the **health coach** career summit

Explore the career opportunities, what it takes to become board-certified & how our program can help you get there

Your Questions *about a Career in* Health Coaching

- What kinds of jobs exist?
- Can I actually make money?
- Who succeeds after graduation?
- Is this worth the time and money?
- Can I get a job as a health coach?
- What does a health coach even do?
- What does certification actually require?
- Can I add coaching to what I already do?
- What if I don't have experience in the healthcare industry?

Is health coaching actually a viable career?

The Future of Healthcare is **Health Coaching**

The health coaching industry is expected to grow → 12% through 2033 and add 18,000 jobs.

This growth **outpaces the average for all occupations**, highlighting the expanding career opportunities for certified health coaches in various settings.

As of this month, there are:

- **1,300+** open health coach roles on Indeed
- **8,700+** open health coach roles on LinkedIn

Companies actively hiring NBC-HWC coaches include Hinge Health, Midi Health, Headspace, Spring Health, Parsley Health, GoodRx, and WebMD, with new opportunities continuing to emerge across digital health, clinical care, and corporate wellness.

Pathways to working as a **Board-Certified Health Coach**

43.8% of health coaches work in private practice

22.4% of health coaches work in digital health companies

19.2% of health coaches work in healthcare settings

14.6% of health coaches work in corporate well-being



**The State of Health Coaching,* Pillar & USF College of Health
**The Health Coaching Industry Report*, American Fitness Professionals & Associates

Real Jobs Available Right Now - NBHWC Job Board

Remote Health Coach--Bilingual Spanish/English
Vera Whole Health
Remote US

Oniste Health Coach - 30 hours
Vera Whole Health
Seattle, WA

Health and Wellness Coach
Veterans Health Administration
St. Cloud, MN

Part-Time Health Coach
The WELL at Sacramento State University
Sacramento, CA

Health Coach / RD
Crossover Health
Roanoke, TX

Health Coach & Co-Author
The Alliance of Hormonal Health
Las Vegas, NV

Remote Wellness & Compliance Coach
Atlanta Body Sculpt
Marietta, GA

On-site Health Coaching Position (Contractor)
Health Designs
Hickory, NC

Health Coach - Florida
Specialty Medical Group
FL

Health Coach (West Coast)
WellTheory
CA

Four Ways People *Actually* Use This Credential

ADD TO WHAT YOU ALREADY DO

- Personal trainer, fitness instructor, yoga or pilates teacher, breathwork facilitator, wellness professional
- RN, LPN, existing career in healthcare – hospitals or clinics
- Therapist or work in therapy-adjacent field
- Life coach or counselor

WORK AS A HEALTH COACH

- Work in a digital health company
- Work in corporate wellness / HR
- Work for a wellness provider
- Work in a healthcare organization
- Work in a functional care team

BUILD A COACHING PRACTICE

- Establish your area of focus within health coaching
- Build your base of health coaching clients
- Establish partnerships with physicians for referrals
- Blend of private and corporate/professional clients

BUILD A SECOND-ACT CAREER

- Shift into a career that helps others live healthier, happier lives
- Flexible, meaningful work without needing to recreate a conventional 40-hour per week job
- About to retire, already retired and looking to write your next chapter helping others reach their health goals

What is a Health Coach?

Behavior change specialists

- Studies show that when we tell people what to do they don't stick with health goals, but when we *coach* them to figure out what will work best for them and give them the tools and confidence to make changes and reach their goals, they have dramatically ***improved*** and ***sustained*** health outcomes*

Empower your clients

- Coach in a way that allows your clients to feel empowered and have agency in their health & quality of life
- Coach on stress, sleep, exercise, nutrition and addiction in a way that helps your clients make lifestyle changes
- Provide science-backed, evidence-based resources that allow your clients to make decisions about next steps that feel most aligned for them, which is proven to help them experience greater health outcomes

Client-centered approach → empathy

- Approach every client from a whole-person lens
- Meet them where they are around motivation, accountability and readiness for change
- Our complimentary Nutrition & Longevity+ program allows you to develop deeper empathy for a range of conditions

**Clinical Effectiveness of Lifestyle Health Coaching,* National Institute of Health, Neil F. Gordon, MD, PhD, MPH

Three Ways Our Program Will Help You Succeed

Interactive instruction & many ways to deepen your learning

- 75 hours of live & pre-recorded instruction
- 46 of these hours are taught live in 90-minute sessions
- Weekly study guides, worksheets, and weekly comprehension quizzes

1:1 sessions with NBC-HWC for real-time feedback

- Three twenty-minute sessions with a board-certified coach / mentor
- Personalized feedback on your coaching so you can improve

A 360° approach to well-being

- NBHWC curriculum
- mindbodygreen training & tools to integrate mind-body tools
- A modern, science-backed, evidence-based holistic approach to behavior change

Curriculum That Will Set You Up For Success

W1	The Case for Health Coaching	**W11**	The MBG Well-Being Model
W2	Behavior Change Theory	**W12**	NBHWC Code of Ethics
W3	Communication: Motivational Interviewing	**W13**	Security & HIPAA / Building A Career in Coaching
W4	Communication: Emotions, NVC & Appreciative Inquiry	**W14**	Lifestyle Factors: Stress & Resilience
W5	Establishing the Coaching Relationship	**W15**	Lifestyle Factors: Sleep
W6	Setting Goals / Navigating Chronic Disease with Clients	**W16**	Lifestyle Factors: Physical Activity
W7	Positive Psychology / Accountability & Measuring Progress	**W17**	Lifestyle Factors: Nutrition
W8	Conflict Resolution / Ending the Coaching Relationship	**W18**	Lifestyle Factors: Addiction
W9	Mind-Body Tools / Neuroplasticity & Habit Formation	**W19**	Putting It All Together: Coaching Labs
W10	Integration Week: Tools for Coach & Work-Life Balance	**W20**	Final Exam Preparation

Class Schedule + Key Dates

Weekly Live Sessions

All sessions are 90-minutes

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Choose from session 1 or 2

Tuesday Lecture (required)	1) 9am PT / 12pm ET 2) 3pm PT / 6pm ET
Wednesday Triad (recommended)	1) 9am PT / 12pm ET 2) 3pm PT / 6pm ET
Thursday Lecture (required)	1) 9am PT / 12pm ET 2) 3pm PT / 6pm ET

Key Program Dates

20-week program

Orientation - Tuesday, December 15th & Thursday, December 17th

First Day of Class - Tuesday, January 5th

Program End Date - Thursday, May 20th

Final Exam Dates - June 1st - 22nd

All Live Sessions, Videos, PSAs and Quizzes must be completed to pass. 80% or better on Final Exam required to pass.

Board Exam + Career Support

ALUMNI EDUCATION

- 20 hours of ongoing education every single year - complimentary
- Topics include deep-dives on how to market your business, get clients, handle websites & social media
- Active social community of alumni for referrals, support, mastermind groups & more

BUSINESS EDUCATION & BOARD EXAM PREP

- Build your coaching business with free access to 4-week *Marketing Your Coaching Business Course* ($597 value)
- 6-Hour *Preparing for the Board Exam Course*
- Available after graduation from the Health Coach Certification program

NUTRITION & LONGEVITY+

- Our comprehensive, 30-hour nutrition & longevity training program
- Taught by the world's leading experts - Mark Hyman, MD, Frank Lipman, MD, Caroline Leaf, PhD, Anthony Youn, MD, Darshan Shah, MD, and others
- Powerful resources at your fingertips to share with clients

PERI/MENOPAUSE+

- An in-depth course that teaches you everything you need to know to feel empowered in perimenopause, menopause and beyond – for you and your clients
- All taught by leading women's health experts including Vonda Wright, MD, Jaime Seeman, MD, Jila Senemar, MD and many more

What makes someone successful **after** *certification?*

Our incredible alumni support

- If you want to build your own business: 4-Week *Marketing Your Health Coaching Business* course
- If you want to work as a health coach: Pillar partnership for early access to job listings
- If you want to prepare for the board exam: *6-Hour Preparing for the Board Exam* course
- Ongoing two-hour workshops on how to price your services, how to get clients, how to work in corporate health coaching, deepening your coaching skills and so much more

Alumni examples:

- **Sarah → RN →** Did not quit nursing immediately. Started coaching alongside shift work. Eventually began working in leadership inside her hospital, leading nurse coaching teams.

- **Jen → Personal Trainer →** Added coaching to existing clientele and expanded how she could work with clients and what she could charge.

- **Juan → Career Shift/Second Act →** Completed his military service to build a part-time practice around the schedule and life that he wanted.

NBHWC Board Exam Eligibility Requirements

1

Associates Degree (or higher) ***or*** **4,000 hours of work experience** (in any field)

2

Complete an NBHWC-Approved Training Program (like ours)

3

Coaching Log with 50 Health & Wellness coaching sessions* (at least 20 minutes each)

**Can begin adding coaching sessions to the log only after passing PSA in Week 18*

mindbodygreen's Health Coach Certification

Forbes HEALTH "BEST CAREER FOCUSED PROGRAM"	FORTUNE | EDUCATION "BEST CAREER FOCUSED PROGRAM"
healthline "BEST INTERACTIVE PROGRAM"	LIFE COACH MAGAZINE "BEST COMPREHENSIVE TRAINING"

the best decision

I have ever made...

Signing up for, and completing the mbg Health Coaching course was the best decision I have ever made. Going into this course, I thought I was going to learn how to coach people (by giving advice), but **what I learned far exceeded my expectations**.

The skills and strategies that I learned will help me to **support clients and empower** them to make changes based on their own knowledge, intuition, and personal skill set. **It's hard to summarize the magic of this course**. I was challenged, supported, and empowered, and I am well on my way to developing a successful business as a health coach.

Deborah
Health Coach Certification graduate

this has been a **beautiful and deeply transformative experience…**

This course was even better than I expected it to be. I didn't expect the material to be as **in-depth and rigorous** as it was. I didn't expect the faculty to be so **warm and passionate**. I didn't expect the support staff to be as **invested in our success**. I didn't expect to **create strong bonds** with some of my cohort-mates.

The program overall **surpassed my expectations** and **set me up for success as a small business owner and health coach**. The program held space for me to **investigate my own health & wellness** and encouraged me to practice what I preach. It was **well-worth the investment**.

Alana
Health Coach Certification graduate

highly recommend this course

for anyone thinking about health coaching…

This course is phenomenal!! Having had a few years of health coaching experience already, I found that this was **what I really needed to begin my dream career**. **Having been in a competitor program**, I can say without a shadow of a doubt that the **depth of preparation the course and instructors** overall gives you at mbg is **unparalleled**.

A few months after the program ended, almost the entirety of my department was laid off. In just a couple of weeks thereafter, I was able to take on a full time Health Improvement Coach role at a different company and **I owe that incredible gift to mindbodygreen**.

Misha
Health Coach Certification graduate