



The Chrysalis Effect

ILM and FHT Accredited
Trauma Informed Wellbeing
Coaching Training Programme





The Trauma Informed Wellbeing Coach

- The growth of coaching.
- The need for Trauma Informed Wellbeing Coaching – a new niche in the sector
- The Wellbeing Coach: The C R Model – Cross Referral, become an expert, tools v benefits, wellbeing packages of care.
- Why does coaching make a huge impact?
- The Chrysalis Effect Trauma Informed Wellbeing Coaching Accreditation
- Specialist Practitioner Mentors
- Programme Details

The Growth of Coaching

Coaching has become one of the fastest growing interventions within business. In fact the trend to embrace a coaching culture is growing year on year. According to the most recent report from The CIPD [Chartered Institute of Personnel and Development] 71% of organisations are using coaching. 2 organisations from that 71% that have adopted coaching as part of their culture are Kimberley Clark and Lloyds TSB. From our own experience in providing training for organisations such as Universities, the Public sector including government and the NHS as well as Schools, have borne out those statistics. All of them recognise the effectiveness of coaching on individuals lives.

‘Organisations need to make employee wellbeing part of their culture with directors and managers buying into the concept. It is this buy-in from the top and coaching to educate all staff about healthy ways of living, and help them make simple changes, that will have the impact. Helping employees understand what they really need to do to get themselves in shape, physically and mentally, and giving them the motivation to take action enables them to perform at their best.



We know from our work with some of the top UK brands that a healthy workforce results in improved performance, increased engagement and staff retention, and reduced absence. And it is the organisations that understand this, and are proactive in their approach to employee wellbeing, that will succeed.’

Oliver Gray employee health, energy and performance expert



The Need for Wellbeing Coaching - a new niche in the sector

If you are looking for a new direction in your own life and want to enter a growing sector, this is the ideal course for you. It is a personal development course in itself and will enable you to; get clarity for your own future; enhance your own health and wellbeing, and open up a new world of possibilities in your career as you embrace the skills of coaching. □

If you are already a practitioner in your own field, committed to working with clients on □a daily basis to achieve an improvement in their performance and wellbeing. You □will be using your existing tools, be that Occupational therapy, counselling or □whatever you know will help that client to feel better. One of the major frustrations □can be when you can see the changes they need to make, offer advice or make □recommendations only to find that in many cases they resist the very thing you know will □help them the most!□

That is where coaching skills come in and specifically Wellbeing coaching. If we are to build a reputation for getting results with clients then it makes sense to utilise this tool that is so powerful that industry leaders all over the world are willing to pay for their workforce to take time out of their working day to receive coaching

Well-Being Coaching is an innovative approach that you can use with clients that ensures clients access their inner resources, take responsibility and make those shifts proactively and willingly. This enhances your own effectiveness with clients making phenomenal shifts in short both you and they see results meaning your reputation as an effective practitioner grows exponentially.

The Trauma Informed Wellbeing Coach

Do you sometimes get clients with 'stuff' that feels outside your remit to deal with as a coach, practitioner or health worker?

Yet on some level you know that there are important issues holding them back.

Would you like to feel confident to support a client through to their desired outcomes - no matter what you were working with them for?

Well...

Many coaches, practitioners and facilitators as gifted and trained as they are often find that clients simply do not get the outcomes they hoped for, and what we have found having worked within this industry for many years is that there are a number of reasons this happens.

Lifestyle Medicine: The most important and key element is identifying that whoever is in front of you, they will require a holistic approach to achieve long term results. Coaching is without doubt the most empowering and effective intervention. It has in the past had its limitations. The 'pure coaching' model, that so many organisations embrace, relies on clients having the answers within. In practice this does not work for everyone and limits results.

Also many organisations focus on performance at work when in fact it is our conviction that the personal drives the professional and therefore it is essential to look at areas hitherto excluded from sessions in the workplace. Wellbeing Coaching integrates a myriad of tools and a referral model that enables a coach to get to root causes of issues that affect client's wellbeing and address them head on creating the foundation of Lifestyle Medicine.

The Trauma Informed Wellbeing Coach Cont...

Those practitioners who have coaching in their toolkit – are transforming how they work and as a result are:

- Empowering clients rather than creating dependency.
- Getting to the causes of problems with clients which translates into more effective treatment plans.
- Having tools that allow a client to take more personal responsibility through greater awareness.
- Generating greater clarity with clients and helping them to access what they need in a less prescriptive manner.
- Seeing positive shifts and changes in client behaviour.

Coaching on its own isn't enough. There are 4 key areas to the success of practitioners and coaches who are embracing the new paradigm shift and new way of working.

When you embrace the 4 key areas of the wellbeing coaching model, then your ability as a practitioner/coach to not only create the transformation in your client's life, but your own career or consultancy as well, becomes so much more achievable.



The Cross Referral Model



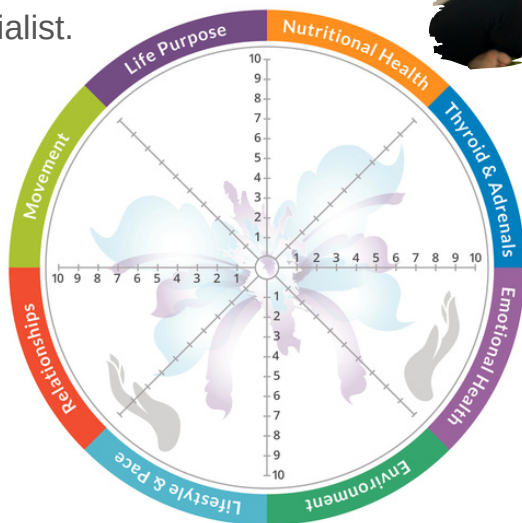
Many health professionals have lots of tools, and are able to support many aspects of a client's needs. However no practitioner can truly do everything – and you wouldn't want to – you wouldn't feel confident going to see a doctor who said – I'm also a plumber and a carpenter too, would you?

So, the key here is, instead of clients becoming non co-operative because you are not able to deal with a specific area yourself, you work in conjunction with them to holistically approach the 8 elements essential for wellbeing – to enable your client to effectively get all the support they need. So, you work together, whilst maintaining your client, and simply cross refer where necessary.

This is where wellbeing coaching becomes the foundation for you to be able to do this effectively as you are working within the 8 elements. Coaching also enables you to approach some areas that until now may have been out of your remit.

Become an Expert

When you become an expert within a niche. Then you become known for what you do, for getting results and therefore people know WHY and WHO they need to send to you. In today's world people are looking for a specialist.



Tools Vs Benefits



Many practitioners and coaches talk about their tools. Executive Coach, Life Coach, Occupational Therapy, Counsellor, Reflexology, Reiki, Nutritional Therapy – these are all very valuable – however to the client – they are not their main concern.

What the client wants to know is HOW will this actually benefit me? Wellbeing coaching creates a framework all your powerful tools fit within – So you support patients to create health results that they would love in their lives and you get to make a profound difference.

Wellbeing Packages

Would you agree; that clients are always looking for results and going from one practitioner to another can be hit and miss?

Especially in the fast paced stressful world we now find ourselves in – working holistically is the only way to truly get the results people are looking for.



The paradigm shift



**NEW
PARADIGM
AHEAD**

Offering a complete wellbeing package for your clients and operating a cross referral system – immediately this sets you apart from the crowd and sets you up as an expert in your chosen field. It allows your client to have complete confidence in you and your ability to support them through to get the results they would love.

Being able to tailor packages with wellbeing coaching at its foundation is Lifestyle medicine in action.

You will be a valued member The Chrysalis Effect Practitioner Community.

Why Does Coaching make a huge Impact?

Because coaches have the tools and techniques to help a client tap into their own motivation to achieve their personal, professional and wellbeing goals. If you have ever tried to motivate another person you will notice two things:

- It can be very tiring
- The results are usually short lived and frustrating

For people to take action they have to discover their own motivation. One area this has transformed is working with clients with chronic exhaustive conditions like M.E or Chronic Fatigue Syndrome. We have been teaching practitioners to integrate coaching into their work with these clients and the results they are getting have been quite amazing.

Therefore we now offer a fully accredited ILM 'Wellbeing Coaching Programme' for practitioners and facilitators. It embraces a truly holistic approach to coaching using models of coaching designed to greatly enhance your own effectiveness and accelerate results you achieve with clients.



As an Accredited Trauma Informed Wellbeing Coach You will:

- ▶ Be able to Define clear wellbeing goals with your client.
- ▶ Create personalised well-being plan for each client.
- ▶ Enable your client to clarify their vision, life purpose, values, goals.
- ▶ Support clients in making energetic shifts and long term changes.
- ▶ Challenge unsupportive thoughts beliefs and behaviours, dissolving limitations effectively.
- ▶ Identify preferred motivation, noticing resistance creating breakthroughs for your clients.
- ▶ Deal with client stressors, ill-health, loss or trauma in a positive and life affirming way.
- ▶ Help your client and yourself to honour their and your own wellbeing above all else.
- ▶ Improve health outcomes and actively prevent and reduce health risks.
- ▶ Live with greater awareness, clarity, balance and vitality

Trauma Informed Wellbeing Coaching Accreditation

This programme is a cutting edge Coaching Programme for those in professional or personal development, therapists, practitioners and coaches who are looking to enhance their effectiveness in the growing field of Lifestyle medicine in an expanding health wellbeing sector.

- The Structure and Process of Coaching
- The Wellbeing Coaching Model
- Coaching for Physical, Emotional, and Spiritual Wellbeing
- Tailor approach to your clients presenting behaviour type



- Bereavement Coaching strategies
- Relationship Coaching techniques
- Financial Freedom Coaching
- Cross Referral model – recommendations agencies and expert help



- Transformational coaching through NLP techniques
- Psychology of motivation and paradoxical motivators
- Beliefs and Values re-alignment
- Developing mindfulness and presence within coaching
- Coaching through the layers/ emotional breakthrough



- How to Build Confidence with challenging clients
- Igniting inspiration and vision in yourself, your clients and colleagues
- Integrating Coaching into your practice, workplace or life



- Practical hands on Sessions with Personal Facilitation 1 to 1 and feedback
- Buddy Coaching for practice and support.
- Ethics and Responsibilities of a Coach



Course Learning Outcomes

This course is defined by three core competencies each with clearly defined learning outcomes, chart your growth as you progress through the course, actively use this sheet to help you confidently acknowledge your coaching achievements. For each outcome, we have listed the models and exercises that support the learning outcomes that you will learn on the course on within the pages of this manual.

Core Competency One: The Foundation of Coaching Relationships

Learning Outcomes	Assessment Criteria
1. Practise ethical & Professional Standards	Understand the ethics of coaching.□Contracting. Code of Practice, Managing expectations, Honesty, integrity, Dignity□Differentiate the difference between Coaching, Mentoring, Counselling, Consulting.□Counselling – The past / Mentoring – Guiding from experience / Consulting – Recommending from expertise / Coaching – Future focus, goal orientated, results driven□Know when it is appropriate to refer a client to another professional service outside of your remit□Example: Mental illness, eating disorders Self-harming, addictions
2. Establish a Coaching Agreement	Demonstrate how to establish a working relationship with a new client in a practical situation.□Check list: Seek permission to challenge, Importance of confidentiality□Explain the role of the coach. Demonstrate how to set up a coaching contract including terms and conditions and setting clear boundaries. Contracting: When, where, how, times, length of sessions, managing expectations, contact between sessions, note taking etc.
3. Develop a coaching Relationship by Establishing Trust, Empathy and Rapport	Demonstrate a genuine interest and empathy for your client's wellbeing and future development.□ Listening model, empathetic listening, rapport building, Be, Do Have exercise, Pace and effectively keep time during a coaching session.□ Finished too soon? – Not enough questioning around Goal and Reality□ Run out of time? – Did not drill down a specific session goal. □Provide support to enable a client to expand comfort zone and take control of issues and challenges.□Wow goals, Table Top exercise □Explain and evaluate the concept of rapport building.
4. Maintain a Professional Relationship	Able to demonstrate effective listening skills and remain focused on the clients desired outcomes. Listening Model. Understand preferred behaviour style, DISC. Take it away exercise. Repeat their words exercise.

Course Learning Outcomes

Core Competency Two: Effective Communication

Learning Outcomes	Assessment Criteria
1. Listen actively and empathically to the client	Recognise the client's communication style and Representational Systems, Visual, Auditory, Kinaesthetic, Gustatory, Olfactory□ Identify your client's communication to interpret goals, Values, Beliefs and levels of commitment.□ Should's, ought, must, needs, deletions, distortions, generalisations.□ Evaluate the client's communication style.□ Albert Mehrabian model.□ What are they saying, what are they not saying, checking tonality and body language with the words spoken, is the language in harmony?□ Provide feedback effectively through summarising, repeating the client's words and mirroring techniques.□ The power of hearing the client's words spoken by someone else. Examples: "So the goal is" "Let me read back to you your options" "you will...by...."□ Through open dialogue encourage the client to explore his/her position in relation to their values and beliefs.□ Challenge limiting beliefs□ The Table Top exercise□ Wow goals□ Money Relationship exercise
2. Question the client effectively specific Wellbeing areas of 8 Elements Wheel and using subject specific questions and exercises effectively	Ask open-ended questions allowing the client to vocalise their options and gain clarity on establishing their goals. What, where, when, how, who? Changing is and can questions to what questions. Formulate questions that encourage insight and commitment to action. Expanding questions. If questions. Focusing questions. Reflective questions.
3. Communicate clearly, effectively and appropriately within the coaching relationship	Re-frame negative outcomes to positive outcomes. P,P,P. Confidently handle issues of diversity speaking with all clients in a manner that is respectful of race, age, sex, sexual orientation, disability etc. Code of Practice, Honesty, integrity, dignity, Understanding your own issues and values and when best to refer a client on.

Course Learning Outcomes

Core Competency Three: The learning Process & Outcomes

Learning Outcomes	Assessment Criteria
1. Evaluate and differentiate between multiple sources of communication presented by the client	Assess client's communication to evaluate real issues presented. Understanding the problem is rarely the problem. Limiting beliefs, Delete, distort, generalise Encourage to identify strengths and areas for growth. Motivation strategies, Be, Do, Have, Wheel of Life, Focus wheels. Support in the evaluation of their current thinking patterns and motivate and facilitate changes in perceptions and attitudes for success. Post it note beliefs exercise, Motivational drivers, Paradoxical motivators, Values & beliefs. Table top exercise
2. Facilitate desired outcomes by following the G.R.O.W model, and the Wellbeing GROWTH model	Understand the framework of the TGROW model. Topic, Goal, Reality, Options, Way forward. Enable your client to establish positive, clearly framed goals that match their values. Coaches deal in wants - Is it someone else's goal or value? Should, ought, needs, musts, have to etc. P,P,P, Understand importance of client defining current situation. Drilling down on goal, finding the why, finding the motivation, exploring the reality, not diving straight into options! Encourage client to identify multiple resources to support their desired outcome. Generating options: "Give me 3 more" Identify previous success strategies. "What if" questions – remove the barriers
3. Facilitate desired outcomes by following the G.R.O.W model – or GROWTH and relevant referral pathways for client	Identify any obstacles that could prevent client moving forward and reaching goal. Reality - what stands in their way, exploring reality of taking the actions within desired timeframes before moving to commitment of action. Explore and establish commitment to take action. Way forward. Accountability. Commitment scale. Evaluate and support the clients growing self-awareness.
4. Provide appropriate challenges to stretch client beyond preconceived comfort zones to reach desired wellbeing levels	Develop an action plan for the coachee following the structure of SMART. Specific, Measurable, Achievable, Realistic, Time bound. Positively challenge the client when agreed actions are not carried out. Challenge the goal, Challenge the motivation, Challenge the reality.
5. Encourage increasing responsibility by holding the client accountable for their actions	Confidently explain how the commitment to action is agreed by the client. Asking for notification of action taken.

FHT Accredited The Trauma Informed Coach Additional Modules



Module 1 - The ACE and Trauma profile:

- Client Profiling - The Highly Sensitive Client
- The ACE and Trauma Link
- ACE and Stress Vulnerability
- Exploring types of 'Hidden Traumas' that impact long term health
- How to recognise Client Triggers

GROWTH Model In Practice - What to Say and Do The Questions to cover in your pre-consult form Explaining HSP's and HPA axis and the link to Symptoms

Module 2- Family Dynamics the 'Guilt-Shame' Game

- Attachment V Authenticity the unconscious driver of relational Trauma and sabotaging behaviour.
- Case Study 1

GROWTH Model In Practice - What to Say and Do Explaining Misatunement, Enmeshment and Scape-Goating and Co-dependency and the link to chronic health

Module 3: Seeing Life through the ACE/Trauma Lens

- Groundhog day and feeling memory.
- Common Coping Strategies.
- Recognising Addiction
- Distraction- Disconnection – Case Study 2.

GROWTH Model In Practice - What to Say and Do Explaining and demonstrating Emotional Processing and Trauma release strategies

Module 4: Shining the light and Changing Lives

- Simple Steps to Addressing Trauma with your client.
- Navigating the Personal and Professional - How do your own triggers show up?
- What is in and out of your remit?

Growth Model In Practice – What to Say and Do The How to of Introducing Cross Referral Options

X 4 Pre-recorded Session
1 x Masterclass with Specialist □
Trauma Release Practitioners
1 x Live Group Integration Session



On completion of Your Accreditation you will:



ilm
Recognised
Provider

Receive professional recognition as An Accredited Health and Well-Being Coach

Feel confident and competent in facilitating a comprehensive health and well-being programme for your clients

Be able to enrich and expand your work to include Health & Well-Being Coaching within public and private and Corporate sector or with individual clients

Generate longer term income from your coaching services

Be eligible to become a member of the International Coaching Federation or Association of Coaches

Enhance your professional marketability

Improve your own health and well-being through Buddy coaching

Become part of a community of practitioners who are committed to coaching to empower themselves and their clients to live happy well balanced lives.



The Trauma Informed Wellbeing Coach Author and Trainer

Elaine Wilkins – BA Hons, PGCE ,
ILM Accredited Coach



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ILM Accredited Coach

Elaine is an award winning Coach. APCTC 'Courage To Change Award and FHT Excellence Tutor of the year Award.. Having recovered from a 6 year chronic exhaustive condition she has first- hand experience of being bed bound and what it takes to fully recover and live a life full of vitality and balance. She brings that understanding to her work. She has written and delivered multiple recovery protocols and programmes for the health arena. Her training expertise spans 20 years. Elaine was lead Coach Trainer for Catalyst Coaching before becoming Director of International Coaching Alliance training over 1000 Coaches.

She created the women's wellbeing through empowerment coaching programme 'Step Out Step Up' for Corporate and Public Sector including the NHS. As a leader in the Field of stress related illness the development of 'The Wellbeing Coach' to address causes of illness is unsurpassed. This is a unique and transformative coaching programme for Health Professionals and therapists to integrate with their therapies to accelerate results and build enviable reputations in their field.



The Wellbeing Coach is the only ILM Endorsed Accredited Wellbeing Qualification in the UK.

Delivery:



Accelerated learning programme consisting of 1 to 1 personalised mentoring which is interactive and practical and structured to fit your commitments.

This is fully supported with dynamic classroom recorded online videos, which embed learning and can be visited over and over again. There is also live online supported learning. Resources are supplied for all areas of the wheel.

*Practical and Written Assignments to be completed to attain Accreditation.

The ILM charge an additional fee for accreditation payable at time of submission.

Contact the office for current fees:
team@chrysaliseffectthehealth.com

There are no additional fees for the submission of the specialist accreditation.





Additional Online Resources and Supported Learning

All online resources are available to you as soon as you submit your application to train with us.

This includes:



- Trauma Informed Wellbeing Coach Manual
- Templates & Checklists
- Exercises for clients
- Wellbeing Coaching Members Area and full resources to use with clients.
- Access to live info sessions
- Quarterly team q and a sessions to embed learning
- Access to online practitioner and trauma informed forums.

Supported Learning

Expert Mentor Coach to tailor your practical learning.

Full Access To Online Wellbeing Coaching Training Videos.

- X 1 Full Colour Wellbeing Coaching Training Manual.
- Team and online support - interactive webinars – □Support & regular updates via forum.
- Listed on the Online Accredited CE Practitioner Directory.
- Spotlight your business on webinars, events and newsletter.



Next Steps...

*Practical and Written Assignments to be completed to attain Accreditation.

Fees vary according to your mentoring requirements.

From time to time we have special fee saving offers.

Please email to discuss your preferred training option and receive details of our current offers.



team@chrysaliseffecthealth.com

Or Call 01883 712555



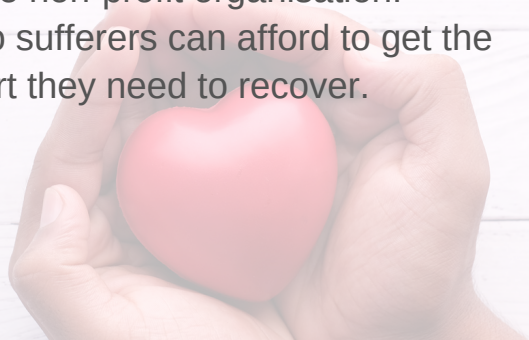
[I have Questions](#)



[Complete Application](#)

Thank you for your interest in this course.

Choosing us as your training provider enables us to subsidise the online Recovery Programme for ME, CFS and Fibromyalgia, run by the non-profit organisation: The Chrysalis Effect CIC, so sufferers can afford to get the daily help and support they need to recover.



What the Practitioners say....



"I have learned more than I thought possible! I feel so much more confident now in coaching clients. I will no longer feel uncomfortable when tricky, emotional subjects are raised, as I now have the tools to really investigate/assist my client's with all their 'life stuff'."

S. Gardner Wellbeing in the workplace

"Taking into account all the modalities I am qualified in, I feel that this course has had the most impact on my ability to help my clients move towards a healthy, happy life."

K Bromley Psychotherapist



"I highly recommend this Wellbeing Coaching Course to anyone looking for that missing ingredient in their working practice, which will enable them to really embrace some phenomenal techniques, which will undoubtedly elevate them to another key position in the way they work, live and play!"

T Hunt EFT Matrix Re-imprinting Therapist

"I have learnt lots! This course had been great for a better understanding of the coaching model, the best questions to ask and how to go about it. I feel more confident about getting out there and empowering people to enhance their health and Wellbeing."

E Chapman Sharp- Nutritional Therapist and Wellness Coach



"If you ever wondered about coaching, please do this course. It's specific to Wellbeing and if you are a health practitioner this is a must for you. It will enhance your skills and enable you to work with clients and get much better results from them. Plus it will help you enormously with your self-development, and help you to reach new heights."

Don Deacy Acupuncturist and Corporate Consultant

"If you are looking to help your clients achieve the very best they can I would definitely recommend this course to give you the tools to do just that. I was so impressed that all my equine facilitators now undergo the wellbeing coach training- I see it as essential"

Wendy Price Equine Therapist



"This course is both comprehensive and life changing! A great balance of theory and practical sessions."

Kate Gulliford Ayurvedic Practitioner