

WELLNESS INVENTORY

Certification Training

The Wellness Inventory Certification Training is a dynamic, process-oriented course that provides in-depth personal experience and practical knowledge of the Holographic Change Process, which is based on the Wellness Inventory program as an organizing principle and theoretical foundation. The training also provides a unique coaching skill-set to maximize the program's effectiveness in creating change in your clients', employees', or patients' lives. The goal of the course is to create competence in delivering the program to both individual and organizational clients.

The Certification Training is offered as a 13-week live, phone teleclass. There are 14 sessions over the 13 weeks (2 classes in final week), and classes are 90 minutes in length (6 of the 14 classes are 2 hours)*. The Certification Training also includes weekly buddy coaching sessions, homework, as well as a required proficiency portfolio. Four trainings are scheduled for spring and fall 2009.

2009 TRAINING DATES

April 1 – June 24, 2009

Sept. 9 – Dec. 9, 2009

Sept. 9 – Dec. 9, 2009

Sept. 10 – Dec. 10, 2009

DAY

Wednesdays

Wednesdays

Wednesdays

Thursdays

CLASS TIMES

7:00-8:30 pm ET*

1:00-1:30 pm ET*

7:00-8:30 pm ET*

7:00-8:30 pm ET*

The Wellness Inventory (www.WellPeople.com) is an online assessment and life-balancing tool that focuses on the whole person in 12 key dimensions of wellness. By participating you will gain proficiency in working with clients using the 12-part Wellness Wheel. You will also experience an ongoing exploration of the Wheel as a dynamic hologram of interdependent elements – a central organizing principle for individual and institutional wellness programs.

The process of working with the Wellness Wheel helps to develop greater coherence in your personal life and teaches you how to use this Holographic Change Process in your coaching to facilitate greater coherence in your clients' lives.

You will also focus on increasing your knowledge and proficiency in utilizing the key elements of the Wellness Inventory on both the client (user) side and administrative side of the program. On the client side, you will gain greater insight into the key elements of the program:

- Assessment
- Wellness and Satisfaction Scores
- Personal Wellness Action Plan
- My Wellness Journal & Self-Study Center
- 12 Resource Centers
- Progress tracking feature



We focus on the process of creating wellness action plans in the context of the Six Stages of Change, which leads to a much higher rate of success because it is oriented toward the areas that are the most meaningful to you and that you are most motivated to change. You will learn basic coaching skills or how to strategically use your existing coaching skills to maximize the effectiveness of the Wellness Inventory in helping your clients achieve their goals.

Wellness Energy System - 12 Life Processes



The wellness model used in the training is based on Wellness Energy System developed by wellness pioneer, Dr. John W. Travis, MD, MPH, the originator of the Wellness Inventory.

On the administrative/coaching side, you will be trained to use a suite of online wellness program management tools to facilitate coaching, reporting and communicating with program participants to support implementing the Wellness Inventory within individual, group and organizational settings in order to achieve optimal results.

From a business and marketing perspective, you will learn strategies for using the program to:

- Create a wellness dimension in your practice
- Quickly determine client's "change readiness" in each dimension of wellness
- Create the context for ongoing wellness coaching
- Build your practice and increase client retention
- Create new profit centers
- Work with individuals, groups and organizations

“The training met all of my expectations to move my coaching practice and business to the next level. The program provides coaches with a plethora of resources that can be incorporated into wellness coaching in limitless settings.”

Pamela Burris RN, MSN, AHN-BC

You will also learn strategies for using the Wellness Inventory as an organizing principle for implementing wellness programs in various markets - corporate wellness, hospitals, spas, as well as wellness centers and clinics. This will include learning how to integrate monthly workshops on the 12 dimensions of wellness into an institutional program in order to provide education and accountability, to support the coaching process, and to foster a positive outcome for participants.

Who is it for?: The Certification Training is for life coaches, wellness coaches, consultants, health practitioners, therapists, wellness professionals and corporate trainers. Onsite intensive trainings may be arranged for corporations, spas and hospitals. See testimonials from graduates: www.WellPeople.com/Certification_Testimonials.asp

Cost: Fall Trainings: **\$1,195** (\$1,095 if paid by August 10, 2009)

Payment: Credit card, Checks. Payment plans available with four monthly payments.

Continuing Coaching Education (CCE): The course is approved by the International Coach Federation (ICF) for 20 hours of continuing coaching education credits as well as for portfolio certification. Of the 20 CCEUs, 10.5 hours are for core competencies, 5 hours for development of coaching practice, and 4.5 hours for personal development of the coach.



Intensive Trainings: For those unable to accommodate the 13-week training schedule, we offer a 3-day weekend intensive training. The intensive is designed for those who plan to administer the Wellness Inventory, but don't intend to coach; professionals who would like to carry out their work in a more coach-like manner; or for trained coaches in need of fast-track training. Intensives are delivered in beautiful Asheville, NC, in the Smoky Mountains.

Cost: \$1,395. More on Intensive Trainings: http://www.WellPeople.com/Intensives_2009.pdf

INSTRUCTORS:

Bobbie Burdett, Director of Training for HealthWorld Online, was a co-creator of the first wellness center in the U.S. in 1975 with wellness pioneer and originator of the Wellness Inventory John W. Travis, MD. She developed the wellness coaching process for the center and has been coaching for the past 30 years. In the process, she has developed an unparalleled depth of understanding of the Wellness Inventory. A lifelong learner, she has studied many aspects of wellness for nearly 40 years, has been instrumental in honing and updating the assessment and commentaries of the Wellness Inventory. Bobbie lives in Asheville, NC. (More - www.WellPeople.com/WellnessTeam.asp)

Jim Strohecker, President / co-founder of HealthWorld Online (www.healthy.net), the first online network focused on alternative health and wellness, is co-developer of the Wellness Inventory online program, and the Wellness Inventory Certification Training. With over 30 years of experience in human potential, wellness and holistic health, he has been a leader in the wellness revolution via the publishing and Internet media. Co-author of five books, he was executive editor of the influential book, *Alternative Medicine: The Definitive Guide*, and is publisher of Healthy Update, a weekly e-newsletter and wellness and integrative health. Jim lives in Los Angeles, CA. (More - www.wellpeople.com/WellnessTeam.asp)

To register, or for more information, contact:

James Strohecker
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jim@healthy.net



TESTIMONIALS FROM GRADUATES

“This training is phenomenal. It is a great course for every health care provider, because it allows for deep exploration into the aspects of your own wellness, so that you have more to offer clients. The training is a terrific organizational framework for wellness. As a nurse and traditional naturopathic student, I thought I knew a lot about wellness coming into the course. I quickly realized I had a lot to learn! I am leaving the course a transformed person!”

Buddy Ann Ross, RN, BSN, MS,
Wadsworth, OH

“I highly recommend this training to any professional coach who wants to expand their client offerings, as well as acquire an array of new coaching skills. You will learn how to increase your clients’ awareness and as an added bonus, you have an opportunity to improve your wellness status.”

Tina Elliot, MBA, PCC
Professional Certified Coach Health & Wellness Coach
ICF Ethics & Standards Committee Member

“This is an invaluable tool for any health practitioner desiring to make positive changes in their patients’ lives. I know this will only enhance the work I do with my patients.”

Wanda J. Bedinghaus, MD
www.harmoniacycenter.com

“Whether you’re working in private practice, a corporate wellness program, a hospital, or a community setting, the Wellness Inventory Certification Training will be an essential tool to help clearly evaluate not only the effectiveness of a wellness program, but the depth of commitment, understanding, and integration of wellness principles that will accompany you for a lifetime.”

Meg Jordan, PhD, RN
Dept. Chair, Professor, Integrative Health Studies
California Institute of Integral Studies

“I thoroughly enjoyed every aspect of the training program. It’s a very beneficial program for a wide range of lay people and professionals. Even though I have been involved in self-care and healing for many years now, I was able to explore new layers. The 12 dimensions of wellness are organized and represented eloquently. I look forward to this new tool facilitating my client’s wellness as well as my continued exploration of wellness.”

Barbara Denison ARNP, AHN-BC (Advanced Holistic Nurse - Board Certified)
Holistic Nursing Consultants, Wichita, KS

“I found the training to be an exceptional experience both academically and personally. The teachers, readings, class participation and coaching sessions not only provided information and skills training, but more importantly, supported integration of the material leading to attitudinal, perceptual and personal transformation. This class not only assists the coach in the coaching process but I also helps the participant in their own personal wellness journey.”

Betsy Buselli, PhD, RN

More: www.WellPeople.com/Certification_Testimonials.asp

Some Background on the Wellness Inventory

Some say that we just need to look around us to witness the evidence of a wellness revolution in our culture - the rapid growth of consumer interest in spas, yoga, meditation, organic foods, and alternative therapies. Wellness coaching is an emerging field. Women's magazines focus on the "spa and wellness" lifestyle, and "wellness" is commonly used in the names of health products, ranging from vitamins to pet foods.

This leads us to a key question. **Exactly what is wellness?**

All too often, wellness is defined within a disease framework - reducing health risks and preventing disease. This is especially true in our healthcare system and in employee wellness programs. To answer this question, let's go back to the beginnings of the wellness movement in the mid-1970s.

In the early 1970s [John W. Travis, MD, MPH](#), was fulfilling his residency at Johns Hopkins and working with the US Public Health Service. A protégé of Dr. Lewis Robbins, creator of the Health Risk Appraisal (HRA), Dr. Travis worked on the earliest computerized HRAs, including one used by the CDC. But by the time he completed his residency, he had made a life-altering decision—rather than treating people as a physician he would dedicate his life to teaching people to be well.

Moving to Mill Valley, California, Dr. Travis opened the first wellness center in the United States in 1975, the Wellness Resource Center. A true wellness pioneer, Dr. Travis had developed a model for lifestyle change that focused on self-responsibility, and engaged the whole person—body, mind, emotions, and spirit. "Wellness" was a new term in American culture, and the new center attracted media attention, including Dan Rather at CBS, who featured the new "wellness center" on 60 Minutes.

As he continued to refine his work at the Center, he created the first wellness assessment, the **Wellness Inventory**, to use as the Center's primary client intake. He captured his philosophy in the now classic *Wellness Workbook*, which has been used by wellness and health promotion educators in undergraduate and graduate programs in universities for over 25 years.

In 2003, HealthWorld Online, in collaboration with Dr. Travis, created the expanded, online version of the Wellness Inventory, with added functionality and features, including assessment of satisfaction (motivation) level for each of the 12 dimensions, a wellness action plan feature, personal journal, resource center, and self-study center. A whole suite of reporting, marketing, and administrative tools to assist licensees in working with their client population, was also developed. The program was designed to be used by wellness and life coaches, health practitioners, wellness professionals, spa professionals, and organizational consultants.

In 2006, HealthWorld Online created the Wellness Inventory Certification Training, which was designed and developed by James Strohecker and Bobbie Burdett. To date, professionals from 15 countries have taken the training.

