

Safety in the Health Coaching Profession



With Carmen Hunter



Reminders

- Everything you learn here today is for educational purposes only
- Always take your own documents to an attorney for review no matter what color your state is
- Nothing here should be taken as personal advice. It is only general information
- Everyone's practice is different and has different requirements
- You should already be familiar with nutritionadvocacy.org and the color of your state.

What you will learn today

- Kick start information (licenses etc)
- What safe language means and how to use it
- How you can still coach people and reduce your risk
- What does a general approach mean
- Examples of unsafe language and replacement ideas and practices
- How you can still practice customized coaching



Kick start information

- Licenses (City and County)
- State Colors and what it means
- Taxes (local, state and SALES)
- Accountants
- Attorney information

Safe Language and delivery

Safe language is verbal communication with a client or written information to a client that is in no way directing, advising or telling someone how to make their health choices and decisions.



How do you coach if you can't
do any of those things?



What does general information mean?

Use suggestions that
anyone with a health
condition would benefit
from



What about customizing a
care plan for someone?
How does that fit in?



Example Clients

Both have diabetes and are seeking ways to improve their health b

What you can do: Tell Joe and Mary you have heard that a low carb lifestyle can lower blood sugar and help control diabetes. Send them two links supporting that statement and a resource or two on low carb food plans and let them decide for themselves which one to follow.

What you shouldn't do: Tell Joe and Mary a low carb lifestyle is best for THEM, send them a food plan to follow and tell them they won't get better if they don't follow this suggestion.

The following slides are examples of ways to stay safe and neutral while you are coaching your clients.



NO	YES
Diet	Food choices Food options
Nutrition	Food plan Food decisions
Heal or Cure	Potential remission Optimal living
Prevent	Avoid
Diagnose	Ask your doctor about
Eat this	Consider this as an option instead
You should take this herb for your sleep issue	Look at these links on (insert herb) and see if it resonates with you
You shouldn't take that reflux pill	I have learned some interesting stuff about reflux lately. Let me send you the link so you can see the latest research.
I wouldn't eat that if I were you	That may not be your best option so let me send you some things to look at

What not to say	What to say instead
“Sounds like you have this (insert condition or disease)”	“I am going to send you some links of some conditions to learn about. Let me know if any of them resonate with you”
“You need to do a gut healing protocol ASAP”	“Starting with gut healing is always a good idea. It helps to set things back to neutral. I am going to send you some links to look at.”
“You shouldn't take that medicine. Herbs are more powerful.”	“Of course you need to talk to your doctor about any changes you decide to make. I will send you some options to take to him and consider in the mean time.”
“You need to follow this plan to a tee to see a difference.”	“I am going to send you some top sites to consider. Trust your instincts. No one knows YOU like YOU do.”
“These supplements are the best. You should take this brand.”	“I will send you a couple of options to consider from difference price ranges so you can make the best decision for yourself.”

If the client says....Then you can say

Client says	You say
What should I eat then?	I encourage a whole food plan
Which herb balances hormones?	There are many studies out there. Let me send you a couple links.
My doctor thinks this pill is good for depression	Obviously you need to listen to your doctor. Maybe this article on depression & food can be something you discuss together.
I am so conflicted! I need your help making a decision.	I can't advise you what to do, but I can tell you what I would do if this were me

Instincts: the missing piece

One of the biggest game changers for my coaching career was teaching people how to listen to their instincts.

Webster definition : *“Something you know without learning or thinking about it”*



EVERYONE
HAS
A STORY



Example of exploratory dialogue

Shannon and her gut health
(since birth)





What does written general information look like?

MASTERING THE ART OF
WHOLE FOOD LIVING:
A FOUR WEEK GUIDE TO
SUCCESS

By Carmen Hunter



THYROID 101:

A BEGINNERS GUIDE TO UNDERSTANDING THE THYROID

WITH CARMEN HUNTER

This saved me for many reasons

- Cut my work time by 75%.
- No more repetitive emails
- Everyone was getting the same information
- I was able to respond more rapidly with a done for you system
- The general information process was practiced with each client



People are hesitant to use other resources and cite experts in their coaching practice.



What coaches think	What's true
I look less credible if I don't create a plan myself	We can't be experts on EVERY health topic and to pretend we are makes us look LESS credible
My clients want information from ME because I am the coach	Your clients want the most reliable information and don't want to have to LOOK for it. YOU provide that for them.
I should have all the answers. I am certified after all	NO one will ever have all the answers. Health is always changing
But won't giving everyone the same plan look like I am not making an effort to give custom support?	The foundation for all human health is the same. The custom part comes with you providing information that is geared toward each persons concerns or goals. (ex: weight loss and exercise)

Not using your resources is like a doctor making up a disease just because he doesn't want the patient to know he used another source. He still went to school, learned the information and has the degree, but he is practicing what he knows in order to diagnose and treat.



Wrapping it all up

- Having a system is important as it keeps you consistent
- Creating or buying templates saves time and reduces liability
- Keeping a list of unsafe words and suggestions next to your work space can be helpful
- Review your websites and documents to insure that you aren't using words illegally
- Act as if you are in a red state from the very beginning of your practice.
- Get an attorney to help with your documents or look over the ones you buy.



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