

# What is a Coach and Why Would I Engage One?

By Jeri Apple, LCSW, LMFT

Those are very good questions. This article answers the most common questions about coaching. Additionally, it will deepen your understanding and benefits of wellness coaching.

## What is Coaching?

The International Coaching Federation defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

Successful professionals and individuals recognize that there are shifts they need to make in their beliefs and behaviors in order accomplish desired changes.

A coach engages you in a thought-provoking and creative process to help you identify your personal and professional potential for optimal results. A coach helps you improve performance by creating visions and goals for all aspects of your life while focusing on the area that is of greatest concern.

A coach helps you discover your strengths, acknowledge your limiting beliefs, and take action to move forward. You coach becomes your accountability partner – celebrating successes and encouraging follow-through. You

will learn what holds you back as well as what motivates you.

## What are Coaching Specialties?

Coaches offer a specialized areas based on extensive training. Modalities include: Wellness, Leadership, Relationships, Parenting, Finances, etc.

There are basic principles and practices that all coaches embrace. Coaches are agents of change. The process is confidential. Unlike therapy, which goes into depth about various issues and deals with the past, coaching is more action-oriented. It focuses primarily on the present and future. Coaches enable clients to determine their own “answers” through the coaching partnership.

## Why Wellness Coaching?

Wellness is not just about preventative medicine. Wellness is about living life with higher levels of awareness and in doing so, make choices that enhance total well-being.

Wellness Coaches come from diverse professional backgrounds and help clients achieve self-determined goals related to health and wellness. “Being healthy” is a desire for most people. In spite of the vast media attention and consumable products about improving health, we fall short of our goal.

An example of a Wellness coaches in a specific area is weight loss. While exercise programs, diets, and surgery can create immediate changes sustaining optimal health and weight loss is difficult unless lifestyle changes are made. A Wellness Coach addresses the whole-person approach with a comprehensive approach to wellbeing while supporting medical professionals.

Coaches utilize tools such as centering, breathing, meditation, mindfulness, urge surfing, and emotional regulation to help the over-eater and obese manage their eating habits. There is no quick fix, but with the help of a Wellness Coach, clients make sustainable changes that can last a lifetime.

Wellness Coaches work with individuals and group who want to close the gap between knowledge and behavior change in all aspects of life. If you are looking for life-time behavior changes to optimize your health, a wellness coach is for you.

## How Do I Choose the Right Coach for me?

The International Coaching Federation (ICF) developed core competencies for coaches. The organization established a professional code of ethics and standards for certifica-

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Get help with *emotional eating* and the *psychology of lasting weight loss*



### Experience a Proven Whole-Person Approach to Weight Loss and Wellbeing

Go to [jeriapple.com](http://jeriapple.com) for free download on “What is Coaching?” “Who Works With a Coach?” and “What is Wellness Coaching?”

### With Your Professional Coaching:

Here is what we can do as we work together:

- Deepen your personal responsibility for your health
- Actively manage small steps for continuous improvement
- Reduce stress, lose weight, improve relationships
- Discover a higher level of health and wellbeing

“I experienced wellbeing as a whole person – body, mind, emotions and spirit. I changed my relationship with food and felt a sense of calmness I had never felt before.” – Gillian, London, UK



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tion. The office of ICF is located in Lexington Kentucky and provides a directory of professional coaches and information for the public

The certification for coaching is arduous. The ICF requires educational hours, peer mentoring, and observation prior to conferring the certification.

### When choosing a coach, consider these questions:

- Are they credentialed?
- Is there a fit? Do you feel the coach has your best interest at heart? Do you feel a connection?
- After the initial interview, does the coach create a plan for the coaching process?

### Am I Ready for a Coach?

Many clients experience immediate benefits from coaching. They walk away from the first session equipped with tools to make positive steps toward their goal. However, coaching is not a quick-fix, “one-size-fits-all process.” It is a highly individualized experience that takes place over a longer period of time.

### Coaching is for you if you:

- Want to improve your life in all areas
- Desire to make life-long changes
- Are willing to invest the time and resources to work with a professional

For answers to other questions, contact Jeri at [Jeri@JeriApple.com](mailto:Jeri@JeriApple.com).

### About the Author

Jeri Apple, LCSW, LMFT is a Licensed Clinical Social Worker and a Licensed Marriage and Family Therapist (Georgia). She is certified as an Approved Consultant in Clinical Hypnosis with the American Society of Clinical Hypnosis. She is a Certified Body-Mind Life Coach™ Specialist (Institute of Life Coach Training) and ICF Board Certified Coach pending. She is founder of The Apple Coach Approach to Health & Wellbeing and provides services to individuals, groups, and organizations. She developed an evidence-based program that addresses obesity and facilitates weight loss. This new model is ideally applied in conjunction with the care of a physician, and employs a multidisciplinary approach. She can be contacted through her web site [jeriapple.com](http://jeriapple.com)

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