



Institute for Integrative Nutrition®
Integrative Nutrition Inc.
D/b/a Institute for Integrative Nutrition® (IIN™)

Academic Catalog
Volume 5
Revised April 1, 2018

Registration # 13-11-2032T

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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

Founder

Joshua Rosenthal, M.Sc.Ed.

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

School Director

Dr. Greg Braxton-Brown

Ed.D. Columbia University, New York, 1990
D.B.A. United States International University, San Diego, 1985
M.S. Indiana University, 2008
M.B.A. Pepperdine University, Los Angeles, 1983
M.A. Columbia University, New York, 1990
M.A. California State University, Dominguez Hills, Carson, California, 1988
B.S. University of Redlands, Redlands, California, 1980
B.A. The University of the State of New York, Albany, 1985
A.A. El Camino College, Torrance, California, 1973
Diploma, Institute for Integrative Nutrition, 2012

Faculty

Aisha Domingue

B.A., Smith College, 2002
Certificate in Counseling, Teachers' College, Columbia University, 2008
Diploma, Institute for Integrative Nutrition, 2008

Marisa La Rocca

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

Nora McCaffrey

B.A., Ithaca College, 2006
Diploma, Institute for Integrative Nutrition, 2011
M.S., Indiana University, 2017

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

Michaela Rowland

B.S., Queens University, 2009
M.S., University of Ulster, 2010
Diploma, Institute for Integrative Nutrition, 2013

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

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, students are placed into the next available cohort for their program of enrollment. Students' 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

Cohort	Start Date	End Date
January	January 16,2018	January 22, 2019
March	March 19, 2018	March 12, 2019
May	May 7, 2018	May 7, 2019
July	July 16, 2018	July 23, 2019
July Accelerated	July 16, 2018	February 12, 2019
September	September 17, 2018	September 18, 2019
November	November 12, 2018	November 2019

Advanced Courses

The schedule for all advanced courses can be found at: IINadvancedcourses.com.

Entrance and Enrollment

Admission Requirements for Health Coach Training Program

- High school diploma, GED, or equivalent
- Demonstrated passion for and understanding of health and wellness
- Ability to clearly articulate desired outcomes from participation in the program
- Awareness of and interest in the Institute for Integrative Nutrition’s mission

Program offerings may also have specific prerequisites that prospective must meet prior to enrollment. Please see the program information included in this catalog or contact Admissions for further details on prerequisites.

Admissions Requirements for Advanced Courses

In addition to the above requirements, applicants for any of the advanced courses must have successfully completed the Health Coach Training Program (HCTP) and be in good financial standing.

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

Health Coach Training Program:

Completion of the Health Coach Training Program requires a student to earn 75 points out of a possible 100 points. Points are earned from satisfactory completion of examinations, submission of Health Histories, and participation in Coaching Circles.

- Satisfactory completion of an examination requires a score of 70 or above. There are four examinations each worth ten points, for a total of 40 points.
- Satisfactory completion of a Health History is an accepted and recorded health history. Six are required. Completion of six Health Histories earns 30 points. Partial credit is not awarded.
- Satisfactory completion of a Coaching Circle session requires full participation in both duration and discussion. There are six sessions. Completion of four sessions or more earns 30 points. Partial credit is not awarded.

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.

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

Health Coach Training Program only:

A student's academic progress is considered satisfactory when the student maintains an average examination score of 70% or higher and completes all required course components (including the submission of Health Histories and the completion Health Coaching Sessions as per the graduation requirements) at the time of the evaluation.

Failure to maintain Satisfactory Academic Progress will trigger Academic Probation. This could lead to Dismissal as described herein. Evaluations occur halfway through the program, two thirds of the way through the program, and at the conclusion of the program. (These intervals are measured in clock hours, not in calendar days.)

Notice of academic status changes (including Probation and Dismissal) will be made by the Education Director to the affected student within three calendar days of any such determination. This notice may be by telephone and/or e-mail but will be followed by a formal letter delivered as a PDF file attached to an e-mail.

Academic Probation

Students who fail to maintain Satisfactory Academic Progress at any evaluation period will be placed on Academic Probation until the next evaluation period. The probation period is a time of accelerated

performance in which affected students must remedy the cause of probation while achieving the regular progress requirements for the probation period. Affected students will be evaluated at the end of the probation period and a determination of academic progress will be made. A favorable determination will result in return to the academic status of "Satisfactory Academic Progress". An unfavorable determination will result in Dismissal.

Appeal

Affected students may appeal, in writing, any academic status change. Written appeals must be delivered to the Education Director within five days of academic status change or dismissal notice. The appeal must include a description and evidence of extenuating circumstances to be considered as mitigating to the cause of academic status change or dismissal. Upon receipt of an appeal, the Education Director will make a determination at his/her sole discretion. This decision shall be final. If the Education Director's decision is to overturn the academic status change or Dismissal action, the student shall remain encumbered with all minimum standards of Satisfactory Academic Progress and may be evaluated immediately in order to determine current academic status.

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

Institute for Integrative Nutrition grades all programs on a points basis. Student earn point by completing activities and exams. The number of points earned divided by the total points available for the activity is used to determine the students grade, from 0% to 100%. Students must achieve the minimum passing score for assignments and exams, as applicable.

Points earned accumulate over the length of the program. Students who achieve the minimum number of points, or the minimum passing percentage based on these points, each a certificate of completion.

Students should refer to program information for grading information specific to each program.

Health Coach Training Program

The Institute for Integrative Nutrition employs a Satisfactory/Unsatisfactory grading system.

Students earning at least 75 out of the 100 points possible for the program achieve a grade of Satisfactory.

Students earning less than 75 out of the 100 possible points will be given a grade of Unsatisfactory.

Students not achieving a grade of Satisfactory can make-up assignments or make arrangements with their instructor to retake a test(s) to achieve a passing score.

Students earn points by successful completing activities and tests:

Activity	Possible Points	Minimum Passing Score
Tests	40 possible points (4 tests worth 10 points each)	70% on each test
Health Histories	30 possible points (6 are required)	No partial points awarded
Coaching Circle Participation (Health Coaching Sessions)	30 possible points (4 are required)	No partial points awarded

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 761 clock hours. For the purposes of tuition collection and refunds, it will be broken down into three (3) terms of 16 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	\$100 (Term 1 only)
Tuition	\$3,095 (\$1031.67 per term)
Software and Content Licenses*	\$1,650 (\$550 per term)
Books and Materials**	\$1,150 (\$383.33 per term)
Total Cost	\$5,995
Due prior to the start of classes for Term 1 (Week 1)	\$2,065
Due prior to the start of classes for Term 2 (Week 17)	\$1,965
Due prior to the start of classes for Term 3 (Week 33)	\$1,965

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.

*Software and Content License. Students who have accepted the Agreement, are in Good Financial Standing, and are in Good Academic Standing (as those terms are defined below) will have a limited, personal, non-exclusive, non-transferable, non-sublicensable, revocable license to access the Course, which will be available online. Students may access the Course only for their personal, non-commercial use. Students agree not to share access to the Course with any third-party. Accessing the Course does not give students ownership of any intellectual property rights in the Course. The Software and Content License fee is consumed by the student upon logging into the Course using the student’s unique username and password.

Other Fees for Health Coach Training Program

<u>Fee</u>	<u>Amount</u>
Transfer (<i>information below</i>)	\$395.00
Test Retake	\$65.00
Reschedule Coaching Session	\$65.00

Technology and Materials Transfer Fee

Students moving from one class to another class incur a transfer fee of \$395, which includes: redistribution of materials, shipping, repackaging, and technology set up for new class. 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.

Business Practices for Health Coaches

The Business Practices for Health Coaches program is 100 clock hours and has a total cost of \$995. The student will be obligated to the entire cost of the program upon enrollment.

Business Practices for Health Coaches	
Program length: 100 clock hours	
This program is normally completed in 48 weeks (includes scheduled breaks).	
Registration	\$100
Tuition	\$547
Software and Content Licenses*	\$348
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.

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Coaching Intensive Practicum

The Coaching Intensive Practicum course is 45 clock hours and has a total cost of \$695. The student will be obligated to the entire cost of the program upon enrollment.

Coaching Intensive Practicum Program length: 45 clock hours This program is normally completed in 6 weeks (includes scheduled breaks).	
Registration (non-refundable)	\$100
Tuition	\$367
Software and Content Licenses* (non-refundable)	\$228
Total Cost	\$695

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.

*Software and Content License. Students who have accepted the Agreement, are in Good Financial Standing, and are in Good Academic Standing (as those terms are defined below) will have a limited, personal, non-exclusive, non-transferable, non-sublicensable, revocable license to access the Course, which will be available online. Students may access the Course only for their personal, non-commercial use. Students agree not to share access to the Course with any third-party. Accessing the Course does not give students ownership of any intellectual property rights in the Course. The Software and Content License fee is consumed by the student upon logging into the Course using the student’s unique username and password.

Gut Health Course

The Gut Health Course is 88 clock hours and has a total cost of \$995. The student will be obligated to the entire cost of the program upon enrollment.

Gut Health Course	
Program length: 88 clock hours	
This program is normally completed in 30 weeks (includes scheduled breaks).	
Registration	\$100
Tuition	\$537
Software and Content Licenses*	\$358
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.

*Software and Content License. Students who have accepted the Agreement, are in Good Financial Standing, and are in Good Academic Standing (as those terms are defined below) will have a limited, personal, non-exclusive, non-transferable, non-sublicensable, revocable license to access the Course, which will be available online. Students may access the Course only for their personal, non-commercial use. Students agree not to share access to the Course with any third-party. Accessing the Course does not give students ownership of any intellectual property rights in the Course. The Software and Content License fee is consumed by the student upon logging into the Course using the student's unique username and password.

Hormone Health Course

The Hormone Health Course is 95 clock hours and has a total cost of \$995. The student will be obligated to the entire cost of the program upon enrollment.

Hormone Health Course	
Program length: 95 clock hours	
This program is normally completed in 32 weeks (includes scheduled breaks).	
Registration	\$100
Tuition	\$537
Software and Content Licenses*	\$358
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.

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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	\$100
Tuition	\$537
Software and Content Licenses*	\$358
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.

*Software and Content License. Students who have accepted the Agreement, are in Good Financial Standing, and are in Good Academic Standing (as those terms are defined below) will have a limited, personal, non-exclusive, non-transferable, non-sublicensable, revocable license to access the Course, which will be available online. Students may access the Course only for their personal, non-commercial use. Students agree not to share access to the Course with any third-party. Accessing the Course does not give students ownership of any intellectual property rights in the Course. The Software and Content

License fee is consumed by the student upon logging into the Course using the student's unique username and password.

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	\$100
Tuition	\$537
Software and Content Licenses*	\$358
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.

*Software and Content License. Students who have accepted the Agreement, are in Good Financial Standing, and are in Good Academic Standing (as those terms are defined below) will have a limited, personal, non-exclusive, non-transferable, non-sublicensable, revocable license to access the Course, which will be available online. Students may access the Course only for their personal, non-commercial use. Students agree not to share access to the Course with any third-party. Accessing the Course does not give students ownership of any intellectual property rights in the Course. The Software and Content License fee is consumed by the student upon logging into the Course using the student's unique username and password.

Financial Assistance Statement

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: 761 Clock Hours

The online Health Coach Training Program (HCTP) prepares students to start a career as a health coach.

Objectives:

Upon completion of the Health Coach Training Program, each graduate of the Institute for Integrative Nutrition will be able to apply core skills in business, marketing, health and wellness, nutrition, coaching, and personal development to establish, operate, market and sustain his/her own health coaching practice.

Specifically, each graduate of IIN's Health Coach Training Program will be able to:

- Recruit clients to his/her coaching practice.
- Analyze Health Histories.
- Determine life and health goals.
- Design action plans to achieve life and health goals.
- Assess progress in achieving life and health goals.
- Create practical applications of health and wellness concepts.
- Teach key Integrative Nutrition concepts such as primary food, secondary food, crowding out, mind-body connection, life balance, and bio-individuality.
- Facilitate improvement in quality of life.

Courses:

Course Titles (listed in order of completion)	Clock Hours
IIN-050 Fundamentals/Warm Up	69 clock hours
IIN-100 Introduction to Nutrition	121 clock hours
IIN-200 Politics of Food	87 clock hours
IIN-300 Dietary Theories	66 clock hours
IIN-400 Coaching	68 clock hours
IIN-500 Health and Nutrition	75 clock hours
IIN-600 Blood and Nutrition	62 clock hours
IIN-700 Farming and Preventative Care	68 clock hours
IIN-800 Primary Foods	65 clock hours
IIN-900 Integrative Nutrition	64 clock hours
IIN-1000 Creating a Successful Career	16 clock hours

Course Descriptions:

IIN-050 Fundamentals/Warm Up – 69 clock hours

This course will introduce the student to core IIN philosophies.

IIN-100 Introduction to Nutrition – 121 clock hours

This course will explain the general IIN philosophy and program design. Students will learn the objectives, assessment and how to successfully complete the program. Student will be introduced to basic nutrition and the IIN approach to understanding nutrition's role in human well-being.

IIN-200 Politics of Food – 87 clock hours

This course will introduce students to food elements, food politics and food policy.

IIN-300 Dietary Theories – 66 clock hours

This course will teach students dietary theories and trends.

IIN-400 Coaching – 68 clock hours

This course will teach students Expanding Health and Nutrition Information, Dietary Theories, Primary foods, and Coaching Skills.

IIN-500 Health and Nutrition – 75 clock hours

This course will teach students additional Expanding Health and Nutrition Information, Dietary Theories, Primary foods, and Coaching Skills.

IIN-600 Blood and Nutrition – 62 clock hours

This course will teach students additional Expanding Health and Nutrition Information, Dietary Theories, Primary foods, and Coaching Skills.

IIN-700 Farming and Preventative Care – 68 clock hours

This course will teach students additional Expanding Health and Nutrition Information, Dietary Theories, Primary foods, and Coaching Skills.

IIN-800 Primary Foods– 65 clock hours

This course will teach students additional Expanding Health and Nutrition Information, Dietary Theories, Primary foods, and Coaching Skills.

IIN-900 Integrative Nutrition – 64 clock hours

Integrating various prior topics and expanding on health and wellness primary foods, and coaching skills.

IIN-1000 Creating a Successful Career – 16 clock hours

Integrating various prior topics and expanding on health and wellness primary foods, and coaching skills.

Key Components

→ **Fundamentals**

These pre-program modules consist of audio lectures, informational handouts, links to related informational websites, assignments related to learning objectives, and opportunities for online discussion of lectures. The purpose of these modules is to introduce the IIN teaching methodology and provide baseline knowledge.

→ **Weekly Modules**

These forty audio/video lectures form the core curriculum of the HCTP. They come with supplementary visual slides, informational handouts, links to related informational websites, assignments related to class learning objectives, and the opportunity for online discussion of lectures.

→ **Learning Center**

The Learning Center provides general access to weekly modules, coaching circles, and a variety of supplementary resources, including the Dietary Theory Library and the Student/Alumni Support Center.

→ **Integrative Nutrition® Books**

Over the course of the program, students read and use IIN's *Integrative Nutrition*, *FastTrack Workbook*, and *Integrative Nutrition Journal*. Students may also be provided with supplementary texts regarding specific dietary theories or coaching methods.

→ **Dietary Theory Library**

An extensive library of resources about the (more than) 100 dietary theories taught within the IIN curriculum, as well as links to related informational websites, is available on the Learning Center.

→ **Health Coaching Resources**

Students have access to a resource library of health coaching practice documents, including coaching session outlines, client handouts, client documentation forms, workshop outlines, business document templates, and marketing materials.

→ **Study Groups**

Students form study groups that are sustained *via* webinars or Learning Center.

→ **Coaching Circle Sessions**

Each student undergoes live group coaching sessions with a trained IIN Health Coach.

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 you 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: 45 clock hours

Health and Wellness Coaches partner with clients seeking self-directed, lasting changes, aligned with their values, which promote health and wellness and, thereby, enhance well-being. In the course of their work, they display unconditional positive regard for their clients and a belief in their capacity for change, and honor that each client is an expert on his or her life, while ensuring that all interactions are respectful and nonjudgmental.

The intent of the Coaching Intensive Practicum program is to help students advance their fundamental coaching skills by practicing and demonstrating how to communicate as a health coach within real-time, synchronous, webinars with experienced faculty, mentor health coaches and peers. These webinars allow the witnessing of coaching demonstrations, buddy coaching, and coaching presentations for feedback and evaluation. The program consists of both practical skills training and practical skills assessment. The six training modules align with the 21 tasks outlined by the *International Consortium for Health and Wellness Coaches* (ICHWC) and offer students additional preparation for the ICHWC national certification exam.

Objectives:

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

- Demonstrate basic coaching practice and differentiate between coaching and giving information or advice.

- Explain the coaching process and establish a coaching agreement to a client in a simulated health coaching exercise.
- Describe the challenges of changing behavior for lifestyle and health improvement.
- Demonstrate effective communication techniques of extending empathy, active listening, and non-judgment; establishing trust and rapport; and exploring and seeking clarity.
- Use strategies for helping the client increase confidence and 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.
- Apply the appropriate behavior change strategies for each stage of the Transtheoretical Model of Change during a live demonstration of coaching a client.
- Sit for the *National Consortium for Credentialing Health and Wellness Coaches* (NCCHWC) certification exam (optional).

Module Outline & Descriptions:

There are 6 modules in the Intensive Coaching Practicum program.

Module 1: Establishing the Coaching Agreement and Co-Creating the Coaching Relationship (7.5 clock hours)

In this module, the student will learn to:

- Explain the coaching process
- Obtain information about why coaching is sought, desired outcomes, priorities, personal strengths and challenges
- Determine if the individual is a candidate for health and wellness coaching.
- Explore motivation and assess readiness for change.
- Jointly create a coaching agreement that includes roles, expectations, practice specific processes, fees, and frequency, mode and length of sessions

Module 2: Exploring and Seeking Clarity with the Client (7.5 clock hours)

In this module, the student will learn to:

- Use powerful questions to Invoke inquiry for greater understanding, awareness and clarity
- Communicate broader perspectives to clients and inspires commitment to shift their viewpoints and find new possibilities for action
- Identify major strengths vs. major areas for learning and growth, and what is most important to address during coaching,
- Invite the client to identify and explore patterns, perspectives, and beliefs that may be limiting lasting change.

Module 3: Preparing Action Steps and Goal-Setting with the Client (7.5 clock hours)

In this module, the student will learn to:

- Assist the client in creating a description of their ideal vision of the future.
- Establish or identify the present situation, past history, previous successes and challenges, resources, etc. associated with the client's vision.
- Explore and evaluate the client's readiness to progress toward the vision.
- Invite the client to identify and explore patterns perspectives, and beliefs that may be limiting lasting change.
- Work with the client to establish goals that will lead to the vision

- Work with the client to develop a series of steps that will lead to the achievement of client selected goals.
- Elicit the client's commitment to and accountability for specific steps.

Module 4: Evaluating and Tracking Progress & Accountability (7.5 clock hours)

In this module, the student will learn to:

- Collaborate as the client evaluates success in taking steps and achieving goals.
- Work with the client to maintain progress and changes.
- Collaborate as the client reassesses goals and makes modifications based on personal decisions and progress made.
- Assist the client in articulating learning and insights gained in the change process.
- Work with the client to develop a post coaching plan to sustain changes that promotes health and wellness.

Module 5: Working with Organizations and Individuals (7.5 clock hours)

In this module, the student will read *Effective Group Coaching* and practice Group Coaching and Group Health and Wellness Workshops with other students during the webinar sessions.

Module 6: Lifelong Learning and Professional Development (7.5 clock hours)

In this module, the student will learn to:

- Practice in accordance with applicable laws and regulations.
- Practice in accordance with accepted professional standards and within the limits of their scope of practice.
- Practice in accordance with the accepted standards of professional ethics.
- Engage in a continuous process of training and education to become more proficient in their practice and to ensure that their practice-related knowledge and skills remain current.

Gut Health Course

Length: 88 clock hours

The Gut Health Course consists of 24 online 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, along with the various way that these systems can be disrupted and impaired. Students also learn ways to improve and maintain good gut health through diet and lifestyle. An emphasis is placed on looking at the interconnectedness of the gut to all parts of the body, and how an imbalance in the gut can affect other systems and the body as a whole. Graduates of the Gut Health Course will be able to apply the knowledge learned to their work with clients as Integrative Nutrition Health Coaches.

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 24 modules, plus a pre-course orientation module, in the Gut Health Course.

Pre-Course Module

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 the microbiome and gut bacteria, review their scope of practice as an Integrative Nutrition Health Coach, and learn how they can take actionable steps to work with doctors to grow their practice and provide comprehensive support to individuals with gut health issues.

Module 1: Introduction to Digestion

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.

Module 2: Digestion & Health

This module explains how nutrients are absorbed during digestion. Students learn about 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: Introduction to the Microbiome

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. Module 3 also teaches the best practices for feeding gut microbes, keeping them diversified, and minimizing harm.

Module 4: Microbes & The Microbiome

In this module, students learn about the various ways that bacteria can be beneficial to the body. 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 diseases. This section also covers how the human gut microbiome develops in utero, during childbirth, and in infancy.

Module 5: Probiotics, Prebiotics, & Fermentation

This module provides and empowers and informs students about how they can utilize research and general guidelines to distinguish quality supplements from inferior products. Students are taught about what

probiotics are and what qualities to look for in a probiotic supplement. Students also learn about the benefits of prebiotics, fiber, and fermented foods as nourishment for the gut.

Module 6: Constipation and Diarrhea

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 be comfortably approached with clients. Also discusses the ways an individual can naturally improve the quality of his or her bowel movements through simple and natural lifestyle changes.

Module 7: The Immune System in the Gut

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 auto-inflammatory conditions, including Celiac disease, type 1 diabetes, and Inflammatory Bowel Disease.

Module 8: IBS & The Gut-Brain Connection

This section of the course explores the connection between the brain and the gut - aka the “second brain”. Students learn about the gut-brain axis and the intimate connection between the gut and the nervous system. This module explains a common condition related to dysfunction in the gut-brain axis: Irritable Bowel Syndrome (IBS). Students are taught how to apply this information so they can help clients manage IBS symptoms from within their scope of practice as an Integrative Nutrition Health Coach.

Module 9: Stress and Gut Health

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 10: Food Intolerances and Leaky Gut

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 11: Candida 101

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 12: Support Clients with SIBO

In this section of the course, students learn about a condition called Small Intestinal Bacterial Overgrowth (SIBO). Students are taught about what the condition is, the various reasons it can develop, and how to support clients as a Health Coach while they also seek medical treatment for their condition. Additionally, students are taught nutrition and simple lifestyle modifications that may help clients find relief from their discomfort and help those who've resolved the issue to prevent against relapse.

Module 13: Heartburn and Acid Reflux

This section of the course explains the three major types of esophageal discomfort – heartburn, acid reflux, and GERD. Students learn the similarities and differences between these three conditions, which are all related to stomach acid. Students are taught about common triggers and how they can work from within their scope of practice as an Integrative Nutrition Health Coach to naturally reduce heartburn and reflux.

Module 14: Blood Sugar, Metabolism, and Obesity

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 15: The Connection Between the Gut & Thyroid

In this section, students learn about the connections between the thyroid and gut health. Students are taught why thyroid disorders can have such a large and lasting effect on the digestive system. Students learn how to apply basic steps clients can take that may promote better thyroid health through improvements in diet.

Module 16: The Connection Between the Gut & Estrogen

This module explores the intricate connection between hormones and gut health. Students learn what the estrobolome is and the role it plays in processing excess estrogen from the gut. Students are also taught about how the gut and liver play a role in processing free estrogen in the body.

Module 17: Gut Health from an Ayurvedic Perspective

In this module, students learn about the basic philosophies and principles of Ayurvedic medicine - an ancient practice that developed in India. Students learn how they can apply these principles to gut health, as well as the ways that Ayurveda approach and consider gut health and digestion. Students learn about the three doshas and the five elements and are introduced to the topic of dosha imbalance.

Module 18: Principles of Traditional Chinese Medicine

Module 18 provides a basic overview of Traditional Chinese Medicine and how concepts like qi, yin, and yang can relate to gut health from this perspective. Students learn about ways to incorporate these ideas into their work and how they can support clients who see practitioners of Traditional Chinese Medicine.

Module 19: Work Among a Network of Healthcare Professionals

This module focuses on helping students apply the concepts they learn in this course through their work as an Integrative Nutrition 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.

Module 20: Supplements to Support Gut Health

Module 20 provides an overview of the different types of dietary supplements 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.

Module 21: Toxins in Everyday Life

In this section of the course, 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.

Module 22: Detoxification for Gut Health

In this module, students learn about safe ways to support the body's natural detoxification process. Students are taught to look at detox through a lifestyle lens, which may be easier and healthier on the body than extreme detoxification efforts that have been popular in recent years. Students learn how they can support clients who wish to detoxify, and the diet and lifestyle modifications that may be helpful to them.

Module 23: Food for Thought

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 24: The Role of the Vagus Nerve in Gut Health

In this section of the course, students learn about what the vagus nerve is and how it relates to gut health. Students are taught about what can happen when vagal tone is poor, as well as a variety of natural ways that may help improve the health of the vagus nerve, which can contribute to better health and wellness, overall.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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:

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:

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:

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:

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:

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

Module 5: Book Organization & Check-In:

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

Module 6: Publishing 101:

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:

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:

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

Module 9: Create an Award-Winning Cover:

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:

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:

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:

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:

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:

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:

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

Module 16: Social Media 101:

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:

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

Module 18: Launching & Marketing:

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

Module 19: Anatomy of a Best-Seller:

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

Module 20: Beyond the Book:

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

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 twenty-four 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.

More than two-thirds of the Health Coach Training Program graduates provide paid health coaching services. Historically, surveys have shown that the number of students who are actively practicing as Health Coaches upon graduation has been higher than the number of students who expressed interest in establishing their own private health coaching practices upon enrollment.

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.

License or Certification

Graduates of Health Coach Training Program can sit for an optional certification exam, 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

This enrollment agreement may be canceled within five calendar days after the date of signing provided that the school is notified of the cancellation in writing. If such cancellation is made, the school will promptly refund in full all tuition and fees paid pursuant to the enrollment agreement and the refund shall be made no later than thirty days after cancellation. This provision shall not apply if the student has already started academic classes.

If the student is not accepted into the training program, all monies paid by the student shall be refunded. Refunds for books, supplies and consumable fees shall be made in accordance with Ohio Administrative Code section 3332-1-10.1.

The Health Coach Training program has three (3) terms of 16 weeks each.

Refunds for tuition and refundable fees shall be made in accordance with following provisions as established by Ohio Administrative Code section 3332-1-10:

- (1) A student who withdraws before the first class and after the 5-day cancellation period shall be obligated for the registration fee.

- (2) A student who starts class and withdraws before the academic term is 15% completed will be obligated for 25% of the tuition and refundable fees plus the registration fee.
- (3) A student who starts class and withdraws after the academic term is 15% but before the academic term is 25% completed will be obligated for 50% of the tuition and refundable fees plus the registration fee.
- (4) A student who starts class and withdraws after the academic term is 25% complete but before the academic term is 40% completed will be obligated for 75% of the tuition and refundable fees plus the registration fee.
- (5) A student who starts class and withdraws after the academic term is 40% completed will not be entitled to a refund of the tuition and fees.

Fees for consumed items, including Software & Content License and Books & Materials are non-refundable.

The school shall make the appropriate refund within thirty days of the date the school is able to determine that a student has withdrawn or has been terminated from a program. Refunds shall be based upon the last date of a student's attendance or participation in an academic school activity.

All Advanced Courses

Withdrawal and Refund Policy. Students can withdraw from the Course at any time by providing written notice to IIN. A student who withdraws within five (5) calendar days after enrollment *and* before starting a class (which includes accessing the Pre-Course module) will receive a full refund of all tuition and fees. All other refunds shall be made in accordance with the following provisions as established by Ohio Administrative Code section 3332-1-10:

- (1) A student who withdraws before the first class and after the 5-day cancellation period (described above) shall be obligated for the Registration fee.
- (2) A student who starts class and withdraws before completing 15% of the Course, will be obligated for 25% of the tuition and all non-refundable fees.
- (3) A student who starts class and withdraws after completing 15% of the Course, but before completing 25% of the Course, will be obligated for 50% of the tuition and all non-refundable fees.
- (4) A student who starts class and withdraws after completing 25% of the Course, but before completing 40% of the Course, will be obligated for 75% of the tuition and all non-refundable fees.
- (5) A student who starts class and withdraws after completing 40% or more of the Course will not be entitled to a refund of the tuition and fees.
- (6) Non-Refundable Fees.
 - i. Registration fee. This fee is non-refundable following the 5-day cancellation period.
 - ii. Software and Content Licenses fee: This fee is non-refundable once the student logs into the Course.
- (7) Method of Refund. All refunds will be made within thirty (30) days following withdrawal and the refunded amounts shall be charged back to the credit card on file.

Complaint Procedure

General questions may be posted on the Learning Center in our Administration and Announcements section. A staff member will respond in 24 hours.

Should a student have a personal question or one related to a student's specific situation, they submit an inquiry by logging onto the Student Dashboard 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 Student Dashboard 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 complaints@integrativenutrition.com, 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.