HEALTH COACH TRAINING PROGRAM

Curriculum Guide

Discover your potential to transform your health, launch a meaningful new career, and create a life you love.
# Table of Contents

3   A Note from Our CEO  
4   What You Need to Know About Health Coaching  
9   Career Opportunities & How to Make Money as a Health Coach  
13  What Your Training Will Look Like  
15  Meet Your Visiting Teachers  
18  IIN Core Concepts  
24  Learn to Launch Your Own Health Coaching Practice  
28  Certifications, College Credits, and Academic Partnerships  
30  Why Choose Integrative Nutrition?  
34  Meet the Alumni  
39  International Students  
41  Frequently Asked Questions  
43  How to Enroll
The Institute for Integrative Nutrition was the first school of its kind: Nearly 30 years ago, in a tiny kitchen, our founder, Joshua Rosenthal, taught macrobiotics to a group of people who sincerely wanted to learn how to eat healthier. Macrobiotics certainly weren’t “trendy” at the time, but this eagerness to teach people how to eat better and experience true nourishment evolved. That small kitchen classroom became the birthplace of the global movement that reaches the far corners of the world today.

As the world’s largest health coaching and nutrition school, we’ve created the most dynamic, innovative curriculum, with the end goal of creating whole-person health, the concept that it’s not just the food you eat (although very important), but all the other areas of your life – career, relationships, spirituality, etc. – that must be in balance in order to be truly healthy and feel fulfilled.

But, how do you find this balance in a world where chronic diseases are on the rise, the standard diet is heavily processed and chemically laden, and burnout and stress are indicators of success?

Integrative Nutrition will help you find that balance and finally take back control of your health. I encourage you to think about what your dream future looks like.

Maybe you’ve reinvented your career to find work that aligns with your passions?

Maybe you’ve learned how to communicate your needs more effectively to become a better partner, friend, mother, father, sister, or brother?

Maybe you’ve immersed yourself in a supportive community that understands your desire for health and happiness?

You’ve come to the perfect place, at the perfect time.

After you review this Curriculum Guide, our Admissions team is available to talk, listen, and prepare you for an exciting education that will open doors you may not realize even exist. Now is the time to take the first step toward realizing that dream future you just envisioned. You’ll become an integral part of the revolution we’ve sparked to transform the lives of so many people who need help, who need your help.

Contact us today – your future is now!

Lynda Claud
What You Need to Know About Health Coaching
What Is a Health Coach?

Health Coaches fill a vital void in the current healthcare model.

A Health Coach is a wellness authority and supportive mentor who helps clients shift their behavior toward healthier habits. Whether their goal is losing weight, improving digestion, reducing stress, or boosting energy, Health Coaches support their clients to develop sustainable lifestyle changes.

Preventive care is the future, and health coaching fills a void in our current healthcare paradigm. Many doctors lack the time and resources to help patients achieve their wellness goals.

By addressing all facets of wellness – relationships, career, physical activity, and spirituality – in addition to diet, Integrative Nutrition Health Coaches take a holistic approach to health and help clients find the unique foods and lifestyles that make them feel their best.

The Health Crisis

Rates of preventable chronic illnesses are skyrocketing around the world. There’s a huge demand for a new kind of health professional – the Health Coach. Integrative Nutrition Health Coaches are trained to educate and support people to make lifestyle changes that are sustainable and lead to improved well-being. Health coaching is poised to make a real difference in fighting the global health crisis.
Why the World Needs Health Coaches

1 in 3 American adults have high blood pressure.¹

10% of the world’s population is obese – that’s 604 million adults and 108 million children. By 2045, 22% of the world’s population is projected to be obese.²

70% of deaths worldwide are due to chronic diseases.
By 2025, chronic diseases will impact nearly half the U.S. population – that’s 164 million Americans.³

The total cost of chronic disease has increased 87% since 2000, estimated to be $13 billion annually in the United States.³

¹ Centers for Disease Control (CDC)
² The New England Journal of Medicine
³ FightChronicDisease.org
Is Health Coaching Right for You?

Thinking about a career in health coaching? Use the checklist below to determine if a career in health coaching seems right for you!

- I am passionate about health and wellness.
- I enjoy connecting with others and talking about health.
- I am driven and a self-starter.
- I am concerned about our food supply.
- I believe in a holistic approach to wellness.
Make a Living Doing the Work You Love

Integrative Nutrition Health Coaches do work that is aligned with their heart. Enjoy a fulfilling career where you can follow your passion for healthy living and transform people’s lives.

- Have unparalleled career flexibility.
- Find a variety of employment options.
- Earn a generous income.
- Boost your existing wellness practice.
You want to make a career change and do work that nourishes you and helps the world, but you’re afraid you won’t make money. Does this sound like you? Well, the good news is that with the right training, a little creativity, and a whole lot of drive, you can do the work you love and earn a great income!
Did you know?

The American Medical Association (AMA) supports health coaching and encourages their member physicians to implement Health Coaches into their practices. The AMA also approved creation of Category III CPT Codes, which will further validate the practice of health coaching as a method for improving health outcomes and reducing health care costs.¹

Workplace wellness program offerings are continuing to rise - about 4/5 of all U.S. employers with over 1,000 employees are estimated to offer such programs.⁴

The global wellness industry grew to over $4 trillion in 2017, and wellness travel, as part of the larger global wellness industry, has grown to be worth $639 billion.²

The coaching industry is estimated to be worth over $7 billion by 2022.³

The Bureau of Labor Statistics projects a 21% increase in health workers focused on preventative health from 2014–2024.⁵

¹ American Medical Association
² Global Wellness Institute
³ Research and Markets
⁴ RAND Corporation
⁵ US Department of Labor
How to Make Money as a Health Coach

The health coaching field is booming, and our graduates have found many ways to replace or surpass their previous incomes by working as Health Coaches.

At Integrative Nutrition, we provide you with all the tools you need to start a health coaching practice and earn a great income. But it’s up to you to decide what services you’ll provide – the possibilities are endless!

Here are just a few of the services you can offer clients. Mix and match them to your business needs to craft a health coaching practice that is unique and helps you reach your income goals!

**One-on-One Coaching:** Whether you choose in person or virtual, you are trained to earn a Health Coach salary offering one-on-one coaching. Integrative Nutrition encourages graduates to lead clients through a 6-Month Program, consisting of two 50-minute sessions each month where clients learn to make incremental lifestyle and diet changes that will last a lifetime. The more experience you have, the more you will earn!

**Group Coaching:** This is the perfect way to help anyone who needs you, no matter their income level, and still earn a great salary. Typically, you charge half of what you would for one-on-one sessions when someone joins your group. The more people in your group, the more you earn! This is a great way to have a work/life balance: work less time, make more money, help more people. It’s a win-win-win!
Online Programs: Many coaches create online programs, like guided cleanses and seasonal detoxes, specialized to help their niche market. Whether these are offered a few times a year or on an ongoing basis, online programs are a powerful way to make money. Create the content once and you can offer the program again and again, practically making money while you sleep.

Workshops or Webinars: Many Health Coaches teach live classes and seminars on different nutrition subjects. We provide handouts and talking points for workshops on topics from sugar blues to women’s health to eating for energy. These classes can be held in person at yoga studios, gyms, doctors’ offices, and libraries or online through webinars, live streaming, or even Google Hangouts or Skype! Payments are unique to the coach and are based on the class, location, and number of students in attendance. This is a great way to gain exposure for individual coaching as well.

Health Food Store Tours: When you first started exploring healthy eating, did you ever feel completely overwhelmed by the aisles of new, strange, and exotic foods available? Your clients feel the same way! Be their guide, and take time to walk them through the grocery store, show them how to read nutrition labels, how to find the brand of peanut butter that isn’t laden with sugar, and explain the differences between all the types of leafy greens. They’ll leave the store knowing how to shop for healthy foods while saving time and money. This service can be offered one-on-one or in a group setting and is a huge benefit to your clients.

Still not sure owning your own business as a Health Coach is right for you? Here are some other ways you can use your training as an Integrative Nutrition Health Coach:

- Become an author of books on nutrition, general health and wellness, cookbooks, etc.
- Offer corporate wellness coaching.
- Consult at gyms, fitness studios, and spas.
- Develop health products (food and beverage, skincare, etc.).
- Work in health advocacy.
- Become a public/motivational speaker.
- Open a health-focused restaurant or health food store.
- Become a school/college health adviser.
What Your Training Will Look Like

Our students are inspired by experts at the forefront of nutrition, health, wellness, and business. Our visiting teachers offer a wide variety of theories and viewpoints to help students find the foods and lifestyle that make them feel their best.

Joshua Rosenthal, MScEd
Founder of the Institute for Integrative Nutrition

Joshua Rosenthal, MScEd, founded the Institute for Integrative Nutrition nearly 30 years ago. His revolutionary approach introduces a wide variety of dietary theories – from Eastern to Western, ancient to modern, and everything in between. He identified that the food on your plate is secondary to healthy relationships, regular physical activity, a fulfilling career, and a spiritual practice – all of which can fill your soul and satisfy your hunger for life. Joshua is a highly sensitive healer with a master’s in education and 30 years of experience in the fields of whole foods, personal coaching, and teaching.
Accountability Coaching

Pair up with another classmate to discuss what you’ve learned. Refine your coaching and listening skills and guide each other through a 6-Month Program. Use this experience to get a sense of what it will be like to work with future clients.

Coaching Circles

Receive guidance from a small group led by a successful graduate of the Health Coach Training Program. Connect on scheduled phone sessions to discuss what you’ve learned, celebrate successes, and work through shared challenges.

Live Events

There’s nothing like the energy of an Integrative Nutrition conference! As a student, you’ll have the opportunity to attend a live event. Listen to live lectures from our visiting teachers and get inspired by our supportive community.
Meet Your Visiting Teachers

With more than 85 world-class educators who are the leading physicians, researchers, and wellness experts at the forefront of the Health Revolution, you will receive a holistic education that cannot be matched.

Joan Borysenko, PhD
Leader in Integrative Medicine, Mind-Body Connection Expert & Bestselling Author

David Katz, MD, MPH
Physician & Nutrition Scientist

Christiane Northrup, MD, FACOG
Women's Health Expert, Mind-Body Medicine Physician & Bestselling Author

Lissa Rankin, MD
Founder of Whole Health Medicine Institute & Bestselling Author

Gabrielle Bernstein
Motivational Speaker, Life Coach & Bestselling Author

Deepak Chopra, MD
Mind-Body Medicine Expert, Bestselling Author & Guest Speaker

Marion Nestle, PhD, MPH
Paulette Goddard
Professor of Nutrition, Food Studies & Public Health at New York University

Mark Hyman, MD
Director of the Cleveland Clinic Center for Functional Medicine, Founder and Medical Director of The UltraWellness Center, Bestselling Author

Geneen Roth
Emotional Eating Pioneer & Bestselling Author

Latham Thomas
Maternity Lifestyle Maven, Wellness and Birth Coach, Author

Nitika Chopra
Wellness Entrepreneur & Life Coach

Daniel Amen, MD
Psychiatrist, Brain Disorder Specialist, Director of Amen Clinics & Bestselling Author
Nutrition, Health & Primary Food Speakers

Alicia Silverstone
Allison Carmen
Amy Jo Goddard
Amy Kalafa
Amy Pershing, LMSW, ACSW
Andrea Beaman
Andrew Weil, MD
Ann Cooper
Barry Sears, PhD
Bernie Siegel, MD
Christiane Northrup, MD, FACOG
Colette Heimowitz, MS
Cora Poage, MA
Cynthia James, MA
Dan Buettner
Daniel Amen, MD
Daniel Vitalis
Daphne Miller, MD
David Katz, MD, MPH
David Wolfe
Deborah Lewis-Grant, PhD
Deepak Chopra, MD
Frank Lipman, MD
Gary Taubes
Geneen Roth
Harville Hendrix, PhD
Howard Lyman
Jeffrey Smith
Jennifer Esposito
Jennifer Iserloh
Jennifer Mielke
Joan Borysenko, PhD
Joe Cross
Julia Cameron
Kate Northrup
Katherine Royal MacKinnon
Kathie Swift, MS, RDN, LDN
Keri Glassman, MS, RD, CDN
Kerry Bajaj
Lesley James, MD
Libby Weaver, PhD
Lissa Rankin, MD
Liz DiAlto
Liz Lipski, PhD, CCN, CNS, LDN
Manisha Thakor, MBA, CFA
Marc Perry, CSCS, CPT
Marion Nestle, PhD, MPH
Mark Bittman
Mark Hyman, MD
Mark Sisson
Mastin Kipp
Mehmet Oz, MD, FACS
Melissa Wolf, MD
Michael Jacobson, PhD
Michelle and Ali from Soul Camp
Michelle Maldonado
Neal Barnard, MD, FACC
Nina Planck
Pamela Yee, MD
Pete Evans
Rachel Begun, MS, RD
Robin Berzin, MD
Rubin Naiman, PhD
Sarah Wilson
Shaunna Menard, MD
Sue Neufeld
Susan Blum, MD, MPH
Taryn Toomey
Terry Walters
Tom Malterre, MS, CN
Vani Hari
Walter Willett, MD, DrPH
William Davis, MD
Business Skills & Coaching Speakers

Christine Hassler
Cora Poage
Darrell Rogers
Eric Barron
Gabrielle Bernstein
Ihotu Ali, MPH
Jamie Zimmerman, MD
Jane Ashley, MA
Kara Martin Snyder
Latham Thomas
Loretta LaRoche
Lynn Goldstein, MS, RD, CDN
Marilena Minnucci, MS
Megan McCarthy
Michael Ellsberg
Michael Segovia
Nancy Weiser, MBA
Nitika Chopra
Paul Epstein, ND
Robyn Youkilis
Sahara Rose
IIN Core Concepts

At Integrative Nutrition, your education is built upon several core principles.

Food Changes Everything

The Integrative Nutrition Plate focuses on nourishing food and lifestyle choices. We emphasize the importance of local and organic produce, whole grains, vegetarian and high-quality animal proteins, healthy plant-based fats, and water. It serves as a general guideline for healthy eating but should be adapted and customized according to what works best for each person.

To complete the picture, the plate is surrounded with lifestyle factors that create optimal health: relationships, physical activity, career, and spirituality. Integrative Nutrition encourages people to look at these aspects of life, which we refer to as primary food, as a form of nourishment that can make life extraordinary.

Bio-Individuality

There’s no one way of eating that works for everyone – this is the core principle of the Integrative Nutrition curriculum. Students explore the pros and cons of over 100 dietary theories to help each individual find their optimal way of eating.

We know that diets and one-size-fits-all approaches to wellness don’t work, so we prepare our students to address the unique needs of their clients.
At Integrative Nutrition, we have a philosophy about food – the things we eat are really just secondary sources of nourishment. The other aspects of life that feed you are what we call primary food.

We teach you how to improve your own primary food and talk to clients about the following aspects of life as they’re essential to good health:

<table>
<thead>
<tr>
<th><strong>Primary Food</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Relationships</strong></td>
</tr>
<tr>
<td>You can eat all the broccoli in the world, but the quality of your relationships with family, friends, and coworkers explains a lot about the quality of your life. Cultivate relationships that support your wants and needs.</td>
</tr>
<tr>
<td><strong>Physical Activity</strong></td>
</tr>
<tr>
<td>Our bodies thrive on movement and quickly degenerate without it. Exercise can be simple, such as getting off the subway one stop early or parking at the far end of the lot. Making physical activity a daily habit greatly increases your health and happiness.</td>
</tr>
<tr>
<td><strong>Career</strong></td>
</tr>
<tr>
<td>Most people spend 8–10 hours a day, five days a week at work. Are you passionate about your job? Do you find yourself overworked and stressed? Finding work you enjoy is essential to living a healthy, balanced life.</td>
</tr>
<tr>
<td><strong>Spirituality</strong></td>
</tr>
<tr>
<td>We all search for meaning in our lives, and feeling at one with the world can satisfy that longing. Some people follow their traditional religion of birth while others explore something new. Spiritual nutrition can feed us on a deep level and diminish cravings for the superficial rewards of life.</td>
</tr>
</tbody>
</table>
Our Cutting-Edge Curriculum

The curriculum content is broken down into five categories.
Nutrition and Health

- Aging Well
- Atkins Diet
- Basic and Yogic Breathing Exercises
- Basics of Ayurveda
- Being Your Own Health Advocate
- Big Pharma
- Bio-Individuality of Exercise
- Bio-Individuality of Supplements
- Biology of Food Addiction and Obesity
- Blood Type and Diet
- Blue Zones
- Body Image and Disordered Eating
- Body Weight and Health
- Brain Health
- Bridging the Healthcare Gap
- Caffeine
- Calories
- Challenges in Nutrition
- Children's Health
- Clean Food
- Constitution and Condition
- Controversial Foods
- Cultured and Fermented Foods
- Deconstructing and Navigating Cravings
- Deconstructing Dieting
- Dietary Trends Through History
- Digestive Distress
- Eating Well on a Budget
- Elimination and Detoxification
- Elimination Diet
- Empowered Health
- Empowered Sexuality
- Energy Needs
- Environmental Limits
- Environmental Toxins
- Factory Farming
- Food as Functional Medicine
- Food Combining
- Food Diary 101
- Food Sourcing
- Genes and Environment
- Global Dietary Guidelines
- Gluten-Free Living
- GMOs
- Grain-Free Living
- Gut Microbiome
- Health Activism
- Health Awakening
- Healthy Cooking Basics
- Healthy Pantry Makeover
- High-Protein Diets
- Holistic Farming
- Holistic Health
- Holistic Weight Loss
- Humanely Raised and Sustainable Products
- IIN's Favorite Recipes
- Importance of the Four Elements
- Inflammation and Allergy
- Integrative Nutrition Plate
- Introduction to Regional and Faith-Based Diets
- Juicing
- Living Wild
- Macrobiotics
- Macronutrients
- Micronutrients
- Natural Healing Remedies
- Nutrition and Government
- Nutrition and Wellness in the Schools
- Optimizing Your Diet
- Pillars of Health
- Plant-Based Diets
- Politics of the Plate
- Primal Blueprint
- Quality Sleep
- Raw Foods Diet
- Secondary Food
- Shopping for Whole Foods
- Strategies to Reduce Sugar
- Stress and Your Body
- Stress and Your Diet
- Stress Management Techniques
- Sugar 101
- Sugar and Hormones
- Superfoods
- Supporting Your Adrenals
- Sustainable Farming and Agriculture
- Traditional Medicinals
- Treating the Cause, Not the Symptom
- Understanding Stress
- Unique Qualities of Health Coaches
- Volumetrics
- Whole Foods
- Women's Health
- Your Food Relationship
Coaching Skills

- 6-Month Program
- 6-Month Program Add-Ons
- Active Listening and Reflection
- Art of Healing
- Beyond the 6-Month Program
- Branching Out with Health Histories
- Building a Relationship and Vision Summary
- Closing the Deal
- Coaching Around Intimacy
- Coaching Demonstrations
- Coaching Skills in the Curriculum
- Coaching Through Body Image and Disordered Eating
- Coaching Through Primary Food
- Coaching Through Relationships
- Coaching Through Secondary Food
- Coaching Using Personality Types
- Coaching with a Mind-Body Lens
- Collaborating with Health and Wellness Professionals
- Creating a Group Program
- Developing Your 6-Month Program
- Fitting Out and Moving Forward
- Future of Health Coaching
- Getting Grounded with Eye Contact
- Getting to the Why
- Goal Setting
- Ground Rules of Coaching
- Group Coaching Skills
- Heal the Coach, Heal the Client
- Health Coaches in Healthcare
- Health Coaching Pathways
- Health History Tips
- IIN’s Organic Coaching Process
- Increasing Your Confidence
- Introduction to Health History Consultations
- Keys to Mindful Coaching
- Magic of the 6-Month Program
- Powerful Questions and Communication
- Practice and Benefits of Meditation
- Program Description and Cost
- Role of a Health Coach
- Setting Firm Boundaries
- Sparking Transformation

Business Skills

- Branding Strategy
- Branding with Social Media
- Business Structure 101
- Choosing the Right Clients
- DIY Professional Headshots
- Engaging Your Audience
- Establishing an Online Presence
- Expanding Your Client Base
- Finding Your Seed of Purpose
- How to Love Marketing
- Intro to Products and Programs
- Leveraging Your Value and Setting Your Rates
- Marketing Plans
- Mastermind Groups
- Networking and Creating Accountability
- Time Management
- Writing Your First Book
- Your Target Market
### Primary Food

- Adopting a Conscious Mind-Set
- Annual Financial Checkup
- Balancing Your Hormones Through Primary Food
- Basics of Budgeting
- Career
- Circle of Life
- Communication
- Creativity
- Education
- Eliminating Limiting Beliefs
- Fear Fallacy
- Feng Shui
- Financial Literacy
- Fitness for Busy Professionals
- Home Environment
- Honoring Sensitivity
- Honoring Your Natural Circadian Rhythm
- Joy
- Joy-Based Spending
- Karmic Flow of Money
- Leveraging Your Strengths
- Love the Life You Live
- Managing Anger
- Mind-Body Consciousness
- Mind-Body Medicine
- Mindful Presence
- Net Worth and Self-Worth
- Nourishing Your Social Life
- Personal Finances
- Personal Freedom and Abundance
- Personal Strengths
- Personality Typing
- Physical Activity
- Power of Connection
- Primary Food
- Primary Food: Health
- Relationships
- Self-Care
- Self-Care for Coaches
- Self-Love
- Spirituality
- Staying on Financial Track
- Women and Money

### Foundation and Guidance

- Accountability
- Bio-Individuality
- Course Best Practices
- Course Structure
- Evolving Personally and Professionally
- Goals and Intentions
- Harnessing the Power of Your Story
- IIN Mission and History of the School
- Integrative Approach to Health
- Integrative Nutrition Core Concepts
- Living in Alignment
- Mid-Certificate
- Positive Mind-Set
- Setting Yourself Up for Success
- Support Resources
- Transforming Health
- Your Ripple Effect
Learn to Launch Your Own Health Coaching Practice

No other school offers so much support in getting you off the ground with a thriving health coaching practice or new business.

Marketing
Learn how to identify and target your ideal clients, effectively communicate your message, and build networking skills and referral partnerships.

Business Building
Practice closing the deal, manage and retain clients, set up systems that streamline your business, and manage your money.

Time Management
Learn how to set achievable goals, manage your time effectively, and track your progress toward building a successful practice.

Coaching Skills
Learn how to effectively guide your clients through a 6-Month Program to reach their personal wellness goals.

Listening
Learn the art of active listening, how to ask high-mileage questions that lead to client breakthroughs, and the magic of mirroring.

Public Speaking
Get tips and motivation to use your programs in other public settings, such as group programs and lectures.
Our innovative online platform, the IIN Learning Center, is a portable classroom that allows you to learn on your computer, smartphone, and tablet.

The IIN Learning Center syncs across devices and is available as an app, so you can sign in from anywhere to study at your own pace. Just as we say that no one way of eating is right for everyone, the same is true of learning. We incorporate a wide variety of teaching styles – video lectures, group discussions, and written assignments – so all types of learners can thrive in a dynamic educational environment.
In addition to our business training, we provide you with essential tools and materials to support you in launching your own business. Whether you’re working with clients or starting a business, you’ll have everything you need.

**Website**

We have partnered with LiveEdit from American Spirit Technology Group to provide you with beautiful, professionally designed websites with features specifically designed for Health Coaches. You will have until three months after graduation to take advantage of a one-year free trial. The templates offered include some pre-seeded content, and both IIN and LiveEdit offer plenty of resources to help get your website up and running!
Marketing Materials

We’ve created all the materials you need to market your health coaching practice, so you can save time and attract the clients you want to work with.

- Personalized business cards
- Brochure templates
- Newsletter templates with pre-drafted content

Health Coaching Materials

You’ll receive all the tools you need to coach clients through an entire 6-Month Program and manage your practice with ease.

- Detailed guidelines for coaching sessions, group coaching, and teaching classes
- Healthy cooking resources
- Handouts on topics such as sugar substitutes
- Client forms like Program Agreements and Credit Card Authorization forms
Earn College Credits with our Educational Partnerships

The Health Coach Training Program at Integrative Nutrition lets you start your new health coaching career in just six months!

You’ll have the opportunity to gain real-world experience coaching clients and practicing your skills while you complete the program, and you'll receive your Integrative Nutrition Health Coach certificate upon completing the course.

Our Health Coach Training Program can be applied for up to 29 credits towards a bachelor’s, master’s, or even a doctorate degree, at select educational partners.
We’re currently affiliated with 10 degree-granting institutions. This means that you can apply your IIN education toward a bachelor’s, master’s, or even doctorate degree with these participating institutions. You can also earn up to 43 CEUs with our State University of New York (SUNY) partner. Furthermore, the (NCCRS) is affiliated with over 1,500 colleges and universities across the United States and Canada, which means you can apply your IIN education to even more institutions.

For more information, visit: [www.integrativenutrition.com/career/certification](http://www.integrativenutrition.com/career/certification)
Our founder, Joshua Rosenthal, created the field of health coaching, and we’ve become the largest nutrition and health coaching school in the world.

Here’s what makes The Institute for Integrative Nutrition so unique:

**Join a Movement You Believe In**

We’re not just a school; we’re a movement! The Institute for Integrative Nutrition is a mission-driven organization that is leading the health revolution. We’re committed to advocating for the health coaching profession – we’re the only school with a dedicated staff member in Washington, D.C. – and fighting the global healthcare crisis.

Health Coaches are paving the way to disrupt the traditional healthcare model, filling the void in care that doctors and other healthcare practitioners typically leave. Mark Hyman, M.D., told us “In order to address the burden of chronic disease, we have to have a team, and Health Coaches are part of that team.” We couldn’t agree more! We provide our students with an education that prepares them to jump into the field with the tools they need to ignite change.

**A Holistic Approach**

Our approach focuses on nutrition as well as lifestyle factors that create optimal health: relationships, career, physical activity, and spirituality. These make up what we call “primary food,” all the things off your plate that nourish you and contribute to your overall health and wellbeing. You will encourage your clients to look at these aspects as a way to feed themselves in addition to food, and is key to your practice as an Integrative Nutrition Health Coach.

**World-Famous Visiting Teachers**

Our curriculum features the world’s leaders in nutrition and wellness, as well as business, coaching, personal transformation, and spirituality. From renowned functional medicine physicians to researchers to inspirational speakers, you’ll learn from more than 85 world-class experts.
Improve Your Own Health

Learn powerful new ways to heal yourself by yourself. You'll learn how to listen to your body and tune your own intuition to understand what foods and lifestyle practices make you thrive. Discover the value of true nourishment, and in turn, use these tools when working with family, friends, coworkers, and clients.

Flexible Learning Platform

This program is designed to fit seamlessly into your life. We have flexible program options so that you can continue working, and there’s no prerequisite courses for joining our program. You’ll access your course materials and everything you need to complete the program in the IIN Learning Center, our online learning platform. You can access the Learning Center from your computer, phone, or tablet so you can study anywhere, anytime.

Earn While You Learn

Start an exciting new career as an Integrative Nutrition Health Coach. Begin seeing clients halfway through the program and earn an income while you learn, providing you with hands-on support as you embark on this new venture. Do work that is aligned with your heart and make a meaningful impact on the world.

Over 100 Dietary Theories

Unlike most nutrition programs, we provide you with access to more than 100 dietary theories. Understanding these theories will help you support your clients’ unique needs through emphasizing our unique concept of bio-individuality, which is the understanding that what works for one person won’t work for another. You’ll be able to give your clients the tools they need to explore what works for them.

Business-Building Support

Learn how to run a successful practice when you graduate. We give you all the tools you’ll need should you choose to start a practice, such as done-for-you handouts, resources, client forms, business card and website templates, and so much more.

“I know what I've been through in my health journey, what my parents have been through, and probably what you've been through, and we deserve better. It's not complicated to be healthy.”

Joshua Rosenthal, Founder of Integrative Nutrition
Live Conferences

Our live events are the best way to experience the inspiring energy of the IIN community, get connected with your classmates, and network with students and graduates from all over the world. As a student or a graduate, you’ll have the opportunity to attend a live event!

A Supportive Community

Join a network of over 100,000 students and graduates in over 155 countries who are passionate about health, wellness, and changing the world. You’ll have the opportunity to connect with your classmates in your online Facebook group, in addition to interactive coaching sessions during the program. As a graduate, you’ll join the vibrant community of alumni who plan meet-ups and events for you to connect and continue spreading the ripple effect of health and happiness.

Lifelong Learning

We’re committed to providing our students and graduates with continuing education opportunities. We offer additional courses on topics like publishing your own book, hormone health, and gut health. You’ll be able to specialize in a niche area of health to bring even more value to your health coaching practice.

We also are partnered with institutions all over the U.S. and the globe to provide college and continuing education credits to further your education and your career. Put your IIN education towards earning a bachelor’s, master’s or even a doctorate degree with various partnered institutions, as well as get Continuing Education Units (CEUs) from your IIN education to propel your existing career forward.

Advocacy Efforts

We believe so powerfully in the difference Health Coaches make on the planet that we have a full-time lobbyist in Capitol Hill, working on behalf of Health Coaches in the United States, and around the globe. Through these efforts, the U.S. Senate has recognized the importance of Health Coaches “in their important work to improve the health and wellness of the people of the United States.”

In addition to working towards recognizing and widening the scope of practice for Health Coaches, the American Medical Association has approved the temporary use of CPT III Codes for health coaching, which means that progress is being made to recognize health coaching as a valid form of insurable healthcare. These codes will be used to collect data around the use of health coaching to improve health outcomes, and eventually, the goal is to have health coaching services covered by insurance. All of this is made possible by the continued advocacy efforts of IIN to bring awareness to the health coaching profession.

Charitable Giving

We believe in spreading the ripple effect, and not just as a school, but as a business. We are always looks for ways to give back to our communities, donating to charities such as City Harvest, Mercy Corps, Habitat for Humanity, Wellness in the Schools, and Get America Fit.
Our Students

+100k

Over 100,000 students and graduates in over 150 countries.

94% Female

6% Male

Top 3 Areas Health Coaches Are Practicing

- Private practice
- Food & fitness businesses
- Doctor's office

79% of IIN students are working with clients upon graduating.

Top 3 Reasons Students Enroll at IIN

- To start their own health coaching practice
- Support their own wellness goals
- Advance their career

STUDENT AGES

- <26: 28.8%
- 26-35: 32.5%
- 36-45: 19.8%
- 46-55: 11.1%
- 56+: 8.3%
- 6+: 19.3%

19.8% of students live outside the United States.
Integrative Nutrition empowers graduates to transform their health, start health coaching practices, and so much more! Our graduates own their own wellness centers, health coaching practices, and healthy food restaurants. They have launched nationally distributed health food products, starred in movies, and written bestselling cookbooks. They are creating a ripple effect of health and happiness around the world, and here for some of their stories.
“What I most treasure about my IIN education is the rich curriculum and IIN’s hands-on engagement and emotional investment in our success. Ever since I published my first book and companion journal, it has won four awards, and I have done several speaking events and book signings. My coaching practice is busy with both local and long-distance clients. And I’ve made a lot of friends through IIN – people with whom I have values and goals in common. Another treasure!”

Sally Stone

**Virginia Rodriguez Perlado**

“I’ve been inspired by IIN from the moment I started the course. I launched my health coaching practice a few months before graduating, and I now have clients in New York, Spain, England, and Texas! I am also partnering with a chiropractic doctor and giving talks to keep increasing my practice.”

**Lisa Lewtan**

“I want to give a big shout-out to IIN and their book course! The program gave me the impetus to get a book done sooner rather than later. Today I had the honor of talking about my book at Google, as part of their Author series!! I’ve also had the opportunity to interview experts like JJ Virgin and Terry Jacob Walters and be on TV for my book!”

**Laura Rokosz**

“IIN provided me with the skills I needed to create a business – a remarkable feat, since I never took a business class in my life. IIN also provided the experiential learning to make me a much better Health Coach than I ever thought I could be. Less than a year after graduating, my healthcare practice received awards from both my state and my local town. IIN also facilitated the building of friendships that are sure to last a lifetime.”

**Erin Jennings Paruszewski**

“I’m so excited to have completed the course and to have launched my group health coaching program. We’ve had hundreds of people go through it and expect to improve the lives of many more!! So grateful for IIN and the education it has given me to pursue my dream of owning an integrative health and wellness brand!”
“Tomorrow I launch my first corporate wellness program. It has been a dream to navigate and work in this space and tomorrow it's a reality. I couldn't have done it without IIN!”

Brooke Brennan
Rebecca Hirst

“I graduated from IIN in 2015 and left my job as a senior marketer at Coca-Cola in London. Yes, I used to work for Coke, which always raises a few eyebrows. It’s been a huge career change (understatement!) and one that I’m really passionate about. I’m now a full-time Health Coach, speaker, and adviser to life-enhancing brands. I was recently invited to speak at the global TEDxWomen conference about gut health...and trusting your gut, which is exactly what I did when I enrolled at IIN. It’s been a life changer.”

Lawrence Mitchell

“I’m happy to report that I won the Best Corporate Health and Wellbeing initiative. The CIPD is the UK HR association, and their awards are the ones to win. I was delighted to get the validation just 18 months after the initial launch. It wouldn’t have happened without IIN.”

Laura McDermott

“IIN has played such a vital role in my life, and I am so grateful for this partnership with such a supportive school. Since graduating, I’ve been working as a Health Coach for an executive search firm, where I’ve been involved with monthly health presentations and discussions, creating a more nutritious kitchen, and planning physical activities. I also joined the Garden Committee Team for my daughter’s new school. IIN has inspired me so much. Thank you, IIN!”

Cindy Santa Ana

“I got into health coaching because I was once very sick, overweight, and on a lot of medication. I had such an amazing transformation with my own Health Coach that I decided to become one, too. I’ve been in health coaching for five years now, and I have a thriving practice. I wrote a book a couple of years ago, and this year I’m working in a doctor’s office to help their patients implement the lifestyle changes they need!”

Clarissa Kussin

“I’m now coaching in private practice for two female functional medicine MDs in Raleigh, NC! It all started with IIN. Best time of my life. THANK YOU!”
Join a Global Community of Health Coaches

Make Lifelong Connections with a Passionate Community

Our students are passionate, health-minded people who are changing the world. You’ll find them sharing successes and inspiration, helping each other, and discussing the latest wellness trends. No matter where you live, you’ll feel connected to your fellow classmates.
Our Community Spans the Globe!

Integrative Nutrition Health Coaches are needed all over the world. We have 100,000 students and graduates in over 155 countries! While the list keeps growing, the incredible members of our community are working to improve the health and well-being of their families and communities around the globe.
Karen Wojciechowski

“I have been running my practice virtually and seeing clients over Skype while traveling in North America, Asia, and Europe. I am also in the middle of running my fifth online group program, which is going really well, and have started the [master’s program at the International Health Coach University] this year!”

Natalia Lara

“Not only has IIN helped me with own self-healing process (in modern China – one of the most challenging countries to do so), but I am launching my practice with a focus on corporate wellness programs and health retreats! IIN has given me the confidence to embrace my authentic self and live a fuller life! Thank you!”

Rumbidzai Mukori

“I am an IIN graduate based in Zimbabwe and the founder of a company that focuses on healthy eating through all stages of life. My articles are published in South African and Zimbabwean newspapers, I was featured on a local TV station promoting health and wellness in hospitals and clinics, and I represented Zimbabwe in Building Bridges Entrepreneurs from Africa and as one of the top 10 most innovative businesses. I also host webinars with clients from the UK, South Africa, Zambia, Botswana, and Zimbabwe. My desire to see a healthier Africa is the driving force for the work I do.”

Sofia Campos Pereira

“My IIN learning and life as a Health Coach have been amazing. Coming from a scientific/research background, I am loving the practical application of knowledge toward increasing health in my community and for my clients. My youngest client is fourteen, and my oldest is eighty. I am also volunteering at a local community center and helping people make the healthy food/lifestyle choices with serious financial limitations. Soon I will also be hosting my first workshop. All in all, I am very happy to have taken the course and to be coaching here in Portugal. Thanks, IIN!”

Jody Vassallo

“I started running wellness food and yoga retreats in Bali with a fellow IIN graduate. I’m creating a healthy eating school program for indigenous children in Australia. I’m also about to start writing the proposal for my next cookbook.”
How much time do I need to complete the program?

Students can expect to spend about 10 hours per week on course material to be successful. The program is 100% online and can be accessed from smartphones, tablets, or desktops through our learning platform, the IIN Learning Center. Once a module is open, it can be accessed anytime, so if you head out on vacation with your family or have an emergency, don’t worry – you’ll be able to catch up!

Why choose IIN when I can go to another program for less money?

We understand this program is an investment, but we compound the value of this investment with all the incredible things we provide during your time as a student and then beyond as a graduate. Not only will you have unlimited access to support as a student with our dedicated Student Support team, but you’ll also have the support of your fellow classmates and alumni community upon graduating, as well as opportunities to continue expanding your knowledge with our advanced and specialty course offerings.

We’ve been around for nearly 30 years – we like to say we’re the Wellness OGs – and our program is the most comprehensive and robust training program available. Our curriculum is unparalleled – we don’t just cover the basics of nutrition, coaching, and business. We dive deep so that you are equipped with the skills and the tools you need to become a successful practicing Health Coach.

Not only have we been around the longest, but we’re also licensed by the New York State Board of Education, which means we’re held to not only our high standards, but the high standards of this credible institution. They regularly review our curriculum to make sure we’re providing the most up to date, accurate information. You can be assured that you’re getting a vetted education from a legitimate school. The other schools, while they can be less expensive, don’t have these same credentials and can’t offer the same assurance.
Can I really make a living?

Yes, absolutely! How do we know? We’ve seen it firsthand. Our graduates are total rock stars who go on to do some pretty incredible things. From one-on-one coaching, corporate wellness, and online programs to healthy food products, skincare lines, and books, IIN grads are everywhere.

In case you’re a numbers person, here are some stats:

A total of 96% of our students consider themselves an expert in health and wellness.

Almost 75% of our students have clients before they graduate.

Heard of Purely Elizabeth, NibMor chocolates, Suja Juice, or Square Bars? They’re all IIN grads!

What requirements do I need to enroll?

Passionate. Driven. Determined. Our only academic requirements are a high-school diploma, GED, or equivalent.

Required: a commitment to health and wellness, a desire for a transformative personal experience or career change, and the determination to make a difference in the world. If you fulfill these, you’ll find success within our program.

Still have questions? Visit our FAQ page
Ready to take the first step to changing your life?

Call and Speak with a Graduate Right Now

Our Admissions Representatives are all graduates of the program and can answer any questions you have about the Health Coach Training Program. They can also speak to you about flexible financing options so that your education is affordable and works for you. Your path to a happier, healthier life is waiting...

(877) 780-5407  U.S.
+1 (212) 730-5433  International

www.integrativenutrition.com