.

### NBC-HWC

National Board Certified Health & Wellness Coach. This is the certification credential for health and wellness coaches established by the NBHWC and offered in partnership with the NBME.

### NBME

The National Board of Medical Examiners, a highly respected medical organization dedicated to the assessment of healthcare professionals. NBME partners with NBHWC to implement the standards that lead to National Board Certification.



- ✓ Entitles you to a listing in Kresser Institute's online directory of certified coaches, where the public can find and contact the coach nearest them
- ✓ Makes you eligible for employment opportunities through companies that specifically seek out ADAPT-trained providers
- ✓ Gives you access to our Alumni Forum, where you can network and connect with other ADAPT-trained coaches as well as ADAPT-trained doctors and other practitioners
- ✓ And finally, your A-CFHC credential will enable you to sit for the National Board Certification for Health & Wellness Coaching exam (assuming you meet all of the board's other application requirements)

There is no additional fee for the A-CFHC certification—it is included in the ADAPT HCTP program tuition.

## National Board Certified Health & Wellness Coach (NBC-HWC)

Once you earn the A-CFHC, you become eligible to sit for the exam to become a National Board-Certified Health & Wellness Coach (NBC-HWC)—assuming you have met the [exam requirements](#).

According to the NBHWC:



*The national certification is accelerating the professionalization of this emerging field, and enabling the growth of an evidence base. Reputable coach training and education programs have joined this endeavor. The national certification allows proficient coaches to stand apart from coaches who have not received adequate coach training or assessment of their coaching skills and knowledge.*



As a nationally certified and recognized health coach, you'll be among an elite group of coaches that has opted to pursue the highest standard of education and training for your profession. This sends a clear signal to your future clients, potential employers and collaborators, and future colleagues that you are committed to excellence in your profession.



# Eligibility: Who We're Looking For

Above all, we're looking for people with:

- ✓ A passion for health and wellness
- ✓ A desire to help others thrive and achieve their goals
- ✓ A commitment to grow and develop personally and professionally
- ✓ A belief in a holistic, integrative approach to health

If this sounds like you, our program could be a great fit!

## There are two ways to automatically qualify for admission:

1. A professional license, certification, or associate's degree or higher in any healthcare or wellness-related field
2. At least two years of full-time work experience in a health- or wellness-related field

If you don't meet either of the two criteria above, you can use the scoring system below to determine if you may still be eligible for the program. Candidates must have a score of 5 or higher in order to qualify for the training and must provide proof of degree/certification/work experience.

Criteria	Score
Student in a licensing, certification, or associate's degree program in a health or wellness field	4
Bachelor's degree or higher in a field unrelated to health or wellness OR High school diploma, GED, or equivalent	4 3
Have read <i>Unconventional Medicine</i> by Chris Kresser	1
Have read <i>The Paleo Cure</i> by Chris Kresser	1

If you still do not meet the criteria using the scoring system above, you may petition for admission. Please [schedule a call with one of our enrollment advisors](#) to discuss this.

# Meet the Students and Alumni

Our students come from diverse personal and professional backgrounds and are united by their shared passion for health and transformation.

## An overview of the ADAPT student population



Students from **42 countries**



**18% international** students



Students from **47 states**

### Student Gender



**78%** WOMEN

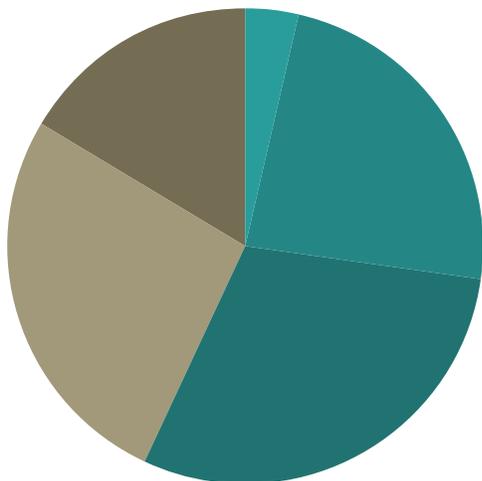


**21%** MEN



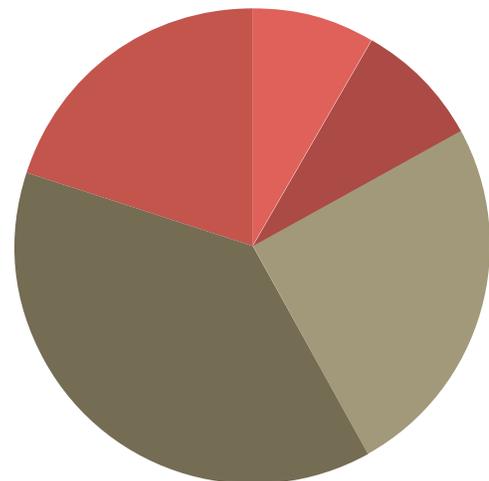
**1%** NON-BINARY

### Student Ages



> 55
  46-55
  36-45
  26-35
  > 25

### Career Plans



Full-time coach
  Part-time coach
  Other
  Undecided

### Career Stage



**18%**  
Re-entering the workforce



**26%**  
Already working in the healthcare industry



**57%**  
Changing careers

# 95.1%

of students would recommend the course to someone who was interested in becoming a health coach

## Where are they now? Student stories & careers

The ADAPT Health Coach Training Program empowers graduates to pursue working as a health coach in a variety of settings: Integrative/Functional Medicine clinics, corporate wellness programs, educational settings, or your own private practice—to name a few.

Here are some of their stories. ([See more student stories, including videos.](#))

“This program was way more than I could have anticipated. It not only has prepared me to be a health coach and coach clients but to run a business, to market myself, and to feel confident doing those things. It has also made me a better friend and a better listener as well as more mindful and more aware.”



**MEREDITH AMANN**

*Cincinnati, Ohio*

“I am a graduate of [another health coach training program] and feel like the ADAPT course is my ‘masters degree.’ The course is moving me toward my goals of earning a higher income from coaching and building my confidence to reach for opportunities I did not feel qualified for in the past.”



**MARYANN JONES**

*Manhasset, New York*

“The ADAPT Health Coach Training program has helped me grow immensely and not just in ways that I expected. To be a good coach, you have to show up for your clients ready to truly listen and without your own hidden agenda. The ADAPT program stretches you personally through journaling, meditation, thinking about your purpose, and understanding your own core needs so that you show up for your clients in the best possible way to support them. The course won’t just change you professionally, it will also change your life.”



**WILL WELCH**

*Boulder, Colorado*

“Diet and lifestyle changes have helped my autoimmune condition so I desire to help others on their health journey. I learned so much about motivational interviewing, powerful coaching questions, empathic communication, meditation, not to mention continued learning about Functional Medicine.”



**VICTORIA BRENNEMAN**

*Goshen, Indiana*

“Even though I have a Masters Degree in health education I have found the ADAPT Health Coach Training to be exceptional. It’s balanced, practical, extremely well organized, and challenging in all the right ways.”



**SARAH PATE**

*Alamo, California*

“I was struggling with the cascade of health effects from ciguatera neurotoxin for 2.5 years before the the ADAPT Health Coach Training Program started. My illness changed so many parts of my life. I knew I could only heal through Functional Medicine and I wanted a career switch from wildlife biologist to health coach. I have learned amazing lifelong skills in this course and it has been incredibly worth it, both for myself and the people in my life who I will help in the future.”



**JESSICA JORDAN**

*Arcata, California*

“The program will make you a better person. Your communication confidence will improve. Your listening skills will improve. You’ll learn health practices that can accelerate your well-being. And you’ll be taught all the in’s and out’s of starting a business.”



**CHERYL PIERCE**

*Bountiful, Utah*

“I fully and passionately endorse the ADAPT Health Coach Training Program. The live sessions with TAs and MCs provide a safe and low stakes environment for taking risks, reviewing material, asking questions and making meaningful connections with peers. In addition, I’ve learned and absorbed new tips, techniques and strategies to incorporate not only into coaching but into my own life. I’m a fuller, more functional human being thanks to the course work.”



**LAWRENCE JONES**

*Coquitlam, British Columbia, Canada*

“The ADAPT Health Coach Training Program is an excellent course. It’s very comprehensive and the instructors, MC’s and TA’s are amazing. This course truly cares that their students learn and become the best health coaches they can be. It is a responsible program in that it truly teaches you not only how to coach but also about Functional Medicine. People taking the course are like minded so it is an amazing community and force of people who want to help change the world.”



**MARTA NEIMARK**

*Irvine, California*

“This course has been so helpful. I completely understand what my role as a Health Coach is, how to help people change their lives and how to communicate better. I have also learned so much about building a business, protecting that business and marketing my business.”



**BELLE BARBER**

*Wheat Ridge, Colorado*

“Thus far, the results are astonishing ... I feel like a whole new person. I’ve transcended feelings of being unintelligent (even though I am a successful environmental engineer who graduated from a top 5 engineering school, Colorado School of Mines). The learning theory built into the HCTP has taken my learning and confidence to the next level. So this training was priceless.”



**SHAWN MIXAN**

*Capitola, California*

[➤ SEE MORE STUDENT STORIES, INCLUDING VIDEOS](#)

# Meet the Faculty

Chris Kresser, MS, LAc

**Founder and Executive Director**

Chris Kresser, M.S., L.Ac., is the co-director of the California Center for Functional Medicine, founder of Kresser Institute, creator of ChrisKresser.com, and the *New York Times* best-selling author of *The Paleo Cure* and *Unconventional Medicine*. He is one of the most respected clinicians and educators in the fields of Functional Medicine and ancestral health and has trained over 1,500 clinicians and health coaches in his unique approach. Chris was named one of the 100 most influential people in health and fitness by Greatist.com and has appeared as a featured guest on *Dr. Oz*, *Fox & Friends*, and in other national media outlets.



Jody Hereford

**Program Director**

Jody is on a mission to change health and care in healthcare. She has a passion for health and how we create it, both in our individual lives and within organizations and populations.

As a registered nurse, a certified coach, and member of the Motivational Interviewing Network of Trainers (MINT), Jody has been fortunate to practice this passion in a number of organizations, including Kaiser Permanente, The Boeing Company, and HealthGrades. She's also played a variety of roles in which she helped create strategy, reinvent policy, design programs and curriculum, facilitate, travel, speak, train, and coach. Among other roles, Jody has served as the president of the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR). She served on the Council of Advisors for the National Board for Health & Wellness Coaching, and she was a designer, facilitator, and faculty member for the Clinical Health Coach Training Program. In her free time, Jody can be found exploring and enjoying the Colorado high country with her golden retriever therapy dog, Pearl.



Robert Biswas-Diener, PhD

Robert is the foremost authority on positive psychology coaching and has consulted with a wide range of international organizations on performance management and talent development.

He conducts trainings on coaching, strengths, positivity, courage, and appreciative inquiry with organizations and businesses around the world and through his own coaching school, Positive Acorn. Robert has trained professionals in North America, Europe, Asia, Africa, Australia, South America, and the Middle East. He has a doctorate in social psychology and a master's degree in clinical psychology and is an ICF Professional Certified Coach. He is the author of *Practicing Positive Psychology Coaching*, *The Courage Quotient*, and *The Upside of Your Dark Side*, among other books.





## John Kinyon, MS

John is on a mission to help people learn communication and conflict resolution skills that create empathy, compassion, and collaboration. For more than two decades, John has mediated conflicts in a wide range of contexts, including families, businesses, and organizations.

A certified trainer of the Center for Nonviolent Communication (CNVC) since 2000, he's the co-creator of the international Mediate Your Life (MYL) training program, which draws on the international work of Compassionate Communication (Nonviolent Communication/NVC) with mindfulness and a mediation framework.

A seasoned speaker, trainer, and coach, he's the author of several books, including *When Your Mind Sabotages Your Dreams: Turning Your Critical Internal Voices into Collaborative Allies*. He studied clinical psychology at Penn State University, and during his five years of doctoral study, he worked as a psychotherapist with individuals and groups and as a research assistant at the Stress and Anxiety Disorders Institute. John lives with his wife and children in the San Francisco Bay Area.



## Forest Fein, MA

Forest Fein, MA, is the Founder and Executive Director of Wise Up: Greater Wisdom + Wellbeing for All offering innovative mindfulness-based, science-backed coaching and training to organizations and corporations. He is also the Head of Youth Mindfulness Programs at UCSF Hospital Osher Center for Integrative Medicine.

Through community partnerships, Forest designs and teaches mindfulness-based wellness programs that incorporate yoga, social and emotional intelligence, and positive psychology to support at-risk and homeless youth to experience greater resiliency, health, and well-being. As of 2020, his programs have touched the lives of over 4,500 underserved youth. All his work is rooted in teachings and practices that support compassionate awareness of and care for oneself, one another, and the earth. Forest has been practicing mindfulness since 1999.



## Kerry Evers, PhD

Kerry is Co-President and CEO of Pro-Change Behavior Systems, Inc., a research and development company on a mission to disseminate evidence-based behavior change solutions to maximize health and well-being.

In July 2011, Kerry was named one of Rhode Island's top businesspeople in the annual "40 Under Forty" feature in *Providence Business News* based on her career success and community involvement. She has close to 40 publications and has been invited to speak at close to 100 meetings and conferences in the United States and around the world.

She obtained Pro-Change's first SBIR funding from NIH in 1998 and has been integral in the awarding and implementation of many of Pro-Change's corporate contracts. She is currently the Principal Investigator on \$2.5 million of SBIR contracts with the National Institutes of Health. She received her PhD from the University of Rhode Island, where she is now adjunct faculty. She is actively involved in a variety of professional societies and several boards of local nonprofits.



## Ken Kraybill, MSW

Ken has worked in health, behavioral health, and homelessness/housing for over 30 years. He is a Senior Associate at the Center for Social Innovation and Director of Training for t3 (think. teach. transform.).

Drawing on his direct service and supervisory experience, Ken has developed various curricula in best practices. He provides onsite and online training nationally on motivational interviewing, supervision, outreach and engagement, tenancy support, trauma-informed care, and renewal for care providers. Ken earned his master's degree at the University of Washington in Seattle and his undergraduate degree from Goshen College in Indiana.



## Keith Rhys

For more than 30 years, Keith has helped natural health and wellness companies and entrepreneurs find their unique message, attract their passionate audience, and create lasting authority, impact, and income.

As a former health products marketing VP, content marketing expert, and strategic advisor, Keith has helped health practitioners, wellness authors, supplement formulators, and some of the biggest alternative wellness companies in the world break through the noise and get noticed.

Keith has shown his clients how to go from nonexistent to #1 on Google for meaningful keywords in under six months and grow their lists from 5,000 to 100,000 in under a year. In addition to producing multiple *New York Times* best-selling health authors, he has helped health practitioners launch digital products that produce 200 percent more income annually than they make from seeing patients.

Keith now works exclusively with current and future thought leaders in health and wellness through private consulting and via his online guided course, Evergreen Authority. He teaches you how to build an audience and attract clients, patients, and followers without becoming a full-time marketer, without putting your practice on the back burner, and without sacrificing your purpose and authenticity.



## Mary Beth McGavran, PhD

Mary Beth Diener McGavran, PhD, is an Associate Professor in the Department of Psychology at the University of Kentucky and serves as the Associate Director of Clinical Training.

Her work focuses on clinical training with graduate students in clinical psychology, and she also enjoys working on an interprofessional team to facilitate service learning with medical and allied health students. Since 2014 she has been a mental health specialist doing pro bono work with people who are refugees at the Survivors of Torture Recovery Center in Louisville, Kentucky. Dr. McGavran graduated from Grinnell College with Phi Beta Kappa honors and earned her PhD at the University of Kentucky in 1999. She grew up in Illinois.

# Program Calendar and Important Dates



## 2021

- AUGUST 16**  
Enrollment begins
- SEPTEMBER 30**  
Enrollment ends
- OCTOBER 16**  
Pre-Practicum begins

## 2022

- DECEMBER 18 - JANUARY 2**  
Holiday break
- APRIL 9**  
Break week
- MAY 7**  
Practicum begins
- JULY 2**  
Break week
- OCTOBER 7**  
Course complete and all homework due

## 2023

- JULY 7**  
Final deadline for A-CFHC certification application



# Registration

**Follow these steps to register:**



Choose your  
payment option



Complete the registration  
form on our website

Or, if you need assistance or have questions, please schedule a call with one of our enrollment advisors. They'd be happy to answer your questions, help you determine if it's right for you, and walk you through the enrollment process if you're ready to register.

[REGISTER NOW](#)

[BOOK A FREE CALL WITH US](#)

# Tuition and Financing

## Tuition and payment options

We offer three payment options for the ADAPT HCTP:

<b>BEST VALUE</b>	<b>PAY IN ADVANCE</b> <span style="font-size: 2em; font-weight: bold;">\$9,997</span> <i>total price</i>	<b>PAY OVER 12 MONTHS</b> <span style="font-size: 2em; font-weight: bold;">\$899</span> <i>12 monthly payments</i>	<b>PAY OVER 18 MONTHS</b> <span style="font-size: 2em; font-weight: bold;">\$600</span> <i>18 monthly payments</i>
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Invest in a new and exciting career for a fraction of the time and cost of a bachelor’s or master’s degree

One of the benefits of choosing a health coaching career is that you can obtain your training and certification for significantly less than you would spend if you pursued similar professions in the health and wellness field.

For example, imagine you wanted to become a registered dietitian or certified nutrition specialist, and you don’t yet have a bachelor’s degree. This is what your path would look like:

Registered Dietitian or Nutritionist	ADAPT HCTP
4-year undergraduate degree 2- to 4-year master’s degree and internship	You can earn your ADAPT certification in one year
Further expenses for housing, books, moving, and student fees	Minimal additional cost (<\$50) for 2 to 3 required course textbooks
Outdated learning model that many students don’t thrive in	Based on cutting-edge learning theory to maximize retention and application
Often requires a change in residence to attend the school on-site	You can participate in the course from anywhere with an internet connection 24/7
Much of what you learn may not be practical or useful for your work with clients	A focus on experiential, hands-on training that you can immediately put to use
<b>Total time commitment:</b> 6 to 8+ years <b>Total cost:</b> \$40,000–\$100,000+	<b>Total time commitment:</b> 1 year <b>Total cost:</b> Approximately \$10,000

# Ready to Take the Next Step?

**Schedule a call with one of our enrollment advisors to get your questions answered and learn more about the program.**

## ➤ **BOOK A FREE CALL**

Our enrollment advisors are graduates of our program and working health coaches. They can:

- Answer your questions about our program
- Direct you to additional resources that may support your decision
- Explore the career opportunities that may be the best fit for you
- Discuss differences in education, training, and certification among programs you may be evaluating

**TAKE THE NEXT STEP AND TALK TO ONE OF OUR GRADUATES**

**Book a Free Call**



# FAQs

## Do I have to travel to participate?

Nope! While some coaching programs require that you fly to another location several times a year (which can add thousands of dollars in expenses), our program is delivered virtually, so you can learn from the comfort of your home or office.

## Will I get support or any individual attention?

You'll get tons of support! The program is designed not just to educate, but to offer hands-on training, supervision, and plenty of opportunities for feedback, Q&A with the instructors, and small-group coaching. You will also receive three skills development sessions with our highly trained mentor coaches to further develop and refine your coaching skills. The ADAPT HCTP offers more hours of support and mentorship than any other health coach training program we are aware of.

## Will you help me set up my business?

We put a lot of emphasis on helping you succeed in your career as a health coach. In fact, Business & Professional Development is one of the three main areas of study and training in the program.

We'll help you understand the career options for health coaches and how to choose the one that's right for you. We'll teach you how to collaborate with licensed clinicians, and how to approach them and propose a partnership. And if you decide to start your own practice, we'll teach you how to do that too: from the nuts and bolts of setting up your business (legal, banking, bookkeeping, accounting, scheduling) to clarifying your vision and choosing your niche, from attracting and retaining clients to launching your online platform, and from optimizing your productivity to managing your time.

## What is the weekly time commitment?

We estimate that with the recorded content, live sessions, and the work you'll do on your own and with your assigned partner, you'll spend 10 to 12 hours per week on this course.

## Can I take this program if I don't live in the United States?

Yes, we'll hold live support sessions at various times and make every effort to accommodate those living in different time zones. And of course since the content is virtual, you can access it anytime.

## What formats will the content be delivered in?

You'll learn in a variety of ways. There will be live sessions, video content, and slide decks, as well as audio content and downloadable worksheets and resources. All you need is an internet connection to participate!



## Can I work ahead?

The content will be released weekly, so you can't work ahead, but trust us—you will have plenty to do, and we believe the value in this course is that you're not drinking from a firehose, but instead will have the chance to pace yourself and really absorb and apply the material.

## How long will I have access to the content?

To be eligible for the ADAPT-Certified Functional Health Coach (A-CFHC) certification, including a certificate of course completion, you will need to complete all required coursework within the 12-month course schedule. You will have an additional nine months to complete the coaching log of 25 practice sessions for the A-CFHC certification beyond the end of the 12-month course.

You will also have access to all the online course materials for your reference for an additional 12 months beyond the 12-month course calendar, but live support will end after course completion or the first 12 months.

## Are there live attendance requirements? What if I miss a live event?

We do have attendance requirements for live instructor, mentor coach, and teaching assistant sessions, as some coaching skills need direct interaction to achieve mastery. Attendance is via video call. But not to worry--we schedule live sessions at times to accommodate most time zones (even international ones). And the requirements are flexible enough to fit most schedules. Speak to an enrollment advisor for further details. We also record all live events, so you can catch up on any you miss.

## If I wasn't able to order labs prior to starting this program, will I be able to order labs after becoming certified in this program?

Ordering and interpreting lab tests would be considered diagnosing a disease, which is outside of the scope of practice of a health coach—unless you have an existing license (e.g., MD, NP, etc.) that enables you to do this. [Please see this article for a thorough discussion of this topic.](#)

## What kind of contact will I have with Chris Kresser?

Chris will host a live Q&A every other month on a series of topics throughout the program. He also hosts or cohosts periodic webinars on special topics, such as health coach scope of practice, the collaborative care model, and behavior change.

## What if I start the program and decide it's not for me? Is there a money-back guarantee?

We make every effort to ensure that you have everything you need to make a confident and informed decision before you enroll. If you are considering enrolling but feel unsure, please schedule a free consultation with an enrollment advisor.

We offer a refund prior to the end of the enrollment period. We also have a satisfaction/refund policy that applies to the first six weeks of the course. [You can read the details of the refund policy here.](#) After six weeks, no refunds are offered.



ADAPT  
Health Coach

## Register Now to Secure Your Spot in the Fall '21 Cohort

**Enrollment is simple, can be done online,  
and only takes a few minutes!**

**BEGIN YOUR HEALTH COACHING CAREER TODAY!**

**REGISTER NOW!**