



Institute for Integrative Nutrition®
Integrative Nutrition, LLC
D/b/a Institute for Integrative Nutrition® (IIN™)

Academic Catalog
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Mission

Our mission is to play a crucial role in improving health and happiness, and through that process, create a ripple effect that transforms the world.

Institute for Integrative Nutrition Officials and Faculty

School Director

Nora McCaffrey

M.S.Ed., Indiana University, 2016

B.A., Ithaca College, 2006

Diploma, Institute for Integrative Nutrition, 2011

Faculty For Health Coach Training Program (HCTP)

As a student in the HCTP program, you may work with one or more of the following faculty members

Melanie Albert

B.S., Arizona State University, 1977

Diploma, Institute for Integrative
Nutrition

Michelle Arington

Diploma, Institute for Integrative
Nutrition

Linda Bourdelaise

B.S., Old Dominion University, 1974

Diploma, Institute for Integrative
Nutrition

Christine Boutross

B.A., St. Joseph's College, 1970

Diploma, Institute for Integrative
Nutrition

Sandy Dalis

B.S., Syracuse University, 1984

Diploma, Institute for Integrative
Nutrition

Aisha Domingue

B.A., Smith College, 2002

Certificate in Counseling, Teachers' College, Columbia University, 2008
Diploma, Institute for Integrative Nutrition, 2008

Lindsay Goldberg

B.A., Psychology, State University of New York, Albany, 2007
M.S., Education, The College of Saint Rose, 2011
Diploma, Institute for Integrative Nutrition

Tamara Hoerner

Diploma, Institute for Integrative Nutrition

Bree Hogan

B. Business, Swinburne University of Technology, 2003
Diploma, Institute for Integrative Nutrition

Marisa La Rocca

B.A., SUNY Purchase, 2009
Diploma, Institute for Integrative Nutrition, 2011

Elizabeth Lasater

Diploma, Institute for Integrative Nutrition

Nicole Lazar

B.S., Dennison University, 2008
Diploma, Institute for Integrative Nutrition

Michelle MacLean

B.A., Dalhousie University, 1990
Diploma, Institute for Integrative Nutrition

Nora McCaffrey

M.S.Ed., Indiana University, 2016
B.A., Ithaca College, 2006
Diploma, Institute for Integrative Nutrition, 2011

Irma Mejia

Diploma, Institute for Integrative Nutrition

Joanna Puciata

B.S., Northern Illinois University, 1996
Diploma, Institute for Integrative Nutrition

Amanda Ramos

B.A., Clark University, 2008
Diploma, Institute for Integrative Nutrition, 2011

Joshua Rosenthal, M.Sc.Ed.

B.A., Talmudic Academy, 1979
M.Sc.Ed., Duquesne University, 1981
Certificate (Macrobiotic Theory and Nutrition), Kushi Institute, 1995

Tara Ryan

B.A., Skidmore College, 2009
Diploma, Institute for Integrative Nutrition, 2012

Jane Trinidad-Hennes

B.S., State University of New York, Empire State College, 1993
Diploma, Institute for Integrative Nutrition, 2005

Dianne Wenz

Diploma, Institute for Integrative Nutrition

Jamie Wolff-VanBruinisse

B.A., Psychology, Vassar College, 2006
M.A., Expressive Arts Therapy, Lesley University, 2009
Diploma, Institute for Integrative Nutrition

Susan Yeoman

A.S., Nassau Community College, 1990
Diploma, Institute for Integrative Nutrition

Noah Zingarelli

B.S., Boston University, 1997
Diploma, Institute for Integrative
Nutrition

Faculty For Advanced Programs

As a student in the one of the Advanced programs, you may work with one or more of the following faculty members:

Business Practices for Health Coaches

Raquel Ocasio

Diploma, Institute for Integrative Nutrition

Coaching Mastery Course

Lindsay Goldberg

B.A., Psychology, State University of New York, Albany, 2007

M.S., Education, The College of Saint Rose, 2011

Diploma, Institute for Integrative Nutrition

Emotional Eating Course

Lindsay Goldberg

B.A., Psychology, State University of New York, Albany, 2007

M.S., Education, The College of Saint Rose, 2011

Diploma, Institute for Integrative Nutrition

Jamie Wolff-VanBruinisse

B.A., Psychology, Vassar College, 2006

M.A., Expressive Arts Therapy, Lesley University, 2009

Diploma, Institute for Integrative Nutrition

Gut Health Course

Lindsay Goldberg

B.A., Psychology, State University of New York, Albany, 2007

M.S., Education, The College of Saint Rose, 2011

Diploma, Institute for Integrative Nutrition

Hormone Health Course

Lindsay Goldberg

B.A., Psychology, State University of New York, Albany, 2007

M.S., Education, The College of Saint Rose, 2011

Diploma, Institute for Integrative Nutrition

Coaching Intensive Practicum

Lindsay Goldberg

B.A., Psychology, State University of New York, Albany, 2007

M.S., Education, The College of Saint Rose, 2011

Diploma, Institute for Integrative Nutrition

Megan Kalocinski

M.S. Functional and Clinical Nutrition, Maryland University of Integrative Health, 2018

BA, Education & Human Development, Boston College, 2002

Diploma, Institute for Integrative Nutrition

Elizabeth Mander

M.S. Health Coaching, International Health Coach University, 2018

B.S. Sociology, Austin Peay State University, 2008

Diploma, Institute for Integrative Nutrition

Marisa La Rocca

B.A., SUNY Purchase, 2009

Diploma, Institute for Integrative Nutrition, 2011

Launch Your Dream Book

Sue Brown

M.S., University of Pennsylvania, 2000

B.A., Michigan State University, 1977

Lindsay Goldberg

B.A., Psychology, State University of New York, Albany, 2007

M.S., Education, The College of Saint Rose, 2011

Diploma, Institute for Integrative Nutrition

Marisa La Rocca

B.A., SUNY Purchase, 2009

Diploma, Institute for Integrative Nutrition, 2011

Calendar

Office Hours and Closings

The Institute for Integrative Nutrition's offices are open from 9 AM to 5:30 PM (Eastern Time) on all normal business days. Our administrative offices will be closed on the following US Holidays:

New Year's Day

President's Day
Memorial Day
Independence Day
Labor Day
Thanksgiving Day
Day after Thanksgiving
Christmas Day
The period between Christmas Day and New Year's Day

Start Dates

At the Institute for Integrative Nutrition, enrollment is open and continuous. During the enrollment process, applicants select their preferred start date (cohort) from the available options for their program of enrollment. The start and end dates are indicated on the Enrollment Agreement.

IIN supports continuous and self-directed learning for any student, at anytime, anywhere in the world. Its educational resources are available online twenty-four hours a day, seven days a week, all year long. Each cohort is named for the start date of its first term.

Academic Calendar

Health Coach Training Program

The schedule for the Health Coach Training Program can be found at: [HCTP 2020 Course Calendar](#)

Advanced Courses

The schedule for all Advanced Courses can be found at: [IINadvancedcourses.com](#).

Specialty Courses

The schedule for all Specialty Courses can be found at:

<https://specialtycourses.integrativenutrition.com/>

Entrance and Enrollment

Prospective students begin an online application at any time. On the online application, the prospective student is asked several questions about their interest in the program, along with other questions. Prospective students for the Health Coach Training Program must upload documentation that they have, at a minimum, graduated high-school or the equivalent. Prospective students who are not able to provide this documentation must call IIN and complete the admissions process by phone.

Specific admissions requirements are provided in the following section for each type of curriculum offering.

If the application is complete and the applicant meets the entrance requirements, the prospective student moves onto enrollment.

Prospective students who are using the online application have the option to call Integrative Nutrition and finish the admissions process by phone at any point in the process.

Enrollment

Accepted applicants are provided information about payment options and select their preferred option and method of payment.

The enrollment agreement is provided electronically. The prospective student signs the agreement digitally and signed digitally by the school director or an agent on behalf of the school.

The payment for the course is due at the time of enrollment, per the payment option selected.

Finally, prior to the start of class, the student reads and signs the IIN Student Agreement which outlines how he or she can use the proprietary information provided in the course, as well as the IIN name and images.

Admission Requirements for Health Coach Training Program

- High school diploma, GED, or equivalent;
- Completion of phone interview and/or an online assessment to determine:
 - A demonstrated passion for and understanding of health and wellness;
 - An ability to clearly articulate desired outcomes from participation in the program; and
 - An awareness of and interest in the Institute for Integrative Nutrition's mission.

Admissions Requirements for Advanced Courses

- Demonstrated passion for and understanding of health and wellness
- Awareness of and interest in the Institute for Integrative Nutrition's mission

Admissions Requirements for Specialty Courses

- Demonstrated passion for and understanding of health and wellness
- Awareness of and interest in the Institute for Integrative Nutrition's mission

Course Technology

IIN's courses will be made available online. Students are solely responsible for ensuring that they have the appropriate hardware, software, Internet access, and/or other equipment necessary to participate in the Course(s). IIN may provide you with limited technical support to access the Course(s), but in no event will such support include providing desktop computer troubleshooting (i.e., computer freezes, browser problems), assistance with third-party websites, or support with non-IIN products.

Non-Discrimination Policy

The Institute for Integrative Nutrition is committed to the principle of equal opportunity in education and employment. IIN does not discriminate against individuals on the basis of race, color, sex, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, ancestry, or national or ethnic origin in the administration of its educational policies, admissions policies, employment policies, and other IIN-administered programs and activities, but may favor US citizens for employment in compliance with US laws.

This policy, which extends to all programs and activities of the school district, arises out of the following statutes: Title VI of the Civil Rights Act of 1964, 42 U. S. C. 2000 et seq. and its implementing regulation, 43 C. F. R., Part 100; Individuals with Disabilities Education Act ("IDEA"), 20 U.S.C., 1400 et seq.; Section

504 of the Rehabilitation Act of 1973, 20 U. S. C. 794 and its implementing regulation, 34 C. F. R., Part 104; Title IX of the Education Amendments of 1972, as amended, 20 U. S. C. 1681 *et seq.*, and its implementing regulation, 34 C. F. R. Part 106; and, the Americans with Disabilities Act of 1990.

General Questions / Enrollment

Domestic: (877) 730-5444

E-mail: admissions@integrativenutrition.com

Graduation Requirements

Please see the specific graduation requirements provided below for each program/course.

Health Coach Training Program:

The Health Coach Training Program has four exams, graded on a scale of 0-100%. Students must pass at least two (2) of the four (4) exams with a minimum score of 70%.

Health Histories are graded on a pass/fail basis. Health Histories that are submitted with all information completed and questions answered receive a grade of “pass.” Incomplete Health Histories, or those submitted with unintelligible answers (e.g., nonsense words, gibberish, etc.), receive a grade of “fail.”

Coaching Circles are graded on a pass/fail basis. Students who attend and participate in the Coaching Circle receive a grade of “pass.” Students who register for a Coaching Circle session, but who do not attend and/or attend but do not participate, receive a grade of “fail.”

Additionally, to receive a certificate of completion, a student’s account must be paid in full.

Business Practices for Health Coaches:

Completion of the Business Practices for Health Coaches program required students to complete all assignments and tests with a cumulative GPA of 70% minimum. Additionally, to receive a certificate of completion, a student’s account must be paid in full.

Coaching Intensive Practicum:

Completion of the Coaching Intensive Practicum program requires a student to earn complete all assignments and tests earning a minimum of 80 points out of a possible 100 points. Additionally, to receive a certificate of completion, a student’s account must be paid in full.

Gut Health Course:

Completion of the Institute for Integrative Nutrition Gut Health Course requires a student to earn complete all activities and earn a minimum of 70% on each of the two tests in the course. Additionally, to receive a certificate of completion, a student’s account must be paid in full.

Hormone Health Course:

Completion of the Institute for Integrative Nutrition Hormone Health Course requires a student to earn complete all activities and earn a minimum of 70% on each of the two tests in the course. Additionally, to receive a certificate of completion, a student’s account must be paid in full.

Coaching Mastery Course:

Completion of the Institute for Integrative Nutrition Coaching Mastery Course requires a student to earn complete all activities and earn a minimum of 70% on each of the two tests in the course. Additionally, to receive a certificate of completion, a student's account must be paid in full.

Launch Your Dream Book:

Completion of Launch Your Dream Book requires a student to earn complete all modules. Additionally, to receive a certificate of completion, a student's account must be paid in full.

Emotional Eating Psychology Course:

Completion of the Institute for Integrative Nutrition Emotional Eating Psychology Course requires a student to earn complete all activities and earn a minimum of 70% on the two tests in the course. Additionally, to receive a certificate of completion, a student's account must be paid in full.

Alternative Health Remedies:

To graduate from Alternative Health Remedies, students must complete 80% of the course within each module (minimum) and be in good financial standing. Additionally, to receive a digital badge, students must complete all course assessments.

Detox Your Life:

To graduate from Detox Your Life, students must complete 80% of the course within each module (minimum) and be in good financial standing. Additionally, to receive a digital badge, students must complete all course assessments.

Whole Person Health:

To graduate from Whole Person Health, students must be in good financial standing; and complete:

- All topic pages in Modules 1–6
- At least one assignment in each module in Modules 1–5
- Assessments in Modules 1 and 6
- Surveys in Modules 1 and 6

Additionally, to receive a digital badge, students must complete all course assessments.

Leaves of Absence and Make-Up Work

The Institute for Integrative Nutrition is a global educational enterprise. While it is committed to supporting all students, the pace of its program does not allow for leaves of absence. Under rare circumstances a student unable to continue with his or her cohort can request to “fall back” to a cohort with a later start date. Extreme flexibility is given to work completion and little need exists for a make-up work policy.

Attendance

Students can access online program content twenty-four hours a day, seven days a week. There are no set class days or times. As such, students are not considered tardy or absent.

Standards of Academic Progress

Satisfactory Academic Progress

Students at the Institute for Integrative Nutrition are provided with the resources to be successful and the flexibility to study when and where it is convenient for them. They are expected to make continuous progress toward successfully completing their course or program. Progress includes completing online activities, submitting assignments, and/or completing exams, as applicable. Students who are not completing these activities are not making satisfactory academic progress. Additional time is not provided to students who do not successfully complete course activities within the timeframe indicated on the enrollment agreement.

Students who need assistance are encouraged to contact Student Support.

Student Conduct and Dismissal

Dismissal from IIN may occur if a student violates one or more provisions in the Student Enrollment Agreement or fails to maintain Satisfactory Academic Progress. In addition, if a student's tuition payment is overdue for more than 30 days for any reason, the student is subject to withdrawal from the program. Any tuition paid upon withdrawal from the program will be subject to the refund policy.

Re-admittance

If a student withdraws from a training program for any reason, he or she is welcome to re-enroll at a later date. The individual must go through the admissions process and sign a new enrollment agreement. Credit may be given for portions of the program previously completed, but the awarding of any credit is up to the discretion of the School Director.

Students dropped for failure to meet attendance and or Satisfactory Academic Progress requirements may be able to re-enroll in a later training session. These individuals must submit a request for re-enrollment to the School Director. If the Director feels the individual is a good candidate, he or she can restart the admissions process.

Grading Policy

Courses and programs at Institute for Integrative Nutrition may be graded or ungraded.

In graded courses, satisfactory completion is based on scores as well as completion of course activities, as applicable.

Graded activities are based on a percentage scale:

0% - 100%

70% or higher is considered passing

Or on a point-based scale:

0 – 100 points

80 points or higher is considered passing

Satisfactory completion of ungraded courses is based on the completion of course activities.

Please refer to the Graduation Requirements section for information on specific course or program requirements.

Assessment and Proctoring Procedures

The Institute for Integrative Nutrition does not require external proctoring of its examinations. Rather, IIN employs an assessment strategy allowing for open book / open note examinations. A student will log into the Learning Center with a secure login and password in order to complete examinations.

Detailed Schedule of Fees

Health Coach Training Program

The Health Coach Training Program is 437 clock hours. For the purposes of tuition collection and refunds, it will be broken down into two (2) terms of 24 weeks each.

The registration fee and tuition and fees for the first term will be due upon enrollment. Tuition and fees for subsequent terms will be due prior to the start of classes of those terms.

Health Coach Training Program	
This program is normally completed in 48 weeks (includes scheduled breaks).	
Registration	\$50 (Term 1 only)
Tuition	\$5,824 (\$2,912 per term)
Books and Materials**	\$921 (\$460.50 per term)
Total Cost	\$6,795
Due prior to the start of classes for Term 1 (Week 1)	\$3,422.50
Due prior to the start of classes for Term 2 (Week 25)	\$3,372.50

Tuition and fee charges are subject to change at the school's discretion. Any tuition or fee increases will become effective for the school term following student notification of the increase. All dollar amounts referenced herein are in U.S. dollars.

Other Fees (if applicable)

Transfer Fee \$395.00

Students moving from one class to another class incur a transfer fee of \$395. If a student, following withdrawal, enrolls in a later class than the one from which he or she withdrew, and then subsequently decides to withdraw from the later class, the refund policy will relate to the date and class in which the student was enrolled for the longest period of time.

Total Cost	\$995
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The total cost of the Course, as set forth in the table above, must be paid in full at the time of enrollment unless an alternative payment plan is offered by IIN and accepted by student.

Tuition and fee charges are subject to change at the school’s discretion. Any tuition or fee increases will become effective for the school term following student notification of the increase. All dollar amounts referenced herein are in U.S. dollars.

Other Fees (if applicable)

Transfer Fee \$ 99

Students moving from one class to another class incur a transfer fee of \$99. If the Student, following withdrawal, enrolls in a later class than the one from which he or she withdrew, and then subsequently decides to withdraw from the later class, the refund policy will relate to the date and class in which the student was enrolled for the longest period of time.

Coaching Mastery Course

The Coaching Mastery Course is 69 clock hours and has a total cost of \$995. The student will be obligated to the entire cost of the program upon enrollment.

Coaching Mastery Course	
Program length: 69 clock hours	
This program is normally completed in 23 weeks (includes scheduled breaks).	
Registration	\$ 50
Tuition	\$945
Total Cost	\$995

The total cost of the Course, as set forth in the table above, must be paid in full at the time of enrollment unless an alternative payment plan is offered by IIN and accepted by student.

Tuition and fee charges are subject to change at the school’s discretion. Any tuition or fee increases will become effective for the school term following student notification of the increase. All dollar amounts referenced herein are in U.S. dollars.

Other Fees (if applicable)

Transfer Fee \$ 99

Students moving from one class to another class incur a transfer fee of \$99. If the Student, following withdrawal, enrolls in a later class than the one from which he or she withdrew, and then subsequently decides to withdraw from the later class, the refund policy will relate to the date and class in which the student was enrolled for the longest period of time.

Launch Your Dream Book

The Launch Your Dream Book course is 98 clock hours and has a total cost of \$995. The student will be obligated to the entire cost of the program upon enrollment.

Launch Your Dream Book Program length: 98 clock hours This program is normally completed in 26 weeks (includes scheduled breaks).	
Registration	\$ 50
Tuition	\$945
Total Cost	\$995

The total cost of the Course, as set forth in the table above, must be paid in full at the time of enrollment unless an alternative payment plan is offered by IIN and accepted by student.

Tuition and fee charges are subject to change at the school’s discretion. Any tuition or fee increases will become effective for the school term following student notification of the increase. All dollar amounts referenced herein are in U.S. dollars.

Other Fees (if applicable)

Transfer Fee \$ 99

Students moving from one class to another class incur a transfer fee of \$99. If the Student, following withdrawal, enrolls in a later class than the one from which he or she withdrew, and then subsequently decides to withdraw from the later class, the refund policy will relate to the date and class in which the student was enrolled for the longest period of time.

Emotional Eating Psychology Course

The Emotional Eating Course is 97 clock hours and has a total cost of \$995. The student will be obligated to the entire cost of the program upon enrollment.

Emotional Eating Course Program length: 97 clock hours This program is normally completed in 32 weeks (includes scheduled breaks).	
Registration	\$ 50
Tuition	\$945
Total Cost	\$995

The total cost of the Course, as set forth in the table above, must be paid in full at the time of enrollment unless an alternative payment plan is offered by IIN and accepted by student.

Tuition and fee charges are subject to change at the school's discretion. Any tuition or fee increases will become effective for the school term following student notification of the increase. All dollar amounts referenced herein are in U.S. dollars.

Other Fees (if applicable)

Transfer Fee \$ 99

Students moving from one class to another class incur a transfer fee of \$99. If the Student, following withdrawal, enrolls in a later class than the one from which he or she withdrew, and then subsequently decides to withdraw from the later class, the refund policy will relate to the date and class in which the student was enrolled for the longest period of time.

Alternative Health Remedies

The Alternative Health Remedies course is 3 clock hours and has a total cost of \$249. The student will be obligated to the entire cost of the program upon enrollment.

Alternative Health Remedies Program length: 3 clock hours Students receive unlimited access to this course for six (6) weeks.	
Tuition	\$249
Total Cost	\$249

The total cost of the course must be paid in full at the time of enrollment. Tuition and fee charges are subject to change at IIN's discretion. Any tuition or fee increases will become effective for the school term following student notification of the increase.

Detox Your Life

The Detox Your Life course is 3 clock hours and has a total cost of \$249. The student will be obligated to the entire cost of the program upon enrollment.

Detox Your Life Program length: 3 clock hours Students receive unlimited access to this course for six (6) weeks.	
Tuition	\$249
Total Cost	\$249

The total cost of the course must be paid in full at the time of enrollment. Tuition and fee charges are subject to change at IIN's discretion. Any tuition or fee increases will become effective for the school term following student notification of the increase.

Whole Person Health

The Whole Person Health course is 7 clock hours and has a total cost of \$349. The student will be obligated to the entire cost of the program upon enrollment.

Whole Person Health	
Program length: 7 clock hours Students receive unlimited access to this course for six (6) weeks.	
Tuition	\$349
Total Cost	\$349

The total cost of the course must be paid in full at the time of enrollment. Tuition and fee charges are subject to change at IIN's discretion. Any tuition or fee increases will become effective for the school term following student notification of the increase.

Financial Assistance Statement

Specialty Course Grant

Value of Grant: \$119.60

The Specialty Course Grant is available to **all** applicants who demonstrate a commitment to ongoing integrated health education by enrolling in multiple specialty courses at the same time. The purpose of the grant is to make obtaining continuing education and professional development more accessible for students, thereby increasing the standard of knowledge in the integrated health industry. This grant is awarded in the form of a tuition credit applied to the students account upon enrollment.

Speciality courses include: Alternative Health Remedies, Detox Your Life, and Whole Person Health.

Scholarships & Other Aid

At this time, the Institute for Integrative Nutrition does not offer scholarships. Additionally, IIN does not participate in Title IV program and does not offer federal student aid.

Program Information

Health Coach Training Program (HCTP)

Length: 437 Clock Hours

The Health Coach Training Program teaches the foundations of holistic health and wellness and how to apply them in a coaching setting through a 40-module, online course. The curriculum includes coaching skills and techniques, basics of nutritional science and health, and optional content on business and marketing. Students are encouraged to complete ungraded quizzes to check their learning, engage with other students through discussion questions, and expand their knowledge by completing assignments following each module. Comprehensive, graded exams are given every ten modules. Students'

understanding of the material is also assessed through content-based conference calls led by coaching instructors and the submission of Health Histories, where students provide summaries of their initial coaching sessions with prospective clients.

Objectives:

Upon completion of this program, students will be able to:

- Conduct client-centered coaching sessions focused on understanding clients' current health-related behaviors and attitudes.
- Identify general nutrition and lifestyle factors that may be addressed to create optimal health for clients.
- Assess client ambivalence and/or readiness to adopt change by implementing coaching techniques, like high-mileage questions and active listening.
- Implement Integrative Nutrition's core theories of primary and secondary food as well as bio-individuality to assist clients as they explore a personalized approach to wellness.

Module Descriptions:

Orientation (3 Clock Hours): Joshua Rosenthal, the founder of the Institute for Integrative Nutrition (IIN), welcomes students and explains how IIN's holistic education makes it unlike any other school. A member of the IIN team guides students through the course platform, the IIN Learning Center, and explains how to get started on the journey with Integrative Nutrition. Students will learn what to expect in the curriculum and the unique features of this online learning program. Students will also learn how to access course documents and resources within the IIN community, along with how to join and use the course Facebook group to share knowledge with other students through purposeful discussion. Finally, students will review and understand the four main components that must be completed successfully in order to graduate.

Fundamental 1 (10 Clock Hours): Joshua explains IIN's core nutrition and health principles. He also discusses a return to a non-cerebral process of eating. Students will be introduced to the Dietary Theory Library. Additionally, students will explore the value of taking small steps toward improved health and happiness in IIN's 12 Steps to Better Health. Students will learn how we can turn our failing disease management healthcare system into a health promotion system from guest lecturer Andrew Weil, MD, while guest lecturer Mark Hyman, MD, explains that some foods are biologically addictive, which drives the obesity epidemic. In this fundamental unit, students will also learn the importance of balancing and integrating Eastern and Western practices for optimal health from guest lecturer Frank Lipman, MD.

Fundamental 2 (6 Clock Hours): Joshua introduces his unique theory of primary food, a core concept of IIN. Students will explore the concept of nourishment outside the food they put in their mouths and learn holistic approaches to healing with primary food. Students will then use this knowledge to determine the balance of their primary food through the Circle of Life. Next, students will begin to understand how to amplify their healing art and trust their inner doctor with guest lecturer Lissa Rankin, MD. In this unit, the liberating concept of fitting out will be introduced. Students will also learn how to change their awareness and create more synchronicity in their lives.

Fundamental 3 (4 Clock Hours): In this fundamental unit, Joshua outlines the reasons Integrative Nutrition Health Coaches are needed and the benefits of practicing in this innovative field. Students will learn how Health Coaches can influence society from guest lecturer Walter Willett, MD, DrPH,

and how they are able to work together with dietitians in healthcare from guest lecturer Lynn Goldstein, MS, RD, CDN. Finally, guest lecturer Mark Hyman, MD, will dig deeper into the need for Health Coaches in the healthcare system and the potential impact and benefits for society.

Fundamental 4 (5 Clock Hours): In this fundamental unit, students will learn IIN's techniques for effective time management and determine their own strengths and weaknesses in managing their time. Joshua demonstrates a surprising time management concept called Big Rocks. Finally, the importance of self-trust and having a clear vision and intentions will be explored.

Module 1 (8 Clock Hours): In Module 1, Joshua explains why Integrative Nutrition students and alumni are pioneers of health and shares how the school is creating a ripple effect in transforming the world. Students will learn about the mission of Integrative Nutrition and the significance of the color red and spirals. Next, students will explore the power of food in health and how coaching can encourage self-healing, followed by guest lecturer Dr. Mehmet Oz sharing the value of intervention and the foundation of a happy and healthy life. Additionally, students will be introduced to the Golden Path, a road map to success. Finally, students will complete an exercise to explore and set intentions.

Module 2 (7 Clock Hours): In Module 2, Joshua reviews what makes Integrative Nutrition's approach so unique, and students will learn to use the Circle of Life tool in connection with primary food. Students will learn Integrative Nutrition's concept of bio-individuality and explore the power of food in transforming health. Joshua will also explain the theory of post-modern nutrition and the law of geographic proximity as well as dive deeper into the concept of fitting out. Finally, students will receive a brief introduction to health, one area of the Circle of Life.

Module 3 (10 Clock Hours): In Module 3, Joshua discusses the field of nutrition science through the lens of bio-individuality, shares the life cycle of dietary guidelines around the world, and finally introduces the Integrative Nutrition Plate as a tool to balance the food on and off the plate. Students will also learn about food politics and the importance of personal responsibility with guest lecturer Marion Nestle, PhD, MPH. In this module, students will also receive a brief introduction to home cooking as well as Joshua's 17 Keys to Healthy Cooking, ways to customize food based on flavor profiles, and an overview of basic kitchen tools and appliances that can help elevate a kitchen to the next level. Students will learn how easy it can be to experiment in the kitchen, discover the many benefits of green vegetables, and how to crowd out sweet foods with sweet vegetables.

Module 4 (8 Clock Hours): In Module 4, students will learn the differences between Health Coaches, registered dietitians, and nutritionists. Students will also explore dietary theories from around the world, culminating in the understanding that no matter what popular diet books suggest, there is no perfect diet. Finally, students will receive a brief introduction to joy, one area of the Circle of Life; discover their own signature strengths; and learn practical exercises to boost happiness.

Module 5 (12 Clock Hours): In Module 5, guest lecturer David Wolfe discusses the benefits of a raw and living foods lifestyle. Guest lecturer Joe Cross shares his inspirational weight loss journey through juicing, and students will learn the value of incorporating juicing and blending into their life. Next, students get a brief introduction to career, one area of the Circle of Life, and explore the importance of creating a career that is fulfilling. Guest lecturer Mastin Kipp inspires students to face their fears, while guest lecturer Kate Northrup discusses the connection between self-worth and the

relationship with money. Finally, students will learn about the karmic cycle of money from guest lecturer Manisha Thakor, MBA, CFA.

Module 6 (8 Clock Hours): In Module 6, students will receive an introduction to protein and its effects on the body and learn about different protein sources for vegetarians and meat eaters, including recipes featuring both vegan and animal sources of protein. Guest lecturer Harville Hendrix, PhD, shares about the power of connection, and students learn emotional development and communication strategies for maintaining healthy relationships, both personally and as a Health Coach.

Module 7 (7 Clock Hours): Module 7 provides students with an overview of carbohydrates and their effects on the body as well as nutritional benefits, preparation tips, and uses of great grains. Guest lecturer Sarah Wilson describes the various forms of sugar and their individual effects on the body. Then, students are presented with the concept of accountability coaching.

Module 8 (11 Clock Hours): In Module 8, students will receive an introduction to fats and their effects on the body. Guest lecturer Walter Willett, MD, DrPH, discusses disease prevention through nutrition. Then, the role of healthy fats in the Mediterranean Diet is presented, and guest lecturer Nina Planck teaches about traditional food and advises going back to the basics for your health. Guest lecturer Julia Cameron provides a brief introduction to creativity and shares how to revive creativity and expression, while releasing subconscious thoughts, with a simple exercise. Finally, students will complete their first primary food check-in.

Module 9 (12 Clock Hours): Module 9 begins with Joshua sharing ways to eat well regardless of budget. A study investigating the nutrient content of organic versus conventional foods is highlighted, and an explanation of common food label claims that will benefit both students and their future clients is presented. Guest lecturer Terry Walters discusses what it means to eat “clean” and teaches a clean eating culinary class focused on nutritious and uncomplicated plant-based dishes. Students will review the health benefits of whole foods and are presented with an overview of the most and least contaminated produce. Next, they will discover the principles of the Nutritarian Diet with guest lecturer Joel Fuhrman, MD. Students will begin to explore the truth about nutritional supplements and the functions and sources of different vitamins and minerals. Joshua discusses the bio-individuality of supplements, and students discuss the value of self-care.

Module 10 (10 Clock Hours): In Module 10, Joshua explains the importance of health coaching, and students will learn key components of the coaching skills curriculum. They’ll learn how to use the Health History form to increase their own learning through accountability coaching. Last, Joshua conducts several Health History consultations, sharing expert coaching skills.

Module 11 (11 Clock Hours): In Module 11, guest lecturer Gary Taubes discusses the twenty-first-century obesity epidemic and calls the validity of the “calories in, calories out” concept of energy balance into question. Students will be introduced to finances, one area of the Circle of Life. Guest lecturer Manisha Thakor, MBA, CFA, describes the basics of budgeting and presents the potential influence that gender can have on a person's relationship with money. Students will then take part in an active listening demo and reflection, and Joshua teaches how to help clients explore the motivation behind their goals.

Module 12 (8 Clock Hours): In Module 12, Joshua explores the concepts of volumetrics and calorie density, and students are given an explanation of how body weight and health are related. They'll dive deeper into the importance of relationships and learn tools for communicating about friendship, love, touch, intimacy, and sex. Guest lecturer Kara Martin Snyder discusses ethics and guidelines of health coaching, and students are given fifteen principles to support coaching success.

Module 13 (12 Clock Hours): Module 13 begins with an explanation of the use of probiotics and prebiotics to heal the gut microbiome by guest lecturer Liz Lipski, PhD, CCN, CNS, LDN, and students will dig deeper into the importance of the gut microbiome. Guest lecturer Kathie Swift, MS, RDN, LDN, introduces students to the digestive disease epidemic and shares tips on how to restore digestive integrity. Physical activity, one area of the Circle of Life, is introduced, and Joshua explores the bio-individuality of exercise. Guest lecturer Joel Harper teaches a short, energetic exercise routine that can be done anytime, anywhere, and guest lecturer Melissa Bourgeois teaches an inspiring yoga class that encourages students to practice health coaching with confidence and awareness.

Module 14 (11 Clock Hours): In Module 14, guest lecturer Susan Blum, MD, MPH, shares how functional medicine can benefit health and well-being. Students will learn about the Zone Diet and the benefits of omega-3 fatty acids from guest lecturer Barry Sears, PhD. Guest lecturer Robin Berzin, MD, explores the effects of dietary irritants on an individual's health, and students will receive an overview of key anti-inflammatory foods and their benefits. Then, Joshua discusses a bio-individual approach to dairy and presents an evaluation of the risks and benefits associated with dairy consumption. He also encourages students to simply listen and be present in order to support clients' healing, then demonstrates and discusses the importance of eye contact. Students are then introduced to the coaching technique of asking high-mileage questions, and Joshua demonstrates a follow-up coaching session.

Module 15 (9 Clock Hours): Module 15 begins with an in-depth look at the value of the 6-Month Program, the program in which Health Coaches want to engage clients. Students will review the 6-Month Program forms and receive resources on how to structure and price their 6-Month Program. Guest lecturer Nancy Weiser, MBA, shares why the six-month format encourages client commitment and transformation, and guest lecturer Jane Ashley, MA, shares her intuitive, heart-centered approach for transitioning from the Health History to closing the deal.

Module 16 (12 Clock Hours): In Module 16, students will learn the differences between celiac disease, a wheat allergy, and gluten sensitivity. Guest lecturer Rachel Begun, MS, RD, provides tips for and insights into gluten-free living, and students are provided a list of resources and meal ideas to support gluten-free lifestyles. Guest lecturer Jennifer Esposito shares her journey with celiac disease and stresses the importance of being your own advocate. Guest lecturer William Davis, MD, explores the history of grains and questions their place in the diet. Students are introduced to home environment, one area of the Circle of Life. They'll work through a guide to cultivating a healthy home environment and complete an exercise to evaluate environment, relationships, well-being, and money to increase energy and vitality. Finally, students will learn quick tips to create more balance in love, health, and finances.

Module 17 (9 Clock Hours): In Module 17, guest lecturer Libby Weaver, PhD, explains the nervous system and its impact on overall health. Students will explore the effect that stress has on dietary choices, the physiological effects of stress, and how to break the destructive cycle. Guest lecturer

Sue Neufeld discusses meditation and breathing for optimal health and shares basic breathing exercises for relaxation and clarity. Guest lecturer Jamie Zimmerman, MD, discusses the benefits of establishing a meditation practice and leads a guided meditation. Students will continue to explore how meditation can serve them and their bodies. Then, Joshua leads students in exercises that bring awareness to the capacity to manage their emotions and teaches the importance of a coaching program that focuses on primary food and explains how to use the Circle of Life with future clients. Additionally, students are given tips for coaching clients through primary food.

Module 18 (10 Clock Hours): Module 18 begins with Joshua encouraging students to consider the quality of their sleep. Guest lecturer Rubin Naiman, PhD, teaches the importance of sleeping and dreaming for optimal health. Students will explore how inadequate sleep can affect health and how to improve sleep hygiene, and guest lecturer Arianna Huffington discusses how adequate sleep can increase productivity, focus, and creativity and prevent burnout. Students will also learn about adrenal health, including a group discussion on caffeine consumption and its impact on adrenal health. Students receive a brief introduction to social life, one area of the Circle of Life, and will learn techniques to improve their social life as an adult. Students complete a primary food check-in.

Module 19 (9 Clock Hours): In Module 19, students will explore the rise of added sugar in the food supply, including the top dietary sources of added sugar, and how excess sugar consumption impacts hormonal health. Guest lecturer Sarah Wilson returns to share how to support clients through cutting out sugar and processed foods. Joshua explores causes of cravings, along with constructive, mindful strategies for navigating them successfully. Finally, guest lecturer Christine Hassler debunks the modern obsession with having a perfect life and teaches how to stay true to your core desires.

Module 20 (12 Clock Hours): In Module 20, Joshua teaches the real meaning of healthcare and eating healthy, while Pete Evans serves up advice on how to heal through food. Guest lecturer Mehmet Oz, MD, FACS, discusses the most common health issues driving the aging process and how Health Coaches can help. Students are also given methods for building their client base, including relationship building and developing add-on services. They'll explore the steps for conducting a successful healthy pantry makeover and learn how to develop a supermarket tour for clients. Students will learn how to launch their business and take their website live and be introduced to online tools to reach their audience and explore how to build their brand. They'll also learn how to make their Health Coach Website interactive and dynamic with custom forms.

Module 21 (9 Clock Hours): In Module 21, students will learn tips for coaching clients through nutrition details and secondary food, including how to use the Integrative Nutrition Plate in their coaching practice. Guest lecturer Shaunna Menard, MD, describes the importance of a mind-body approach in creating sustainable weight changes and provides steps to support holistic weight loss. Students will learn how to seek out the root cause of an issue and put the concept of “treat the cause, not the symptom” into practice. Students will learn the basic structure and potential benefits of a food diary. Joshua explains his concept of single-pointed focus, and students will learn how to build confidence by leveraging strengths. Students will explore basic business structure and touch on advanced business strategies. Finally, they will learn the next steps in practicing Health Histories, the challenges of being an entrepreneur, and the first steps in thinking like a business owner.

Module 22 (10 Clock Hours): In Module 22, guest lecturer Jennifer Iserloh discusses signs and symptoms associated with orthorexia and how to move beyond it. Guest lecturer Amy Pershing, LMSW, ACSW, shares with students the reality of binge eating and weight stigma, along with best

practices for coaching through disordered eating. Guest lecturer Geneen Roth explores the connection between core beliefs and diet, followed by a look at how to break free from compulsive eating. Joshua provides students with additional information on the relationship between body image and disordered eating. From a business perspective, students will receive a comprehensive introduction to the foundation of marketing their business and complete an exercise to build their ideal client avatar. Joshua will also lead students in getting clear on their target market.

Module 23 (9 Clock Hours): Module 23 begins with guest lecturer David Katz, MD, MPH, who discusses how lifestyle medicine can reverse current trends in chronic disease and advocates for a whole-family approach to children's health. Joshua introduces the Myers-Briggs Type Indicator and how it can be leveraged as a coaching tool to allow for personalized interactions. He will introduce what it means to be a highly sensitive person, including the ins and outs of being a highly sensitive person. Guest lecturer Michael Ellsberg discusses how students can tap into and cater offerings to their clients' desires.

Module 24 (11 Clock Hours): In Module 24, guest lecturer Colette Heimowitz, MS, discusses the Atkins Diet and the importance of protein. Guest lecturer Mark Sisson explores a new way of eating that aligns the food we eat with the expectations of our genes. Joshua explores blood type and body composition and shares diet and lifestyle suggestions for each blood type. Students are also provided with a questionnaire to determine their metabolic type. Additionally, students will be introduced to the DiSC personality styles, which can be used to turn hesitant potential clients into paying clients. Joshua offers advice to students and answers questions on conducting the 6-Month Program with clients as a Health Coach. Students will practice steps for addressing and resolving client hesitations during a Health History consultation. Students will review setting rates for services correlated with their worth, followed by an exercise in estimating fair rates and exploring factors that add value to services.

Module 25 (12 Clock Hours): Module 25 begins with students learning about the bio-individuality of plant-based diets, and guest lecturer Neal Barnard, MD, FACC, explores the power of veganism. Students will also learn how they can begin coaching with their Mid-Certificate badge! Joshua then gives tips for scheduling and pricing client sessions, and discusses how to move beyond the common paradox that Health Coaches may face. He helps clarify where students are in their process and how to reach out for support to move forward. Students will learn how to set firm boundaries with clients and understand why they should be selective in choosing clients. In this module, students will take a look at what procrastination really means and intellectual input and energy output.

Module 26 (11 Clock Hours): In Module 26, students will learn the fundamental concepts of Ayurveda with guest lecturer Robyn Youkilis. Students will then learn about doshas and get lifestyle suggestions for each, and Joshua introduces them to regional and faith-based diets. Guest lecturer Daniel Vitalis explores how humans can return to a more wild, natural state. Students will receive an overview of the elements water, fire, earth, and air. Students will learn how a Health Coach can serve as a catalyst for a client's transformation. Guest lecturer Michael Ellsberg shares how to use personal stories of transformation as a tool to inspire change in clients' lives.

Module 27 (9 Clock Hours): In Module 27, students will learn about Coaching Circles, and Joshua introduces the theory of macrobiotics. Guest lecturer Alicia Silverstone shares her journey to health and encourages students to embrace their own health awakening. Students will learn how skin can serve as a window to internal health, and Joshua introduces students to seaweed, a less

conventional source of protein. Guest lecturer Tom Malterre, MS, CN, explores common dietary irritants and explains the Elimination Diet and the basics of food combining for optimal digestion. Students will learn how to get nutrients from foods that may already be in their kitchen. Guest lecturer Cynthia James, MA, shares the impact of freedom and authentic truth telling, and students will complete an exercise to focus and unify energy, leading them to choose clients within their scope of practice. Guest lecturer Nitika Chopra tells students how to build a business based on what “lights them up.” Students will also complete a visualization exercise to help them discover what's true for them.

Module 28 (11 Clock Hours): In Module 28, guest lecturer Christiane Northrup, MD, FACOG, explores the intimate connection between food and love. Joshua discusses intrinsic healing and the natural evolution of health coaching and explains the difference between constitution and condition. Guest lecturer Liz DiAlto shares five foundational guidelines for cultivating self-love. Joshua teaches how being “bad” can be good and shares a simple exercise to practice “being bad.” Students will learn strategies to create brand awareness and tips for creating professional-looking images.

Module 29 (11 Clock Hours): In Module 29, guest lecturer Lesley James, MD, presents the keys to menstrual wellness and teaches nutrition guidelines to balance the menstrual cycle and improve women's health. Students will learn about balancing hormones and the menstrual cycle using the principles of primary food. Guest lecturer Joan Borysenko, PhD, shares an overview of mind-body medicine and its role in healing. In this module, students will also learn how to create a blog to build their health coaching practice. Guest lecturer Michael Ellsberg shares the power of social media with students. Students will receive ideas to build a vibrant online community, grow their list, increase brand awareness, and build a thriving coaching practice using their blog and website.

Module 30 (10 Clock Hours): Module 30 starts off with guest lecturer Dan Buettner introducing students to longevity and happiness in the Blue Zones. Guest lecturer Amy Jo Goddard shares the importance of nurturing and increasing dynamic sexual energy. Students will complete a primary food check-in. Joshua focuses on creating a strong social media presence and using social media as a platform for building brand awareness, and students will learn tips for using Twitter.

Module 31 (9 Clock Hours): In Module 31, guest lecturer Bernie Siegel, MD, shares advice on how students can love the life they live. Students also learn how to release limiting beliefs and create a new story through physical movement. Guest lecturer Paul Epstein, ND, explains how to connect the mind and body to help clients heal, and Joshua covers the effects of anger on the body. Students will take a new look at marketing and its role in a holistic business and explore how sharing their authentic story can positively impact their business.

Module 32 (11 Clock Hours): In Module 32, guest lecturer Daniel Amen, MD, shares his brain-training plan to live longer and healthier. Guest lecturer Libby Weaver, PhD, shares how to support elimination and detoxification for optimal health. Students will learn to identify the neurotoxins that exist in the environment and food supply and look at whole foods shown to support brain function. Students will receive a brief introduction to spirituality, one area of the Circle of Life, and Joshua guides students in sharing their relationship with spirituality. In this module, students will learn how to grow their business with a strategic marketing plan focused on the best marketing tactics for their target audience. Guest lecturer Gabrielle Bernstein shares her approach for successful marketing.

Module 33 (9 Clock Hours): Module 33 begins with an exploration of three theories on food combining. Guest lecturer Marc Perry, CSCS, CPT, shares tips on how to stay fit as a busy professional. Guest lecturer Manisha Thakor, MBA, CFA, returns to explain the value in joy-based spending and shares tips for doing it responsibly. Students will explore how group coaching can benefit both their business and clients. They'll learn how to set up a 6-Month Group Program and effectively coach clients in a group setting with nine basic techniques for coaching a group. Recommendations for leading a group coaching program are also included.

Module 34 (10 Clock Hours): In Module 34, Joshua addresses the powerful roles that genetics and environment have on an individual. Guest lecturer Ann Cooper teaches the importance of transforming school food one lunch at a time, while Joshua encourages students to get involved at a local school to improve children's nutrition and become part of the solution. Guest lecturer Amy Kalafa explores a holistic approach to children's health and education, and guest lecturer Deborah Lewison-Grant, PhD, speaks about the critical role of teachers and Integrative Nutrition Health Coaches in transforming school food. Guest lecturer Allison Carmen and her daughters give an example of how change can happen as they share how they changed the food in their school district. Students will also learn how to attract clients who align with their business and will explore the client funnel, focusing on how it can help turn leads into clients.

Module 35 (10 Clock Hours): In Module 35, guest lecturer Pamela Yee, MD, explains the importance of farmers in the healthcare system. Guest lecturer Daphne Miller, MD, discusses holistic farming for improved health and shares how to navigate your local farmers' market. From a business perspective, students will learn how to create engaging emails and newsletters, including a review of spam email and tips and strategies to consider when sending newsletters to attract new clients.

Module 36 (11 Clock Hours): In Module 36, guest lecturer Mark Bittman shares his thoughts on the American food system and how to take a stand for real food. Guest lecturer Michael Jacobson, PhD, discusses controversial topics in food and nutrition, such as GMOs, supplementation, and saturated fats. Students will learn about the pharmaceutical industry's impact on healthcare, and guest lecturer Jeffrey Smith explores the risks associated with GMOs in the food supply. Students will learn how their education at IIN syncs with who they are and discover their capacity for influencing the world. They'll also explore what inspires them to interact with their favorite brands and how to create calls to action.

Module 37 (8 Clock Hours): Module 37 begins with guest lecturer Howard Lyman discussing the importance of living within environmental limits. Students will learn the truth behind factory farming and receive a guide to finding humanely raised and sustainable products. They'll learn tips on navigating the economy and keeping finances on track while improving spending and saving habits. Additionally, students will perform a quick checkup on their financial health and learn the benefits and how-tos of writing and promoting an ebook.

Module 38 (8 Clock Hours): Module 38 begins with guest lecturer Vani Hari encouraging students to find their voice and take action. This is followed by an explanation of how the government influences the American diet, the role that government has in nutrition, and how to get involved with food policy. Guest lecturer Nancy Weiser, MBA, will share secrets she uses to transition and inspire clients into a second 6-Month Program. Students will learn how to write effective emails for promoting their health coaching program using a simple, effective template.

Module 39 (9 Clock Hours): Module 39 begins with guest lecturers Kerry Bajaj and Jennifer Mielke sharing the ins and outs of working alongside doctors. Guest lecturer Melissa Wolf, MD, gives her top ten tips for confidently approaching and collaborating with physicians. Guest lecturer Shaunna Menard, MD, discusses how to appeal to physicians and initiate professional partnerships. Guest lecturer Manisha Thakor, MBA, CFA, is back again to explain the basic principles of personal investing for the future and retirement. Students will explore education, one area of the Circle of Life, and discover the benefits of being part of a mastermind group and get tips for starting their own mastermind group.

Module 40 (11 Clock Hours): Module 40 begins with guest lecturer Deepak Chopra, MD, sharing the biology of where we came from and six essential habits to cultivate and maintain well-being. Students will explore the importance of taking risks in the present moment and living in alignment with the future they desire to create. Joshua then discusses how to let go in order to move forward, which is followed by an inspirational excerpt about embracing change and the space between. He also shares a powerful story related to confidence and challenges students to be their authentic self as they move forward in their career. He then leads an exercise to help students visualize and create strength for the future. Students will be guided through a final primary food check-in. The program wraps up with Joshua encouraging students to take what they've learned and turn the corner.

Coaching Circles (9 Clock Hours): Throughout the Health Coach Training Program, students will participate in six 90-minute Coaching Circle sessions. Students will be able to choose and sign up for sessions that fit their schedule. During the Coaching Circles, students participate in a group coaching environment under the guidance of a Health Coach. Students will be able to practice their coaching skills and receive feedback and advice from their Coaching Circle coach as well as other students.

Health Histories (5 Clock Hours): During the Health Coach Training Program, students will practice using the skills they are learning by completing six Health Histories. To complete Health Histories, students will identify a friend, family member, or even a fellow student to serve as a client. The "client" will complete the Health History form, and the student will conduct a practice coaching session using coaching tips, leading questions, and online resources. Finally, students will enter information and notes into the IIN Learning Center and have the opportunity to discuss their progress in Coaching Circles, the Facebook group, and the discussion forums.

Advanced Programs

Business Practices for Health Coaches

Length: 100 Clock Hours

The Business Practices for Health Coaches program is a year-long mentoring program designed to help students continue to successfully build and expand their health coaching practice. This program will cover all of the basics, from identifying a target market to creating an elevator speech. This basic knowledge becomes the foundation as students dive deeper into advanced business concepts, such as creating a sales funnel and generating leads.

Students will learn these valuable business skills through personalized mentoring, straightforward curriculum, homework assignments, and assessments.

The program is comprised of 38 modules along with 6 introductory modules, covering everything from business strategies, to copywriting, to using social media. At the end of each module, there will be an assignment and a group discussion.

Additionally, there will be a self-quiz at the end of every 5 modules (8 total), as well as a graded test at the end of every 10 modules (4 total). Student must earn a 70% or better cumulative GPA to earn a Certificate of Completion.

Objectives

Upon completion of the Business Practices for Health Coaches program, students will be able to create realistic goals and objectives and use resources to grow their business and help more individuals achieve health and happiness.

Specifically, each graduate of IIN's Business Practices for Health Coaches program will be able to:

- Create and use a sales strategy
- Set a basic budget
- Identify their target market
- Write engaging copy to promote their business
- Increase and manage leads
- Demonstrate public speaking and PR skills
- Use online and social media marketing to expand their business
- Develop strategies for growth, including partnerships, outsourcing and more

Outline and Descriptions

Introductory Modules (3 clock hours)

- Welcome to the Program
- Running a Business is Like Running a Marathon
- Successful Accountability Partners
- How to Set & Manage Priorities
- How to Limit Distractions
- Tools to Limit Distractions and Increase Productivity
- Jumpstart Checklist
- Using Serendipity as a Business Strategy

Module 1: What's Your Why (2 clock hours)

What got you into health coaching? What lights a fire in you and inspires you to take action despite fear? This module will help you to clarify your primary motivators for starting a business. This will help to root you in intention when the going gets tough (which it inevitably will).

Module 2: Envision Your Success (2 clock hours)

This module will help you to define what success looks like for you. In this module, you will set client goals and financial goals for your business, which you will reference throughout the program.

Module 3: Entrepreneurial Mindset (3 clock hours)

Ever wondered what makes an entrepreneur tick? What do they think about? What motivates them? This module will help you to develop the mindset of an entrepreneur so you can begin to take the steps to become self-employed, full-time.

Module 4: Procrastination and Perfection (2 clock hours)

Do you procrastinate work until the last minute? Do you get stuck on projects because you're waiting for it to be perfect? This module will help you get out of the self-sabotaging cycles of procrastination and perfection so you can get work done and bring in more clients.

Module 5: Shift Your Identity (2 clock hours)

Master success coach Rob Scott who will talk about the concept of identity shifting, showing you how to examine your limits, challenge them, and change them. It will also guide you through the process of choosing new, empowering beliefs to replace your old limiting ones.

Module 6: Legal Issues (3 clock hours)

This module will teach you the basics of what you need in your business to protect yourself from a legal standpoint. It also includes templates you can use in your own business for legal coverage.

Module 7: Bio-individuality in Business (2 clock hours)

This module will help you to discover what works for YOU in your unique business. We are all different. In this module, you will assess your strengths and weaknesses to create a business model and plan that works for you as an individual.

Module 8: Strategies for Success (3 clock hours)

Each person is unique when it comes to what is going to be the best for them and their business. Business mentor Marie Forleo will speak to you in this module about creating happiness and success that is specifically tailored to your needs.

Module 9: Taking Action (2 clock hours)

This module will help inspire you to take action so you can get the results you're looking for. We will cover the mindsets that keep us from putting ourselves out there, as well as how to leverage the opportunities that currently exist in our network.

Module 10: Networking (3 clock hours)

This module will help you to become a master networker, to feel comfortable speaking about the work you do, and become the go-to person at any networking event (whether you're an extrovert or not).

Module 11: Follow-up (3 clock hours)

Ever wonder how many times or how often you should follow up with a potential client? This module will help you to master techniques to follow up with prospects, leads, and potential clients in a way that feels natural and unobtrusive.

Module 12: Close the Deal (3 clock hours)

This module will help you learn how to close the deal in a way that feels authentic to you. We will teach you how to do sales in a way that is not aggressive or pushy, so you can feel really good about helping your clients choose themselves and their health.

Module 13: Sales Strategies (3 clock hours)

Most people have some sort of limiting beliefs when it comes to money, sales, and selling. In this module, life coach Christine Hassler will talk about how to remove those beliefs and replace them with solid strategies for increasing sales and enrollment, as well as how to change objections from potential

clients into opportunities to coach.

Module 14: Private and Group Coaching (2 clock hours)

This module will help you to create private and group coaching programs that work for your unique style of coaching, as well as support your clients to create the change they're looking for.

Module 15: Public Speaking (3 clock hours)

Scared of public speaking? This module will help you to get started as a public speaker, how to craft your signature speech, and how to increase your confidence in front of a crowd.

Module 16: Workshops (2 clock hours)

This module will help you to create and market workshops that you can host online and offline to build leads and attract new clients.

Module 17: Copywriting (3 clock hours)

Do you ever read your favorite blog and think, "They nailed that article!" That's the effect good copywriting has on its readers. Well, you can be a great copywriter, too. This module will teach you the basics of writing good copy, so you can speak more directly to your audience and increase sales.

Module 18: Website Makeovers (3 clock hours)

Is your website working for you, or is it more just an online business card? This module will help you to understand the essentials you need for a website that converts viewers into subscribers and prospects into buyers.

Module 19: Sales Funnels: Part 1 (3 clock hours)

This module will help you to understand how to generate more leads online so you can build your email list and increase your sales. We will teach you how to use an opt-in offer (or free gift) to build your list and how to get more people to download your opt-in.

Module 20: Sales Funnels: Part 2 (3 clock hours)

This module will help you to take the leads you've generated through your free gift and convert them into paying clients by setting up automated emails that build and nurture the relationship with these new subscribers.

Module 21: Online Marketing (3 clock hours)

Does online marketing make your head spin? Are you unsure of where to start when marketing yourself on the internet? This module will help you to understand how you can generate leads online using simplified SEO (search engine optimization), social media, and blogging.

Module 22: Social Media (3 clock hours)

This module will help you learn how to navigate the world of social media, how to use it to effectively bring in more leads, and how to avoid the time sucks that decrease productivity. We will cover the basics of using Facebook, Twitter, YouTube, and LinkedIn.

Module 23: Money Mindset (2 clock hours)

This module will help you to discover more about your money story and how to overcome any limiting beliefs you have around money that are keeping you from having the successful business you desire.

Module 24: Know Your Numbers (2 clock hours)

This module will help you to understand the financial aspect of running your business. You will learn about the numbers every entrepreneur needs to be aware of. We know it numbers can be scary, but we'll teach you how to make friends with your finances!

Module 25: Master Your Money (2 clock hours)

Have you ever heard of feng shui? In this module, financial freedom expert Kate Northrup will help you clear out your clutter and turn your space into a money-making magnet so that you can boost your prosperity and increase your financial freedom.

Module 26: Raise Your Rates (2 clock hours)

This module will teach you how to comfortably and confidently raise your rates so that you can earn more money from coaching while leveraging your time and working with less clients.

Module 27: Target Market (3 clock hours)

Ever wonder what to say when you go to a networking event? This module will help you understand target markets, ideal client avatars, and how to craft an elevator pitch that will make referring to you easy.

Module 28: Personality Profiling (2 clock hours)

Individual personalities play a major role when it comes to finding ways to bring prospective clients on board and understanding how you can best serve your existing clients. In this module, DISC expert Eric Barron teaches the basics of DISC personality profiling and explains how it can help you strategize your coaching and sales.

Module 29: Marketing 101 (3 clock hours)

This module will help you to conduct market research and get into the head of your client. This will allow you to create better programs and craft better copy that will compel your ideal clients to work with you.

Module 30: Book Yourself Solid (2 clock hours)

In this module, bestselling author and business expert Michael Port will teach you the basics of the simple sales conversation and help you in understanding why people will want to buy what your selling. In addition, he'll outline his "Red-Velvet Rope Policy" that will help you to ensure you're only working with your ideal clients.

Module 31: Build Your Business Model (3 clock hours)

This module will introduce you to the many different business models including Depending on what kind of business you want to pursue, there are a number of models to consider, including private coaching, group coaching, workshops, and public speaking. We will walk you through the pros and cons of each, so you can decide which elements you want to incorporate into your practice.

Module 32: Referral Marketing (2 clock hours)

This module will help you to grow your business through word-of-mouth marketing and referrals. You will learn how to approach other companies and practitioners about joint venture partnerships and how to ask others to refer to you.

Module 33: Online Programs (2 clock hours)

This module will help you to develop, launch, and market an online program that will serve as a gateway to your higher-level offerings, such as private or group coaching.

Module 34: Integrate Health Coaching with Additional Services (3 clock hours)

Do you practice another modality besides health coaching? This module will help you to merge health coaching with another modality, such as yoga, personal training, or culinary arts.

Module 35: Publicity (3 clock hours)

Want to be famous? Okay, maybe not Hollywood famous, but you deserve to be known for incredible work you do! This module will help you learn the basics of getting good publicity, as well as offer you tools to be your own publicist.

Module 36: Laying the Foundation for Success (2 clock hours)

This module will help you to create a marketing plan that works for your unique business, based on the goals you create for yourself. We will walk you through figuring out your conversion rate (or how many sales you make per number of people you talk to) and how you can use this information to create your marketing plan.

Module 37: Outsource Your Business (2 clock hours)

This module will help you understand how to outsource parts of your business so that you can focus more on coaching and less on running your business. You will learn how to do this in a way that works with your budget and allows you more freedom to do what you love.

Module 38: Next Steps (3 clock hours)

This module will help you to figure out what your next steps are post-program. Remember that you have access to the private Facebook group for six months after graduation, so you can continue to ask questions, interact with your classmates, and receive support from course moderators.

Coaching Intensive Practicum

Length: 92 clock hours

The Coaching Intensive Practicum is a 12-week interactive online course is designed for Health Coaches to improve and refine their coaching skills in a supportive environment while completing the education requirements to sit for the National Board for Health and Wellness Coaching (NBHWC) exam to become a National Board-Certified Health and Wellness Coach (NBC-HWC).

The Coaching Intensive Practicum provides continued learning opportunities for Health Coaches to hone their passion and skills to excel at their craft. This course will focus on learning and applying evidence-based best practices in health coaching as outlined by NBHWC. The course contains a mix of pre-recorded, asynchronous learning materials and synchronous live learning and practice components. These group calls and interactive assignments are where learning comes to life, helping students to solidify their knowledge and vastly improve their ability to effectively and appropriately coach clients.

Objectives:

- Upon completion of the Coaching Intensive Practicum program, students will be able to:

- Demonstrate NBHWC-consistent coaching competencies in simulated coaching exercises with classmates
- Comprehend and articulate Health Coach scope of practice and code of ethics, understanding how and when to refer to other providers
- Explain the coaching process as outlined by NBHWC, listing key objectives and desired outcomes for each phase
- Establish a coaching agreement and collaboratively discuss the components with a client
- Demonstrate effective communication techniques to expand and focus the conversation and describe when it is most beneficial and appropriate to use these techniques
- Co-create the coaching relationship to establish trust and rapport and demonstrate coach acumen to include empathy, active listening, non-judgment, and exploring and seeking clarity
- Describe and demonstrate learning strategies that empower the client to take self-directed action, increase confidence, and encourage self-efficacy
- Demonstrate following the client's agenda in eliciting goals and desired outcomes, tracking progress and accountability, and evaluating and closing the coaching session
- Identify a client's readiness to change and apply the appropriate behavior change strategies for each stage of the transtheoretical model of change
- Recognize key health markers and health criteria to identify risk factors for chronic disease and support clients with healthy lifestyle behaviors and preventive health measures
- Summarize and differentiate the challenges of behavior change for lifestyle and health improvement and harness a client's intrinsic motivation to enact behavioral change by using the processes and techniques of motivational interviewing

Module Outline & Descriptions:

There are 12 modules in the Coaching Intensive Practicum program, plus a Pre-Course Bonus Module.

Pre-Course Bonus Module (4 clock hours)

The Pre-Course Module is a bonus module that welcomes students to the course, introduces the basic concepts, and helps them get set up for success. The Orientation section will walk students through the structure of the course and their graduation requirements so they know exactly what to expect and can plan accordingly. Students will also learn about the NBHWC certifying exam and what they will need to prepare their application.

The Foundations module will lay the groundwork for understanding the specific role and definition of Health Coaches, according to the NBHWC. The fundamental question focused on is, "What is coaching?" In this module, the course explores established definitions of what health and wellness coaching is and compares it to related professions to flesh out what coaching is not. This will help students conceptualize the value of their profession and the boundaries of the health coach's scope of practice.

Module 1: Coaching Foundations, Preparation, and Program Structure (8 clock hours)

In Module 1, students will learn about the three phases of a coaching program and the key processes and goals for each. How to co-create a coaching relationship and why this is important will be highlighted. Students will learn how to be fully present for their clients and practice preparing for and showing up to a coaching session with focus and presence. A review of how to establish a coaching agreement, the major components of it, and how to discuss it with clients in the initial session will also be done. Lessons will analyze and deconstruct sample coaching agreements, and students will be prompted to create their own. Additionally, a deeper conversation of scope of practice, considering what exactly Health Coaches can and cannot do and what their role is in the healthcare field will be held.

Module 2: Create a Client-Centered Coaching Relationship (6.5 clock hours)

In this section of the course, students will explore how to establish a client-centered relationship and how this creates the foundation for positive client outcomes. Elements of a client-centered coaching relationship and practice building trust and rapport will be taught, in addition to the power of listening and how to develop active listening skills and coaching presence. Lastly, this module will discuss how to apply these foundational skills to hold space for clients to process their emotions.

Module 3: Effective Communication Techniques (7.5 clock hours)

This module focuses on the exploration of the coaching process and the skills and competencies that help foster positive client outcomes. Students will learn about and practice using techniques and tools that will foster effective communication in a coaching relationship. A review of basic communication skills taught in prior initial Health Coaching certification programs will be conducted (including reflecting, mirroring, and summarizing). Students will explore and apply more advanced communication techniques to expand the conversation and encourage clients to go deeper.

Techniques that coaches can use to focus the conversation and help clients move forward will be discussed, and the class will explore how to use powerful questions and best practices for exploring and seeking clarity. Additionally, the class will reflect on when and how it is most appropriate and helpful to apply the various skills learned in this module.

Module 4: Enhance Awareness and Foster New Perspectives (6.5 clock hours)

This module explores the concept of self-awareness and address how conscious knowledge of one's own character, feelings, motives, values, and desires can impact progress. An emphasis on one of the major keys to coaching success: shifting perspective will tie into transcending beliefs and considering wider or alternative perspectives is the foundation of all change. Application and process of these skills will be a major focus of this module, where students will learn how to identify and overcome limiting beliefs that can hold clients back from making change and practice coaching through this process.

Module 5: Motivation and Techniques for Inspiring Change (7 clock hours)

This module focuses on how a client must be internally motivated and ready to take action in order for meaningful and lasting change to occur. Further exploration will be taken around a client's motivation and willingness to change before moving into the goal-setting process. This module will take an in-depth look at how motivation and emotion are resources for goal-oriented behavior and students will review the necessary conditions to support these two critical elements. This module also focuses on an in-depth introduction to motivational interviewing, a well-established communication process for inspiring client-identified change, and students will learn how to apply it and practice using it in coaching sessions. Lastly, practice looking for "change talk" and "sustain talk" from clients and how to work with them to help clients move forward will be highlighted.

Module 6: Work Through Ambivalence and Resistance (6.5 clock hours)

A continued exploration of motivational interviewing and how to apply this methodology to clients who are stuck or resistant is the focus in this module. Students will explore why clients get stuck and how to most effectively work with those who experience resistance or ambivalence around making a change. The class will be prompted to think critically about how to navigate these scenarios as a coach and practice using motivational interviewing tools to help clients through roadblocks. Lastly, the module will explore how to support clients with acceptance and emotional healing to overcome challenges and past hurts and promote positive growth moving forward.

Module 7: Set Goals, Track Progress, and Monitor Accountability (7 clock hours)

Students will focus on coaching as the process of empowering clients to dig deep and use their inner resources to create change. In this module, there is in-depth instruction about and practice using the transtheoretical model (also known as the stages of change model) as a powerful tool for assessing a client's readiness to change. A review of best practices for goal-setting techniques and practice helping clients set "S.M.A.R.T." goals will be highlighted. Students will explore how to facilitate learning and results for their clients in a way that takes individual needs and styles into account and places the responsibility on the client to take action. The class will look at how to help clients move forward and design their actions by discussing best practices for goal setting and planning. This module will also address how clients can track their own progress through effectively monitoring their action steps and overall growth.

Module 8: Positive Psychology Resources and Support (7 clock hours)

A positive and client-empowered approach can boost confidence and self-efficacy, having a profound impact on client progress and coaching outcomes. In this module, the class will explore how the power of positivity – leveraging a client's strengths and values and creating empowering and growth-facilitating experiences – can encourage progress, especially during the middle phase of coaching. Students will learn and practice how to most effectively tap into a client's strengths and available resources to help them propel toward their goal. Additionally, instruction will focus around how to consider how clients can harness their intrinsic motivation and emotions to increase self-efficacy and work through challenges and fears. A discussion of the major theoretical components of positive psychology, including the PERMA model – a tool focusing on how positive approaches can have a profound impact on client outcomes, and practice using it with clients is a key coaching application feature.

Module 9: Group Coaching Skills and Facilitation (6 clock hours)

Students will discuss and practice how to apply the skills and competencies learned in this course to working with clients in a group setting. The class will compare group and individual coaching in terms of both skills used and structure. A consideration will be taken into effect of the pros of group coaching for coaches and clients and which types of clients may benefit the most from a group setting. Students will explore the phases of the coaching process applied to a group setting, how to effectively form and facilitate a coaching group, and tips for structuring coaching sessions and group activities. Lastly, students will learn how to navigate different personalities and learning styles during group coaching sessions to allow for the most effective interaction between clients.

Module 10: Professional Development for Health Coaches (6 clock hours)

In this module, the class will consider professional development and legal aspects of health coaching. Students will review and discuss the NBHWC Code of Ethics and consider the professional responsibility of coaches to conduct themselves in an ethical manner. The module will highlight how to analyze and reflect on a variety of scenarios that present potential ethical dilemmas and discuss how coaches would move forward with the client. The class will also revisit an exploration into a health coach's scope of practice and consider how it is different from, but related to ethics. Students will explore the topic of cultural sensitivity and competency, with the opportunity to critique various coaching scenarios. The class will have an opportunity to explore professional considerations for coaches, including HIPAA compliance, proper record keeping and file storage, and legal considerations for working in a healthcare setting. The module will wrap up with an outline for continued professional development.

Module 11: Promoting Whole-Person Health (11 clock hours)

Wellness is a multidimensional concept that includes more than just physical health. In this module, students will explore the many facets of wellness and how to take a holistic approach to working with clients to help them achieve increased well-being and work toward their personal wellness vision. The class will apply the skills learned so far in the class, integrated with the specifics of healthy eating and nutrition, physical activity, social connection, sleep hygiene, stress management, spiritual connection, and mental well-being. Students will review and critique various coaching scenarios and consider how to approach these topics with clients and work with them to create sustainable and long-lasting change.

Module 12: Chronic Disease & Behavioral Risk Factors (9 clock hours)

In this final module, the class will explore the risk factors, symptoms, and prognosis of the major chronic diseases. An in-depth review will be held of health markers and criteria for various conditions and risk factors, including obesity, blood pressure, cholesterol, and blood sugar, as well as the criteria for metabolic syndrome. Students will explore how to discuss behavioral risk factors with clients and how to identify and properly approach red flags. Lastly, there will be a review of the recommendations for prevention and management of the major chronic diseases, focusing on diet and lifestyle.

Gut Health Course

Length: 67 clock hours

The Gut Health Course consists of 16 weekly modules, through which students learn how gut and digestive health can impact overall health and wellbeing. In this course, students learn about the structure and function of the human digestive system and gut microbiome, and the various ways that these systems can be disrupted and impaired. Students also learn about the various ways to improve and maintain good gut health through diet and lifestyle. An emphasis is placed on looking at the interconnectedness of all parts of the body, and how an imbalance in the gut can affect other systems and the body as a whole. This course is offered to health professionals who can apply this information to their work with clients.

Objectives:

- Upon completion of Gut Health Course, students will be able to:
- Explain the causes and symptoms of the various gut health disturbances
- Gain a working knowledge of the gut microbiome and the role that gut bacteria play in both digestion and whole-body health
- Apply their knowledge to help and empower clients to achieve greater health and wellness by supporting gut health through diet and lifestyle
- Distinguish and articulate their boundaries of scope of practice as a Health Coach when working with clients who have gut health concerns or conditions
- Demonstrate how to appropriately work alongside various healthcare professionals to provide a complementary service for individuals with gut imbalances or conditions
- Synthesize their coaching skills and knowledge of gut health to create individualized approaches to guide their clients as they work to achieve optimal health
- Identify diet and lifestyle modifications that may naturally support the health of the digestive system, gut microbiome, and systems in the body

Module Outline & Descriptions:

There are 16 modules, plus a Pre-Course Bonus Module, in the Gut Health Course.

Pre-Course Bonus Module (3 clock hours)

The Pre-Course Module is a bonus module that welcomes students to the course, introduces the basic concepts, and helps them get set up for success. In this module, students learn about the structure and expectations of the course, take an introductory look at gut health and the basics of the microbiome, review the scope of practice of a Health Coach, and learn how they can take actionable steps to grow their practice and support individuals with gut health.

Module 1: Introduction to the Microbiome (4 clock hours)

This section provides an introduction to the gut microbiome and the microbes who call the gut their home. Students discover the intimate connection gut microbes have to both proper digestion and good health. Students are taught about germ theory and how the eradication of germs and a societal obsession with cleanliness may actually be leading to a rise in chronic disease. This section also covers how the human gut microbiome develops in utero, during childbirth, and in infancy. Module 1 also teaches the best practices for feeding gut microbes, keeping them diversified, and minimizing harm.

Module 2: Introduction to Digestion (3.5 clock hours)

This section of the course provides an overview of the anatomy and physiology of the digestive system. Students are taught about the three phases of digestion and what happens during each stage, as well as the two types of digestion and the roles they play in each phase. This module explains how nutrients are absorbed during digestion and the hormones that are involved in the digestive process. Additionally, information is provided to prompt students to think about how, as a Health Coach, they can effectively inquire about a client's digestion and their relationship to eating.

Module 3: Bowel Movement Basics (4 clock hours)

This section of the course explains what constitutes a healthy bowel movement and what signs may be cause for concern or lifestyle improvements. Students learn about the different types of stool, the signs of possible issues, and how this topic of conversation can comfortably be approached with clients. Module 3 also discusses the ways an individual can naturally improve the quality of their bowel movements through simple and natural lifestyle changes.

Module 4: Eating for Gut Health (3.5 clock hours)

In this section of the course, students learn about the health benefits of spices and herbs that can have a positive effect on the gut, and the different ways they can use them in their cooking. Students also learn about what polyphenols are, how they are beneficial to health, and the food sources they are most abundantly found in.

Module 5: Stress and Gut Health (4 clock hours)

This section of the course focuses on what stress is and how chronic stress affects proper digestion and the health of the gut microbiome. Students learn how to support clients with stress management and reduction, with an emphasis on creating a peaceful mealtime ritual.

Module 6: The Gut-Brain Connection (4 clock hours)

In this section of the course, students learn about what the vagus nerve is and how it relates to gut health and the gut-brain axis, aka "the second brain." Students are taught about what can happen when vagal tone is poor and are introduced to a common condition related to dysfunction of the gut-brain axis called irritable bowel syndrome (IBS). Students are taught how to apply this information so they can help coach their clients to improve the health of the vagus nerve and help them manage their IBS symptoms from within their scope of practice as a Health Coach.

Module 7: Immunity and the Gut (4 clock hours)

Module 7 provides in-depth information about the immune system and the ways that it is intimately connected with the gut. Students also learn what happens when immunity in the gut is compromised and how this can lead to the development of autoimmune and autoinflammatory conditions, including Celiac disease, type 1 diabetes, and inflammatory bowel disease.

Module 8: Food Intolerances and Leaky Gut (4 clock hours)

In this module, students learn the difference between food allergies and food intolerances. Students also learn about the causes and symptoms of leaky gut, as well as ways to strengthen the gut lining and improve gut health to help repair damage associated with this common condition.

Module 9: Blood Sugar, Metabolism, and Obesity (4 clock hours)

This module explores the connections between blood sugar, metabolism, and obesity. Students learn how excess body fat and high blood sugar can negatively impact the gut. Students also learn about the gut's role in obesity, and ways that they can support clients who wish to achieve more balanced blood sugar.

Module 10: Fungal Overgrowth (3 clock hours)

In this module students learn about what Candida is and the most common reasons that an overgrowth can occur. Students are taught about the various ways that Candida overgrowth can show up in the body and the dietary and lifestyle modifications that can promote balance.

Module 11: SIBO, Heartburn, and Acid Reflux (4 clock hours)

In this section of the course, students learn about small intestinal bacterial overgrowth (SIBO) and the three major types of esophageal discomfort: heartburn, acid reflux, and gastroesophageal reflux disease (GERD). Students are taught about what the condition is, the various reasons it can develop, the differences amongst them. Additionally, students are taught how to support clients using simple nutrition and lifestyle modifications as a Health Coach while they also seek medical treatment from their healthcare provider to help find relief from their discomfort and prevent relapse.

Module 12: The Connection Between Gut and Hormones (4 clock hours)

In this section, students learn about the connections between the thyroid and the gut. Students are taught why thyroid disorders can have such a large and lasting effect on the digestive system. This module also explores what the estrobolome is and the role it plays in processing excess estrogen from the gut. Students learn how to apply basic steps clients can take that may promote better thyroid health and processing free estrogen in the body through improvements in diet and lifestyle.

Module 13: Toxin Exposure and Detoxification (4.5 clock hours)

In Module 13, students learn how toxins from food, the environment, and personal products find their way into our bodies and enter the gut. This module provides students with a solid understanding of how environmental toxins can disrupt gut health and how to identify the top sources of toxins in both consumables and household products. Students will also learn safe ways to support the body's natural detoxification process and how to support their clients who wish to detoxify within their scope of practice as a Health Coach.

Module 14: Probiotic & Supplementation Support (4.5 clock hours)

Module 14 provides an overview of the different types of dietary supplements, including probiotics, and the common reasons clients may want to take them. Students are taught what to look for when trying to identify a high quality supplement. They are also provided with general information about common supplements that may be helpful for certain individuals who seek to improve their gut health. This module also dives into the benefits of prebiotics, fiber, and fermented foods as nourishment for the gut.

Module 15: Eastern and Alternative Approaches (4.5 clock hours)

In this module, students learn about the basic philosophies and principles of Ayurvedic medicine - an ancient practice that developed in India - as well as become familiar with the three doshas and five elements and how they relate to dosha imbalance. They'll also explore Traditional Chinese Medicine concepts like qi, yin, and yang and how they can relate to gut health and digestion. Students will learn about ways to incorporate these ideas into their work and how they can support clients who see practitioners who practice Ayurveda and Traditional Chinese Medicine.

Module 16: Collaborating With Healthcare Professionals (4.5 clock hours)

This module focuses on helping students apply the concepts they learn in this course through their work as a Health Coach. Using case studies and examples, students are prompted to think about and explore how they can work in conjunction with various medical practitioners and how they might approach working with clients who have gut health concerns. Students will also become familiar with basic lab tests for gut health that their clients may undergo with their healthcare

Hormone Health Course

Length: 95 clock hours

The Hormone Health Course is comprised of 24 online modules that explore how hormonal health and balance can impact overall health and well-being in both men and women. Students learn about the major hormones that make up the endocrine system, how and why they can get off balance, and the most common disorders of hormone imbalance. Additionally, students will understand how to apply the knowledge gained through this course within their scope of practice as an Integrative Nutrition Health Coach to support their clients' hormonal health and balance through diet and lifestyle improvements.

Objectives:

Upon completion of Hormone Health Course, students will be able to:

- Explain the causes and symptoms of the various hormonal imbalances
- Apply their knowledge to help and empower clients to achieve greater health and wellness by supporting hormonal balance through diet and lifestyle
- Distinguish and articulate their boundaries of scope of practice as a Health Coach when working with clients who have hormone imbalances
- Demonstrate how to appropriately work alongside various healthcare professionals to provide a complementary service for individuals with hormonal imbalances or conditions
- Synthesize their coaching skills and knowledge of hormone health to create individualized approaches to guide their clients as they work to achieve optimal health
- Identify diet and lifestyle modifications that may naturally support the health of various hormones and systems in the body

Module Outline & Descriptions:

There are 24 modules, plus a pre-course orientation module, in the Hormone Health Course.

Pre-Course Module (4 clock hours)

The Pre-Course Module is a bonus module that describes what students should expect from this course and the ways in which they can maximize their success right away. This section also covers tips for how to effectively coach clients towards improving their hormone health, working alongside healthcare professionals to help remedy hormone issues, defining a niche as a health coach, and creating change.

Module 1: Introduction to the Endocrine System (3.5 clock hours)

This section of the course teaches an overview of the nine major endocrine glands and their specific roles in the body. Students learn how the endocrine system regulates vital body processes such as metabolism, growth, sleep, and reproduction.

Module 2: Understanding Basic Hormone Imbalances (3.5 clock hours)

This module discusses the most common hormone imbalances, the symptoms of each, and how to get them back on track. Students also learn about the five most common female hormone imbalances and the most common genetic mutations.

Module 3: Conditions Associated with Hormonal Imbalance (4 clock hours)

In this section of the course students will gain an understanding of the most common conditions associated with hormone imbalance and learn how to recognize their symptoms. This section also discusses hormonal conditions related to the female reproductive system.

Module 4: Maximizing Nutrition to Balance Hormones (6 clock hours)

This module focuses on maximizing nutrition through the three macronutrients – fat, carbohydrates, and protein. Students will learn and practice how to tailor their approaches to meet individual needs when it comes to diet.

Module 5: Special Diets for Balancing Hormones (6 clock hours)

This module teaches students about diets with different proportions of fat, protein, and carbohydrates and which diets may be helpful for individuals with certain needs. Students learn how different macronutrient ratios in the diet may promote or disrupt hormone balance. This section also describes several popular diets that may help optimize hormone health for certain individuals.

Module 6: The Mighty Micronutrients (5.5 clock hours)

This section of the course teaches students about the major micronutrients, including vitamins, minerals, and trace elements. Students learn from which food sources these micronutrients come from, why they are needed, and what can happen in the body when deficiency occurs. This module also discusses supplementation of micronutrients.

Module 7: Balancing Blood Sugar for Optimal Hormone Health (6 clock hours)

In this module, students examine the connection between blood sugar, insulin resistance, and hormone imbalances. Students also learn about the symptoms and conditions related to high blood sugar, as well as the specific diets, nutrients, and supplements that may help prevent, manage, or reverse these conditions.

Module 8: All About the Adrenals – Part 1 (4 clock hours)

This module teaches about the role of adrenal glands and their hormones, how this system can get out of balance, and the consequences this can have on hormonal balance and overall health. This module introduces HPA axis dysfunction – commonly known as “adrenal fatigue” and describes the effects of this condition.

Module 9: All About the Adrenals – Part 2 (3.5 clock hours)

This section of the course expands on the subject of the adrenals, specifically focusing on HPA axis dysfunction. Students are taught how stress can disrupt the adrenal system, what the consequences are of prolonged HPA axis dysfunction, and the lifestyle changes that can help with re-balancing.

Module 10: All About the Adrenals – Part 3 (3.5 clock hours)

Module 10 provides a more in-depth discussion of the effects of stress on both the body and the brain. Students learn the harmful effects of chronic stress. Also, in this module, students are taught a step-by-step protocol that can be adapted for use with clients for stress reduction and adrenal support.

Module 11: The Connection Between Gut Health & Hormones – Part 1 (2.5 clock hours)

This module teaches students about the physiology and environment of the gut. Students also learn about the four most common conditions that can arise from gut imbalances and the symptoms most commonly experienced.

Module 12: The Connection Between Gut Health & Hormones – Part 2 (6 clock hours)

In this module, students examine the connection between gut health and hormone health, looking closely at how the gut is connected to the nervous system and specific hormones. This module also provides a step-by-step protocol that can be adapted for use with clients to improve their gut health.

Module 13: A Crash Course in Men's Hormonal Health with Dr. Susie Gronski (3.5 clock hours)

Visiting teacher, Dr. Susie Gronski, shares her expertise on the topic of male hormones and male pelvic pain. Students learn about the function and role of androgens, with an emphasis on testosterone. Students are taught which hormones are necessary for healthy male sexual function, the negative effects of stress on male hormones, and natural ways to boost testosterone levels.

Module 14: Thyroid Health – Part 1 (3.5 clock hours)

This section of the course introduces the thyroid. Content includes the structure of the thyroid, its roles within the body, and the various ways it can malfunction. Students will explore the causes of these malfunctions and how they can affect important bodily processes, such as menstruation and reproduction.

Module 15: Thyroid Health – Part 2 (3.5 clock hours)

This module examines the connection between thyroid imbalance and sex hormones. Students learn about why women are so much more likely to develop thyroid diseases. Also, in this section of the course, students learn about the effects that environmental toxins can have on the thyroid and are guided through a step-by-step protocol for supporting thyroid health.

Module 16: Menstruation (3.5 clock hours)

Module 16 provides an in-depth overview of the four phases of the menstrual cycle. Students learn what a healthy menstrual cycle should look like, and how to recognize abnormalities that may signify an issue

or imbalance. Students learn how to apply this information to work with their female clients to live in alignment with their cycle and achieve good reproductive health.

Module 17: Healthy Fertility & Pregnancy with Christa Orecchio (4 clock hours)

In this module, visiting teacher, Christa Orecchio, teaches students about natural ways to support fertility and conception - from preconception nutrition to strengthening the growing baby in the womb. She'll also talk about common health-related challenges couples experience when they experience trouble conceiving. Students learn about lab tests that can be run to detect potential fertility issues and the steps they can take towards increasing their chances of natural, healthy conception.

Module 18: Ovarian Function and Pelvic Pain Conditions – Part 1 (3 clock hours)

This module takes an in-depth look at the female reproductive system, female sex hormones, and the roles they play in the different stages of the menstrual cycle. Also, in this section of the course, students learn about the ways that the ovaries can malfunction and the most common female pelvic pain conditions.

Module 19: Ovarian Function and Pelvic Pain Conditions – Part 2 (2 clock hours)

In this section of the course, students are taught about the various causes of low libido, the hormones involved, and how to support and empower their clients to generate solutions for getting their sex drive back on track. This module also discusses female pelvic pain and how to provide support for those who are experiencing this kind of frustrating discomfort.

Module 20: Menopause (3 clock hours)

This module of the course teaches students how to educate, support, and empower their female clients during the transitional years of perimenopause and menopause. Students learn natural ways that may help these clients experience relief from their menopausal symptoms.

Module 21: Detox to Balance Hormones (2.5 clock hours)

In this section, students learn about the phases of liver detoxification. Students will learn the top ways to reduce one's toxic load, and natural ways to support the health and function of the liver. This section of the course also teaches students about the most common endocrine disruptors, including where they are most commonly found and what their effects are.

Module 22: Toxin Identification and Genetic Mutations (2.5 clock hours)

In this module, students learn about the ways that environmental toxins can enter the body way through diet, common household products, and daily living. This module also revisits the major genetic mutations that can affect the body's ability to detoxify and the options that exist for genetic testing.

Module 23: Understanding Testing Options and Results (3 clock hours)

In this section of the course, students are taught about basic lab tests as well as tests that assess hormone levels, food sensitivities, and toxicity. Students learn about optimal ranges and how and why these values differ from standard values. Students are provided with an overview of the standard and optimal ranges for various tests, while learning what they can and cannot do with this information, in terms of their scope of practice.

Module 24: Supplements for Balancing Hormones (3 clock hours)

In this section of the course, students learn how to identify what constitutes a quality supplement. Students are taught how to approach the topic of supplements from within their scope of practice. This

module also teaches students about supplements that can support hormonal health, fertility, and stress-related conditions.

Coaching Mastery Course

Length: 69 clock hours

The Coaching Mastery Course is comprised of 10 online modules, teaching students how to sharpen and expand their coaching skills, overcome personal beliefs and barriers, and apply theories of psychology, coaching, and counseling to better understand the forces that shape and influence human behavior. By engaging in practice sessions and applying the material to their own lives, students will grow and develop both personally and professionally. In addition, students will gain a deeper understanding of their scope of practice when working with clients as Integrative Nutrition Health Coaches.

Objectives:

Upon completion of Coaching Mastery Course, students will be able to:

- Apply major principles of coaching psychology to enhance client participation, outcomes, and satisfaction
- Engage in self-exploration and personal development exercises to work through fears, blocks, biases, and challenges that can interfere with one's ability to coach effectively
- Practice core coaching skills to develop one's personal coaching style, expertise, and to become comfortable participating in a coach-client relationship
- Understand how universal principles of human behavior can influence behavior change and goal-oriented outcomes
- Apply concepts from well-researched theories of counseling and psychology to help clients gain deeper self-awareness and mastery over habit change
- Develop and demonstrate mastery of advanced coaching skills for individual and group health coaching

Module Outline & Descriptions:

There are 10 modules, plus a pre-course orientation module, in the Coaching Mastery Course.

Pre-Course Module (5 clock hours)

The Pre-Course is a bonus module that welcomes and orients students to the course. In this section, students learn what to expect from the course and gain tips on how they can maximize their success and get the most out of their time in the program. Students are provided with a review of their scope of practice as a Health Coach. Students are also taught tips for closing the deal with clients with confidence, how to make their coaching program unique, and prompts them to think about how they can format their business in the way that works best for them and their clients.

Module 1: Dynamic Coaching (7 clock hours)

This section of the course features visiting teacher, Dave Buck, who teaches and encourages students to view coaching through a new lens of coach and player, imagining that they are training their client like an athlete to perform their best in a game. This section of the course teaches the fundamentals of how to form dynamic coaching relationships and how they and their clients can align themselves with their

visions of success. Additionally, students learn how to design their environments for success and how to acknowledge fears as a tool to expand their coaching business.

Module 2: Connect with Your Clients (5.5 clock hours)

In this module, students learn how to apply the fundamental skills of coaching that will build trust and warmth in their coaching relationships and gain an understanding what's necessary to create warmth and intimacy in client sessions. Students explore how to establish meaningful relationships with clients, listen deeply, mirror effectively, and practice from a place of true authenticity.

Module 3: Go Deep (6.5 clock hours)

In this section of the course, students are taught how to expand their repertoire of fundamental coaching skills by honing their high-mileage questions, accessing greater self-awareness, and trusting the intuitive compass.

Module 4: Support Change (6 clock hours)

This section teaches students the core principles of lasting behavior change, including learning how to lovingly challenge clients, help perfectionists achieve balance, and set the kinds of goals that actually stick.

Module 5: Strengthen Commitment with Motivational Interviewing (6.5 clock hours)

In this module, students learn concepts and techniques from Motivational Interviewing that can be applied to help clients work through ambivalence and resistance and into purposeful action.

Module 6: The Power of Beliefs (9 clock hours)

This module teaches students how to identify, challenge, and transform limiting beliefs that hold them and their clients back emotionally and in their lives. Students learn how to use the process of mastering mindset to create major transformation. Students also explore the concept of self-sabotage and why clients get "stuck."

Module 7: Diversity & Oppression (7 clock hours)

This module teaches students about how to develop awareness of biases and stereotypes in order to move beyond them and meet clients without judgment. Additionally, students learn to apply the concepts of multicultural competency to understand how to better relate to any client, regardless of their background.

Module 8: Work Through Difficult Emotions (7.5 clock hours)

In this section of the course, students learn how to manage their own feelings in order to create and hold space for clients to process, feel and release difficult emotions. Students learn how to facilitate emotional release, support clients with grief and anxiety, and create a safe space for clients to be vulnerable with their emotions.

Module 9: Group Coaching (4.5 clock hours)

In this module, students learn how to develop group coaching facilitation skills. Students are taught and about group theory, group dynamics, and advanced skills for facilitation. Students learn how to create a group using a group proposal outline, as well as learn a variety of icebreaker activities that can help break the ice and encourage group cohesion.

Module 10: Leverage Your Story (4.5 clock hours)

In this section of the course, students learn how to leverage their own personal stories to become powerful and influential public speakers. Visiting teacher, Melissa Binkley, teaches students how to do this using her intuitive transformational speaking approach. Additionally, students learn the basic principles of positive psychology in the module, and how they can apply them to help clients leverage their unique strengths to improve their wellbeing.

Launch Your Dream Book

Length: 98 clock hours

Launch Your Dream Book is a 6-month online course that teaches graduates of the Health Coach Training Program how to write, self-publish, and promote their own book. Students are provided with all of the tools and steps for how to successfully write, publish, and promote their own book. The course includes training on public relations, marketing, and how to pitch to the media. Additionally, students learn how to position themselves to attract media and speaking opportunities and clients.

Objectives:

Upon completion of Launch Your Dream Book, students will be able to:

- Create a book outline, develop writing prompts based on this outline, and utilize these prompts to write a book on the topic of their choosing
- Understand and apply the various steps involved in self-publishing a book using a third party self-publishing platform
- Select and assemble a team of professionals to assist with their editing, photography, and design needs
- Implement various marketing strategies to increase credibility as an author, attract opportunities, and boost book sales

Module Outline & Descriptions:

There are 20 modules, plus a pre-course orientation module and a Pre-course Warm Up module, in Launch Your Dream Book.

Welcome & Orientation Module (1.5 clock hours)

This introductory module provides information about the course including a course overview, Facebook participation guidelines, and tips for time management. Students also learn how they can work with an accountability partner, and the benefits of doing so.

Pre-Course Warm-Ups (5.5 clock hours)

This section of the course includes warm-up exercises and writing prompts. Also, in this bonus module are tools to help students release perfectionism, set “beyond the book” goals, define their rewards, speak about their plans to write a book, and envision their dream book.

Module 1: Laying the Foundation & Who Is Your Ideal Reader (4.5 clock hours)

This module includes resources to help students lay out the foundation for their book and define who their ideal reader is.

Module 2: Pick Your Path & Create an Outline (6.5 clock hours)

This module guides students to gain clarity about their genre and publishing path. Students are encouraged to create a simple outline for their book.

Module 3: Jumpstart Your Writing & Publishing Timeline (4.5 clock hours)

This module will help students write an introduction and use their simple outline to create writing prompts. Also, during this module, students will gain access to the Publishing Timeline, which will help them pace themselves throughout the rest of the course.

Module 4: Supporting Your Writing (4 clock hours)

This module teaches students how to find their own authentic writing voice and unique style.

Module 5: Book Organization & Check-In (3.5 clock hours)

This module will provide students with resources to help them solidify the organization of their book.

Module 6: Publishing 101 (3.5 clock hours)

In this module, students are taught the basics of self-publishing and how to set up their publishing account.

Module 7: Create Your Publishing Team (6.5 clock hours)

This module includes resources and tools for students to create their own publishing team, as well as a publishing budget.

Module 8: Pre-Sell and Crowdfunding (4.5 clock hours)

In this module, students learn how to pre-sell their book before it's done.

Module 9: Create an Award-Winning Cover (4 clock hours)

This module teaches students a variety of ways to create a great cover - whether they choose to do it themselves or hire a designer.

Module 10: Create an Award-Winning Layout (5 clock hours)

This module teaches students how to create a great interior for their book, either through their own design or by hiring a designer.

Module 11: Back Cover Text & Bio (3.5 clock hours)

In this module, students learn how to create back cover text and an author bio for their book. Students are provided templates to help them get started.

Module 12: Reviews & About the Book (4.5 clock hours)

This module guides students on how to create an "About the Book" page to share with media and reviewers. Students also learn how to request a book review from colleagues and well-known professionals.

Module 13: Putting the Book Together (5 clock hours)

This module contains information on how to upload a book to CreateSpace, as well as distribution, the Library of Congress, and ISBN numbers.

Module 14: Build a Tribe & Sell Your Book & Super Simple Sales Plan (5.5 clock hours)

This module provides students with tips and resources to help build their tribe and community. Students also learn how to create an easy sales plan for their book.

Module 15: Public Relations 101 (5.5 clock hours)

This module provides students with tools and resources to effectively pitch their book to the media.

Module 16: Social Media 101 (4 clock hours)

This module teaches students the various social media platforms to consider for their book. Students also learn marketing strategies and ten ways to build their email list.

Module 17: Build a Speaking Platform & Outline (4.5 clock hours)

This module provides students with the tools and techniques for crafting their unique message and building a speaking platform.

Module 18: Launching & Marketing (3.5 clock hours)

This module walks students through the final stages of launching, marketing, and promoting their book.

Module 19: Anatomy of a Best-Seller (4 clock hours)

This module provides students with tools and techniques to become an Amazon best-seller.

Module 20: Beyond the Book (4.5 clock hours)

In this module, students create their “beyond the book” plan to encourage them to keep going and building momentum with their work

Emotional Eating Psychology

Length: 97 clock hours

The Emotional Eating Psychology Course is designed specifically for Integrative Nutrition Health Coaches who are interested in helping clients navigate and find freedom from emotional and compulsive eating patterns. This 24-module, online course teaches a variety of coaching techniques and strategies to guide clients toward a healthier relationship with food and their bodies for weight loss and improved health. Students will explore their own relationships with food and apply the information from this course through case study examination, reflective exercises, and guided practice.

Objectives:

Upon completion of Emotional Eating Psychology Course, students will be able to:

- Identify common psychological, biological and cultural contributing factors to emotional eating, cravings, and unhealthy food relationships
- Coach clients who struggle with emotional eating from within the scope of practice of an Integrative Nutrition Health Coach
- Facilitate the client’s use of emotional coping strategies for self-awareness, self-connection, and self-empowerment that create space for sustainable, nourishing habits
- Use positive and sustainable eating habits by helping clients find their own middle ground, take a long view of progress, and work with ongoing setbacks and self-sabotage
- Create individually-based strategies to support clients around weight and body-image related issues

- Identify key differences between emotional eating, eating disorders, and healthier approaches to eating
- Support clients around nourishing themselves beyond food through relationships, movement, and other areas of life

Module Descriptions:

Pre-Course Module: Where to Start (1 clock hours)

This bonus module is delivered to students upon registration for the course to provide them with foundational knowledge and information to help them maximize their success in this course. Students will learn about the structure of the course, resources available to them, and expectations. Students will also be provided with an introduction to emotional eating, in which they will learn about common links between food and emotions, the prevalence of unhelpful eating habits, and the general boundaries of their scope of practice as an Integrative Nutrition Health Coach.

Module 1: Emotions 101 (1.5 clock hours)

This module focuses on emotions. Students will learn how to identify emotions, as well as the four components of emotional intelligence and its significance to coaching clients through emotional eating. They will learn the valuable purposes of emotions in creating self-connection and connection with others. Students will learn four ways that they can support clients around emotional healing, using a case study to practice applying the material.

Module 2: Emotional Eating 101 (1.5 clock hours)

In this model, students will learn five ways of conceptualizing emotional eating, including common differences between emotional hunger and physical hunger. They will learn to identify basic habit loops and apply them to eating behaviors. This section covers some primary drivers of emotional eating, as well as how emotional eating contributes to self-disconnection. Students will learn how to integrate all of this material into working with clients within their scope of practice as health coaches. They will use a case study and coaching partner work to help them apply and practice the material.

Module 3: Stress & Emotional Eating (1.5 clock hours)

This module focuses on stress and the roles that it can play in emotional eating. Students will gain knowledge on the stress response, the stress cycle, the emotional eating cycle, and how they all influence each other. They will learn about how they can support clients in moving toward a more positive stress cycle within their scope of practice, using a case study and coaching partner to apply and practice the material.

Module 4: Body Image & Emotional Eating (1.5 clock hours)

In Module 4, students explore the concept of fitting into cultural norms and ideals, as well as the role that culture plays in body image. Students will learn how both unhelpful body images and emotional eating can fuel disconnection from self and others. They will explore their own self-image and learn how to help clients explore personal connections between body image and emotional eating habits, using a case study to apply and practice the material.

Module 5: The Power of Story (1.5 clock hours)

In this section of the course, students will learn about the value of storytelling as a coaching tool. They will learn key benefits of storytelling and the importance of focusing on language when connecting with clients around sensitive topics like emotional eating. Students will gain self-awareness into the roots of

their personal food narratives and be introduced to the Eating Story as a tool for coaching emotional eating. They will use a case study to apply the material and practice guiding a coaching partner through an Eating Story.

Module 6: The Healthy Bias (1 clock hours)

This module focuses on biases and limiting beliefs as possible contributing factors to emotional eating and other unhelpful food relationships. Students will deconstruct their personal health and weight biases and assumptions, as well as gain understanding as to how these affect their coaching practice. They will gain understanding about connections between biases and limiting beliefs and learn how limiting beliefs can keep clients stuck in emotional eating cycles. They will use a case study and coaching partner to apply and practice using three basic frameworks for challenging current beliefs and biases.

Module 7: Eating Disorders (1.5 clock hours)

This section of the course focuses on eating disorders. Students will learn how to identify common eating disorders and how to differentiate them from emotional eating. They will gain knowledge about how eating disorders can play a role in gender, sexual orientation, ethnicity, and athletics. They will learn how they can support clients with a history of or current eating disorder within their scope of practice by using specific coaching strategies and working as a member of a larger treatment team.

Module 8: Eating in the Matrix (1.5 clock hours)

This module presents the idea of the matrix as a metaphor for how cultural norms can influence lifestyle habits, including eating. Students will be provided with three broad lenses to help deconstruct four common one-size-fits-all eating approaches, as well as three common ways of using food for a purpose other than physical nourishment. Students will use a case study and coaching partner practice to apply the material and use neutral and nonjudgmental language to guide exploration of current eating habits and mindsets.

Module 9: Cravings (1.5 clock hours)

This module focuses on cravings. Students will learn key aspects and roots of physical and emotional cravings and how they relate to emotional eating habits and mindsets. They will learn how to conceptualize cravings as useful information and how to use food qualities to help clients decode specific cravings and make helpful food swaps. Students will be provided with basic guideposts to empower clients around cravings based on individual considerations. A case study, as well as self-reflective exercises, will help clients apply and practice the material.

Module 10: Sexuality & Emotional Eating (1.5 clock hours)

This module focuses on intersections between sexuality, intimacy, and emotional eating. Students will learn how food, sex, and relationships can be used to fill voids, as well as how emotions like fear and shame can create unhealthy attachments to food and sex. They will explore how eating and sex can serve as forms of both pleasure and indulgence, due in part to cultural messages and norms. Students will learn coaching strategies that help clients positively shift self-destructive behaviors around food and intimacy.

Module 11: The Science of Emotional Eating (1.5 clock hours)

In this module, students will gain knowledge about some of the biological factors that can contribute to emotional eating habits and cycles. They will explore connections between stress, sleep, and eating patterns like food choice, appetite, and digestion. Students will learn major chemical messengers that play a role in all of these processes, as well as how chronic emotional eating habits can dysregulate these

messengers. They will apply the material to their own eating habits and use a case study to practice the material with a coaching partner.

Module 12: The Impact of Sugar (1 clock hours)

This module focuses on relationships between emotional eating and sugar. Students will explore ideas about self-medication and addiction, and the role of culture in perpetuating these mindsets around sugar. They will learn some of the science behind sugar's physical and emotional impacts, including its effects on stress and hunger. Students will learn strategies for talking to clients about sugar and helping them reduce sugar intake.

Module 13: Coaching Emotional Eating: An Overview (1.5 clock hours)

This module provides an overview of the second half of the course. Students will learn six basic guideposts for coaching clients through emotional eating, as well as the ten strategies that will be covered in the following modules. This module includes materials needed for weekly Accountability Coaching sessions and Case Study Challenges that students will use to apply and practice each module's material.

Module 14: Learn the Language of Food (1.5 clock hours)

In this module, students will learn how to expand on the Eating Story from earlier in the course using multiple frameworks and modalities, based on individual clients. They will learn how to help clients identify roots and triggers of eating approaches and apply three broad lenses to help clients identify overall eating patterns and cycles. This module includes a four-question framework to help simplify complicated food relationships with clients. Students will be able to explore their personal eating habits and practice the material via the weekly Case Study Challenge and Accountability Coaching session.

Module 15: Nourish from the Inside (1 clock hours)

This module focuses on the value of self-compassion and why it's an integral piece of coaching emotional eating. Students will receive tools for helping clients foster a self-compassionate mindset and practice self-nourishment in tangible ways. Students will have the opportunity to practice the material via the weekly Case Study Challenge and Accountability Coaching session.

Module 16: Empower the Mind (1.5 clock hours)

This module focuses on the benefits of self-empowerment and its role in coaching emotional eating. Students will gain information on how to use narrative therapy exercises within their scope of practice in order to encourage clients to fit out and reframe their Eating Stories using an internal locus of control. Students will be presented with ideas for researching the power of mindset and will be able to practice the material via the weekly Case Study Challenge and Accountability Coaching session.

Module 17: Connect to the #1 Expert (1.5 clock hours)

This module focuses on self-connection and self-trust. Students will learn about the body-brain pull and how it can inhibit self-trust. They will learn the value of tuning in to unique body signals and hunger rhythms, and they will learn six ways to help clients connect with and trust themselves. Students will be able to practice honoring their bodies' messages, as well as practice the material via the weekly Case Study Challenge and Accountability Coaching session.

Module 18: Nourish Beyond Food (1.5 clock hours)

This module focuses on finding nourishment beyond food itself and how this can help clients struggling with emotional eating. Students will learn how to facilitate the process of self-nourishment via a holistic

emotional healing toolbox, as well as how to support clients around relationships and physical activity within their scope of practice. Students will apply the material with personal research and practice the material via the weekly Case Study Challenge and Accountability Coaching session.

Module 19: Nourish the Eating Relationship (1.5 clock hours)

This module focuses on mindful eating and the benefits of coaching clients around eating with intention and mindful presence. Students will learn tangible mindful eating strategies that integrate health and satisfaction. They will apply and practice the material themselves, as well as via the weekly Case Study Challenge, the Accountability Coaching session, and with other people in their lives.

Module 20: Find A Middle Ground (1 clock hours)

This module focuses on key similarities between emotional eating and dieting. Students will learn biological and psychological reasons why diets don't work, as well as the benefit of individualized eating approaches. They will learn concrete strategies for helping clients more middle-ground approaches to food that are sustainable, enjoyable, and health-promoting. Students will practice finding a middle ground in multiple areas of their lives and apply and practice the material via the weekly Case Study Challenge and Accountability Coaching session.

Module 21: Build Boundaries (1.5 clock hours)

In this module, students explore the idea of creating boundaries around food: The benefits of boundaries, the importance of mindfulness and clarity, and how to use boundary setting as a tool for empowering clients around food. Students will learn specific strategies for building clear boundaries, as well as how to coach clients around social eating. Students will apply and practice the material via the weekly Case Study Challenge, Accountability Coaching session, and with people in their personal lives.

Module 22: Respect the Process (1.5 clock hours)

This module focuses on the process of behavior change and how to guide clients through strengths-based goal-setting and action-taking. Students will compare values and goals, and the importance of balance when coaching clients struggling with emotional eating. They will gain knowledge about how to work with resistance, setbacks, self-sabotage, and stuck habits and mindsets. Students will apply and practice the material via the weekly Case Study Challenge and Accountability Coaching session, as well as using metaphors like improv.

Module 23: Coach Through Weight (1.5 clock hours)

This module focuses on intersections between emotional eating, biology, culture, and lifestyle that might impact weight. Students will gain knowledge and practice having unbiased conversations about weight with clients and learn how to validate weight-related goals while exploring the why behind them. They will learn key strategies for supporting and positively challenging clients within their scope of practice. Students will be able to clarify their unique value as health coaches and will practice the material via the weekly Case Study Challenge and Accountability Coaching session.

Module 24: Marketing for Emotional Eating (1.5 clock hours)

This module focuses on marketing health coaching services, specifically for emotional eating. Students will learn how to identify their target markets and ideal clients, as well as how to craft a unique mission statement that defines their personal brand and can inform their marketing material. They will gain knowledge about how to find the clients they want to work with and the value of transparency with trying to connect with potential clients.

Specialty Courses

Alternative Health Remedies

Length: 3 Clock Hours

Alternative Health Remedies is a 6-module self-paced online program that supports students in exploring alternative and traditional health practices in their lives. Traditional and alternative ingredients and practices are making their way into the mainstream by way of food, supplements, and self-care. In this course, students will discover scientific principles and biochemical properties that have factored into the popularity of four alternative healing modalities: supplements, mushrooms, essential oils, and CBD. By the end of this course, students will feel confident experimenting with alternative health remedies, and integrating them into their health regimens without worry or risk.

Objectives:

Upon completion of Alternative Health Remedies, students will be able to:

- Describe alternative remedies and their purpose in overall health and well-being.
- Reflect on my bio-individual needs and evaluate personal health priorities.
- Explore the philosophies and tools that form the basis for Integrative Nutrition's approach to alternative health remedies.
- Experiment with a few alternative health remedies or practices to support my overall health.
- Reflect on which alternative health remedies work for me and develop a plan for future exploration.

Module Descriptions:

Module 1: Welcome & Orientation (.5 clock hours)

In this module, you'll learn about the safety and effectiveness of alternative health remedies and how you can use them to boost your current health routines. You'll also define your health goals with a Health Inventory and gain clarity around which alternative modalities, if any, are right for you. After this module, you'll have a solid foundation for what to expect and how alternative health practices can potentially improve your daily quality of life.

Module 2: Supplements (.5 clock hours)

In this module, you'll learn all about supplements. While you likely receive many messages from friends, family, and popular media about the best supplements to take, it's up to you to figure out which supplements might enhance your current routine and support your individual health. However, the choices can feel overwhelming. Luckily, this module will provide clarity and simplify the process for you. You'll learn the A to Z of supplements and how to determine which supplements might offer value. By the end of this module, you'll feel empowered to effectively research and make supplement choices that help you reach your health goals.

Module 3: Mushrooms (.5 clock hours)

In this module, you'll dive into the world of mushrooms. Mushrooms have been used as a health and healing aid for thousands of years, and their popularity continues to grow. You'll learn about the various types and sources of mushrooms, how to identify quality products, and the powerful impact that

mushrooms can have on your health. When you finish the module, you'll be able to make informed choices that help optimize overall health.

Module 4: Essential Oils (.5 clock hours)

What are essential oils and how do they work? What are the most effective ways to use them? In this module, you'll explore essential oils. You'll learn all the ways they can enhance your health not only physically but also mentally and emotionally. From skincare to cleaning products to relaxation techniques, you'll learn simple tips and tricks. You'll also explore what to look for in terms of ingredient sourcing and quality, giving you peace of mind when choosing essential oil products. You'll leave this module with an essential oil toolkit to use and adapt as your needs evolve.

Module 5: CBD (.5 clock hours)

In this module, you'll dive into CBD. From oils and lotions to edibles and pills, the variety of CBD products continues to grow rapidly. However, it can be difficult to know what exactly you're buying. You'll learn what CBD is, the science of it, and its far-reaching healing properties. You'll also learn how to determine the quality of CBD, including what to look for on an ingredient label, and practical considerations for daily use. When you're finished, you'll be prepared with knowledge and assurance that your choices are not only safe but also effective, based on your needs and goals.

Module 6: Putting It All Together (.5 clock hours)

In this module, we'll recap key points of the course and help you put it all together. You'll reflect on what you've learned and how you can integrate it into your daily life. We'll offer helpful tips for your ongoing journey toward health and alternative healing, no matter your goal. As you wrap up the Alternative Health Remedies course, you'll feel confident making choices about how to incorporate new products into your health routine in ways that work for you.

Detox Your Life

Length: 3 Clock Hours

Detox Your Life is a 6-module self-paced online program that helps students develop empowering, sustainable habits that energize their mind, body, and spirit. As they explore nutrition, beauty, home environment, and the mind-body connection, students will learn simple strategies for reducing toxins as well as practices that support clean living. By the end of the course, students will understand the power of detoxification and its purpose in overall health and well-being. They'll feel confident creating a personalized plan for clean living beyond the end of the course.

Objectives:

Upon completion of Detox Your Life, students will be able to:

- Describe detoxification and its purpose in overall health and well-being.
- Reflect on my bio-individual needs and evaluate personal priorities in the area of detoxing.
- Explore the philosophies and tools that form the basis for Integrative Nutrition's approach to detoxing.
- Experiment with small shifts that support detoxification, clean living, and overall health.
- Reflect on what works for me in the areas of detoxing and clean living and develop a plan for future exploration.

Module Descriptions:

Module 1: Welcome & Orientation (.5 clock hours)

This first module is all about setting you up for success. We'll break down what detox actually means and how our signature approach to health and wellbeing will give you the tools you need to embrace clean living as you detox your life. You'll begin your journey by checking in on where you are now with the Clean Living Inventory and get a sneak peek at the life-changing shifts you'll be able to make by the end of the course.

Module 2: Clean Nutrition (.5 clock hours)

In this module, you'll dive into physical detoxification through clean nutrition. You'll learn how to nourish yourself with foods that complement your unique body and energize you physically and emotionally. With renowned author, teacher, and speaker Dr. Deanna Minich as your guide, you'll learn to take a step-by-step approach to cleaner, more wholesome eating through simple habit and mindset shifts. By the end of this module, you'll have the tools you need to make cleaner nutrition decisions that work for you.

Module 3: Clean Beauty (.5 clock hours)

In this module, you'll learn how to detox your beauty practices from the inside out. Jazmin Alvarez, Founder and CEO of Pretty Clean Beauty, will show you how to kick off your beauty detox journey and incorporate clean beauty habits into your routine. From safe ingredients to environmental considerations to self-care, you'll explore how to enhance your beauty routine with sustainable habits and effective products. You'll also learn about natural beauty and reconnect with the beauty within.

Module 4: Clean Home (.5 clock hours)

In this module, you'll take a peek into what it means to have a clean home and how to design and care for your personal living space in ways that help you thrive. With the guidance of Christine Dimmick, author, founder, and CEO of the Good Home Company, you'll explore how to organize your home, choose safe and sustainable products, and detoxify the energy in your home. By the end of this module, you'll be prepared to create the clean living space of your dreams -- one that honors who you are as an individual.

Module 5: Clean Mind (.5 clock hours)

In this module, you'll explore two approaches to mental detoxing. First we'll cover, including mindfulness and self-generating more positive emotions. Then you'll learn more about the mind-body connection. Patricia Moreno, creator of the intenSati method, will guide you through an intenSati exercise including visualization, breath work, and movement. By the end of this module, you'll have all you need to integrate mental mind-body detoxing into your daily life in ways that work for *you*.

Module 6: Putting It All Together (.5 clock hours)

In our final module, you'll reflect on important concepts covered and how you can continue adding them to your life. You'll also complete the Clean Living Inventory again to track how far you've come. We'll offer helpful tips on your ongoing journey toward cleaner living and support you in creating your Clean Living plan. As you wrap up the Detox Your Life course, you'll feel confident building a cleaner way of living that will ripple into all areas of your life.

Whole Person Health

Length: 7 Clock Hours

Whole Person Health is a 6-module self-paced online course that helps students explore holistic health and well-being. They'll hear from top experts about physical health, mental health, emotional health, and spiritual health. Students will understand the power of a multidimensional approach to health and learn strategies to support living healthy in our modern world, including: nutrition, rest, processing emotions, relationships, and purpose. By the end of the final module, students will develop their unique approach to holistic health and create their own plan for independent success beyond the Whole Person Health course.

Objectives:

Upon completion of Whole Person Health, students will be able to:

- Understand the philosophies and tools that form the basis for Integrative Nutrition's approach to whole person health.
- Recognize that health is multidimensional and that multiple aspects of health interconnect to form overall health and wellbeing.
- Experiment with IIN's core concept of bio-individuality to support physical, mental, emotional, and spiritual health.
- Reflect on what works for them in regard to physical, mental, emotional, and spiritual health and develop a personalized plan for future exploration.

Module Descriptions:

Module 1: Welcome (1 clock hours)

This first module will help set you up for success. You'll meet Coach Anna, your IIN Health Coach guide for the course, and learn how the course is structured. She'll explain IIN's multidimensional meaning of whole person health and the value of personalizing your approach based on your individual needs. You'll also begin your health exploration by setting personal health goals based on where you are right now. By the end of this module, you'll have a solid foundation for what to expect and how this course can help you build a healthy lifestyle that works for you long-term.

Module 2: Physical Health (1.5 clock hours)

In this module, we'll highlight some core pillars of physical health: nutrition, sleep, and rest. You'll learn from speaker and author Max Lugavere about how to approach nutrition and strengthen immunity based on your unique needs. Health journalist Pilar Gerasimo will share the importance of honoring your body's wake cycles, known as ultradian rhythms, and how to incorporate more restful moments into your daily routine. You'll also hear from world-renowned Dr. Andrew Weil on how to promote health and longevity through lifestyle. By the end of the module, you'll be prepared to make effective step-by-step shifts toward greater physical health.

Module 3: Mental Health (1.5 clock hours)

Enhancing mental health can come in many forms -- including optimizing your relationship with stress, honoring emotions, and building resilience. In this module, you'll explore core foundations of mental health. Integrative medicine expert Dr. Ellen Vora will share key insights on processing emotions in order to cultivate mental strength. Entrepreneur and IIN Health Coach Latham Thomas will empower you to learn and grow from challenges. You'll also hear from leading stress expert Dr. Joan Borysenko, who will share the significance of the mind-body connection. You'll leave this module with tools and strategies to relieve symptoms of stress and support mental health in ways that promote long-term health and happiness.

Module 4: Emotional Health (1.5 clock hours)

In this module, you'll gain a deeper understanding of how to tune into your emotional health. Dr. Lissa Rankin will guide you in developing a meaningful relationship with all aspects of your personality and emotions. Visiting Teacher Michelle Maldonado will teach you how to cultivate emotional intelligence in interpersonal relationships. You'll also reflect on personal and collective trauma and learn how to strengthen your relationships with others. By the end of the module, you'll have practical action steps to reconnect with yourself and foster meaningful relationships that support your overall well-being.

Module 5: Spiritual Health (1 clock hours)

As daily life continues to shift, connecting with spirituality is more important than ever. In this module, we'll look at several key aspects of spiritual health that can help guide you in your ongoing wellness journey. First, you'll learn how to honor all aspects of your personal identity as it changes over time. Cynthia James will show you how to rewrite your personal narrative so that your past does not define your future. Then, Light Watkins will help you explore how to leverage who you are to support personal growth and move toward your greater purpose. You'll leave the module with a strong spiritual foundation to carry forward into your whole person health journey.

Module 6: Closing (.5 clock hours)

In our final module, we'll recap key takeaways and prepare you for going out into the world with what you've learned. You'll reflect on powerful whole person health concepts and how you can continue integrating them into your daily life. We'll help you create your Whole Person Health Plan so that you feel confident adapting your health journey in ways that work for you now and in the future. As you wrap up the course, you'll be well-equipped to support yourself and others in building a holistic, personalized health approach.

Student Support

E-mail: support@integrativenutrition.com

Students are also welcome to submit inquiries *via* the Learning Center (LC) which remains available twenty-four hours a day, seven days a week. Students receive answers to all questions submitted *via* the LC within forty-eight hours – and often much sooner.

Credit for Previous Education and Training

The Institute for Integrative Nutrition values all forms of learning and all previous formal learning. However, IIN does not accept transfer credits, regardless of source, and requires all students completing the IIN Health Coach Training Program to complete the entire 40-week program in order to earn IIN's diploma.

Job Placement and Certification

Job Placement

Health Coach Training Program:

One of the goals of the Institute for Integrative Nutrition is to encourage an entrepreneurial spirit amongst its students and give graduates the tools they need to take charge of their futures as health

coaches. The entire Health Coach Training Program is purpose built to provide knowledge and skills that health coaches need to start their own business, and includes an entire course dedicated to helping students start a successful career. Additionally, IIN provides support to alumni—not just students—giving new graduates access to assistance should they need it.

Advanced Courses:

The advanced courses have been developed for Health Coaches to gain additional skills and knowledge to advance their practice and/or business. While there are not specific job placement services designated for these programs, students enrolled have access to alumni services provided by IIN.

Specialty Courses:

The specialty courses are not intended to prepare students for employment. They are personal interest courses.

License or Certification

Graduates of Health Coach Training Program can sit for an optional certification exam offered by the IAHC. This certification exam is not required.

Regulation

Licensed by

State Board of Career Colleges and Schools
30 East Broad Street, Suite 2481
Columbus, Ohio 43215

The Institution for Integrative Nutrition is not accredited.

Cancellation and Refund Policy

Health Coach Training Program

Withdrawal and Refund Policy. Students can withdraw from the Course at any time by providing written notice to IIN. IIN provides a prorata refund of the Course tuition, based upon the number of modules used, through 100% of program completion, as follows:

- a. No person, including IIN, may contract to receive, or demand, in the event of cancellation of a contract for future services, more than the total of:
 - i. five percent of the cash price, but not to exceed fifty dollars, and
 - ii. a pro rata portion of the total price, representing the proportion of services used or completed.

In addition, IIN may receive or demand the cost of any ancillary goods which the student has consumed or wishes to retain after cancellation of the contract. In no instance shall IIN collect more than the full contract price from the student.

- b. Within ten days after a contract for future consumer services has been cancelled, IIN shall tender to the student any payments made in excess of the amounts permitted to be retained pursuant to subdivision two of this section.
- c. Cancellation. Cancellation shall occur:
 - i. when the student mails to IIN a notice of his/her intent to cancel, or
 - ii. where IIN has actual notice of the student's intention to cancel, or
 - iii. where the student fails to attend consecutive scheduled classes or lessons constituting at least twenty-five percent of the total lessons or time contracted for, without informing IIN in writing that he/she intends to remain enrolled.

All Advanced Courses

Withdrawal and Refund Policy. Students can withdraw from the Course at any time by providing written notice to IIN. IIN provides a prorata refund of the Course tuition, based upon the number of modules used, through 100% of program completion, as follows:

- a. No person, including IIN, may contract to receive, or demand, in the event of cancellation of a contract for future services, more than the total of:
 - iv. five percent of the cash price, but not to exceed fifty dollars, and
 - v. a pro rata portion of the total price, representing the proportion of services used or completed.

In addition, IIN may receive or demand the cost of any ancillary goods which the student has consumed or wishes to retain after cancellation of the contract. In no instance shall IIN collect more than the full contract price from the student.

- b. Within ten days after a contract for future consumer services has been cancelled, IIN shall tender to the student any payments made in excess of the amounts permitted to be retained pursuant to subdivision two of this section.
- c. Cancellation. Cancellation shall occur:
 - vi. when the student mails to IIN a notice of his/her intent to cancel, or
 - vii. where IIN has actual notice of the student's intention to cancel, or
 - viii. where the student fails to attend consecutive scheduled classes or lessons constituting at least twenty-five percent of the total lessons or time contracted for, without informing IIN in writing that he/she intends to remain enrolled.

All Specialty Courses

Withdrawal and Refund Policy

- a. Students can withdraw from a Course at any time by emailing IIN at specialtysupport@integrativenutrition.com.
- b. Refunds are administered as follows:
 - i. Subject to paragraph (b)(ii) immediately below, if you withdraw from a Course prior to accessing any Course content hosted on the learning management system (the "LMS"), you will receive a full refund of the Course tuition.

- ii. Notwithstanding paragraph (b)(i) immediately above, refunds will not be granted after forty-five (45) days from the date you enrolled in a Course, even if you have not accessed the LMS. The date will be calculated by counting from the day immediately after the Enrollment Date identified above.
- iii. If you withdraw from a Course after you have accessed any Course content, you will not be entitled to a refund.

Complaint Procedure

Should a student have a general question or one related to a student's specific situation, they submit an inquiry by logging onto the Learning Center and clicking on the Support tab. A staff member will respond within 24-48 hours, during business days.

Should a student have a complaint, they may submit feedback by logging onto the Learning Center and clicking on the Support tab. A staff member will respond within 48 hours during business days.

Formal complaints may be directed to the School Director, via registered letter at:

Institute for Integrative Nutrition
201 East Fifth Street, 19th Floor
Cincinnati, OH 45202

Students are encouraged to contact the school first at support, in order to expedite the resolution of a formal complaint.

All student complaints should be first directed to the school personnel involved. If no resolution is forthcoming, a written complaint shall be submitted to the director of the school. Whether or not the problem or complaint has been resolved to his/her satisfaction by the school, the student may direct any problem or complaint to the Executive Director, State Board of Career Colleges and Schools, 30 East Broad Street, Suite 2481, Columbus, Ohio, 43215, Phone 614-466-2752; toll free 877-275-4219.