
**POLICIES & PROCEDURES FOR WELLCOACHES EXAMS,
CERTIFICATION AND RECERTIFICATION**

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INTRODUCTION

Wellcoaches Mission

Wellcoaches Corporation, the American College of Sports Medicine, and our growing community of coaches, are setting the gold standard and building the foundation to bring health, fitness, and wellness coaching to a large scale.

We combine the power of coaching competencies, grounded in evidence-based coaching psychology, and technology to mobilize the best coaches available to help people improve their health, fitness, and wellness. Together, we hope to make a significant contribution in some of the toughest challenges of our times – the epidemics of obesity, sedentary lifestyles, stress, depression, poor nutrition, and ever-rising healthcare costs.

We have established the gold standard in health, fitness, and wellness coaching skills, practices, content, technology, and marketing.

Wellcoaches Objectives

- **Quality Assurance and Consistency:** Wellcoaches will continually upgrade the quality and consistency of all certification programs as they relate to educational materials, exam format and content, management plans, materials to the candidate, and internal and external review of the programs and/or examination sites.
- **Career Relevancy and Advocacy:** Wellcoaches will maintain a leadership position in the profession and marketplace by promoting superior standards and communicating information concerning the unique attributes of Wellcoaches certified professionals in the public sector (e.g. students, educational institutions, practitioners, employers, peer professional organizations, governmental agencies, and others).
- **Service:** Wellcoaches will create and maintain a network of certified professionals and encourage continuing coaching education opportunities.
- **Expansion/Growth:** Wellcoaches will expand opportunities, thus increasing the number of certified individuals, facilities, and educational institutions which adhere to Wellcoaches certifications standards.
- **Educational Outreach:** Wellcoaches will be responsive to other groups and organizations that express interest in our certifications and programs or the development of group specific programs.

Our Shared Values

- Dedication to mastering personal wellness and walking the walk.
- Skills to serve our clients masterfully based on our credentials, coach training, and track record.
- Compassion and acceptance of where our clients are today.
- Passion to help people take charge, master wellness, and change for good.
- Commitment to high integrity and best practices in everything we do, including developing evidence-based outcomes.
- Belief that people have the creativity and ability to change when provided the support and confidence they need to get there.
- Courage to lead in a new marketplace.
- Creativity to recognize and handle every opportunity and challenge.
- Desire to build the Wellcoaches community.
- Tenacity to fulfill our vision.

Liability and Scope of Practice

As a certified coach, you may provide expert advice only in the areas where you have nationally-recognized credentials (including Wellcoaches prerequisites). If you aren't clear on your scope of expertise, please check with your [Coach Concierge](#).

Please also note:

- You will inform clients of your scope of credentials and expertise, adhering to all principles set forth in the [Certification and Branding Agreement](#).
- Wellcoaches Corporation does not require certified coaches to carry professional liability insurance providing you are only working with non-paying clients.
- You are required to hold professional liability insurance, which covers your coaching services and Wellcoaches reserves the right to inspect your liability insurance policy.
- The Wellcoaches web and paper client well-being assessments, client applications, and the client websites have a liability release and confidentiality statement that is accepted by non-paying and paying clients.

Wellcoaches Professional Code of Ethics

This Code of Ethics is intended to aid all Certified Wellcoaches (CWC) to establish and maintain a high level of ethical conduct, as defined by standards by which a CWC may determine the appropriateness of his or her conduct. Any existing professional, licensure or certification affiliations that CWCs have with governmental, local, state or national agencies or organizations will take precedence relative to any disciplinary matters that pertain to practice or professional conduct.

This Code applies to all CWC's, regardless of Wellcoaches membership status (to include members and non-members). Any cases in violation of this Code will be referred to Wellcoaches Corporation.

Responsibility to the Public

CWCs shall be dedicated to providing competent and legally permissible services within the scope of practice of their respective certification. These services shall be provided with integrity, competence, diligence, and compassion.

CWCs respect the rights of clients, colleagues, and health professionals, and shall safeguard client confidences within the boundaries of the law.

Information relating to the CWC/client relationship is confidential and may not be communicated to a third party not involved in that client's care without the prior written consent of the client or as required by law.

CWCs are truthful about their qualifications and the limitations of their expertise and provide services consistent with their competencies.

Responsibility to the Profession

CWCs maintain high professional standards. As such, a CWC should never represent him/herself, either directly or indirectly, as anything other than a CWC unless s/he holds other license/certification that allows him/her to do so.

CWCs practice within the scope of their knowledge, skills, and abilities. CWCs will not provide services that are limited by state law to provision by another health care professional only.

A CWC must remain in good standing relative to governmental requirements as a condition of continued certification.

CWCs take credit, including authorship, only for work they have actually performed and give credit to the contributions of others as warranted.

Consistent with the requirements of their certification CWCs must complete approved, additional educational course work aimed at maintaining and advancing their knowledge, skills and abilities.

Discipline

Any CWC may be disciplined or lose their certification for conduct which, in the opinion of Wellcoaches Corporation, goes against the principles set forth in this Code.

CORE (18-WEEK) COACH CERTIFICATION

Purpose of Certification

Wellcoaches Coach certification is granted for a period of 3 years when a candidate demonstrates:

- Compliance with published eligibility requirements and adhering to all principles set forth in the [Certification and Branding Agreement](#).
- Competency (through standardized and objective evaluation) with respect to the specific Wellcoaches certification.

ACSM Endorsement of Wellcoaches Programs

Through a strategic partnership, the American College of Sports Medicine assists Wellcoaches in the ongoing development and delivery of gold standard coach certifications and certificate programs in the healthcare field. ACSM endorses and promotes Wellcoaches coach training and certification programs for healthcare providers. ACSM and Wellcoaches are collaborating to build the profession of Health and Wellness Coaching.

Founded in 1954, the American College of Sports Medicine (www.acsm.org) is the world's largest organization for sports medicine and exercise science with more than 20,000 members in 80 countries. The ACSM and its research members contribute to federal guidelines and policy on obesity and exercise for healthy and clinical populations. The ACSM is world-renowned for setting the gold standard for certifications of basic and advanced exercise professionals.

Core Certification Process

Certification must be finalized within 12 months of completing the Wellcoaches Core Coach training program.

To be noted!

- *All items listed below must be completed, scored and on file by the Certification Application Deadline.*
- *Because the program is being continually upgraded, failure to complete certification within 12 months after training is complete will require:*
 - *an audit of the 18-week training program for a fee of \$485; or*
 - *an audit of the 4-day Residential training program for a fee of \$685 before proceeding.*
- *Registration for the audit must be received within 12 months of the original certification application deadline.*

There are no exceptions to this policy.

The Core Coach Certification process includes:

1. Completion of lesson feedback surveys for each lesson (one per lesson for the 18-week course; one for the 4-day course). [** Not applicable for ITHACA, Arapahoe, and the California University of Pennsylvania, and University of Wisconsin students.**];
2. Payment of the core certification fee;
3. Submission of the Certification application and proof of [prerequisites for Certification](#);
4. Agreement to adhere to all principles set forth in the [Certification and Branding Agreement](#), and completion of the following [not necessarily in the order listed]:
 - a. an oral practical skills assessment;
 - b. a written exam;
 - c. submission of practice client data;
 - d. submission of your personal Wellness Vision and 3-month goals.
 - e. Completion of the Organize Your Mind e-course, two live classes and survey (for students Sept 2015 and beyond)

Fees and Refunds

Certification Fees

The fee for Core Certification is \$650 when purchased separately (after enrolling as a student). A \$50 discount is applied if purchased at the same time as the Core Coach Training Program.

Refunds

If you have not completed any of the certification components (written exam, practical skills assessment, submission of practice client data, or the Organize Your Mind class), you may request a refund for certification fees less 5% administrative costs. Certification refund requests must be received in writing via mail or email.

No refunds will be provided after the Certification deadline.

Certified Coach Designation

Upon successful completion of the above, you may earn a certified coach designation.

If you are eligible, with the required health and wellness educational/experiential prerequisites, your designation will be that of a "Certified Health and Wellness Coach (CHWC)".

If you are eligible, with the required non-health and wellness prerequisites, your designation will be that of a "Certified Personal Coach (CPC)".

University Students - Have recent educational upgrades/changes now made you eligible for the Certified Health and Wellness Coach Designation? If so, submit your updated prerequisite(s) via the Proof of Prerequisites page at your Trainee account and [click here to request an update to your eligibility status](#).

Core Certification Exams

Please note that you may complete the exams in any order that you prefer, and not necessarily in the order laid out in this document. However, the Certification Fee must be paid and the Certification and Branding Agreement must be accepted first.

1. Practical Skills Assessment

The Practical Skills Assessment is a role playing scenario in which the examiner role plays as the client and the certification candidate acts as their coach. You will be coaching the “client” for their 3rd coaching session.

A client scenario will be provided which includes the client’s Wellness Vision, 3-month goals and previous 2 sessions of weekly goals. Here is the current scenarios that may be used: [Client Scenario 1](#) or [Client Scenario 2](#)

Students will be informed which scenario will be used when the exam is scheduled. Time allotted for the evaluation is 30 minutes and the session is recorded.

The practical assessment is designed to evaluate the coach’s application of the practical coaching skills taught during the training program, and is graded on a scale of 100, with a score of 80 or more being a passing grade. Here are sample Practical Skill Assessments.

Please note that while no exam is perfect, these represent examples of high, passing scores and there is much to learn from the best components of these samples:

[Example 1](#)

[Example 2](#)

[Example 3](#)

To achieve a passing grade the coach will demonstrate the following in each of seven areas or grading criteria:

Session Opening (5%)

- Asks how the client is right now, “in this moment”
- Uses reflections to show understanding of client’s state
- Asks the client to share the best thing that happened from previous week(s)
- Reflects something positive about the client (e.g., highlights, strengths, or emotions)
- Asks client to select the first weekly goal to be discussed

Weekly Goal Review (20%)

For each of two goals:

- Explores full experience with weekly goal, starting with the positive
- Uses reflections to show listening and understanding of the goal experience

- Expands inquiry about the client's best experience with his/her weekly goal
- Responds to client challenges with judgment-free reflection and inquiry
- Asks what the client learned from his/her experience
- Affirms the client: strengths, choices, and/or situation
- Inquiries about the client's percentage of success

Three-Month Goal Review (10%)

- Validates the relevance of the client's Wellness Vision and connection to three month goals
- Asks about the client's best learning or growth experience with his/her three-month goals
- Asks about the client's level of commitment with his/her goals and whether s/he wants to revise them
- Affirms the client's strengths, abilities, or growth

Generative Moment (25%)

- Collaborates with the client to identify the topic to work on, where s/he has aroused emotional energy and interest
- Asks for permission to explore and work with the topic now
- Encourages the client to imagine what s/he really wants now, in relation to the topic
- Explores the strengths and values the client can leverage to move forward
- Explores the environments the client can leverage to move forward
- Explores decisional balance and develops discrepancy when the client demonstrates ambivalence
- Engages the client in creative brainstorming of pathways forward
- Expresses confidence in the client's ability to move forward

Weekly Goal Setting (20%)

For each of two goals:

- Asks the client to choose a goal that is important and s/he is ready to pursue
- Explores the support needed to ensure success and handle challenges, such as relationships, environments, structures, and routines
- Assists the client to refine goal to be a SMART behavioral goal
- Uses confidence ruler to improve the client's confidence in reaching his/her goal
- Asks the client to restate the goal
- Affirms client's ability to achieve his/her goals

Session Close (5%)

- Communicates an appreciation of the client's work during the session
- Discovers and reflects what the client learned in the session
- Asks for feedback on how future coaching sessions could best support the client's path
- Schedules next session

Coaching Presence (15%)

- Demonstrates effective time management and fluid flow of session
- Coaching Approach to using expertise: offers expertise only with permission and/or in response to a request for information from the client
- Mindfulness – Expresses a non-judgmental awareness and allows for silence and time to experience thoughts and feelings
- Empathy, Warmth & Affirmation – Respectfully understands and supportively connects with client

- Courage & Authenticity – Expresses honest observations in service of client outcomes
- Calm – Conveys confidence and expresses optimism in the client’s strengths or ability to move forward
- Playfulness & Zest – uses energy and humor to increase client’s positive energy and emotions

To Schedule Your Practical Skills Assessment

At least 2 weeks in advance of your preferred timeline, select 5 dates and times, and email them to jcummins@wellcoaches.com. Please remember to include your time zone with your request.

Your scheduling request is then forwarded to an examiner who will follow up with a confirmation of your practical skills assessment time, and provide a call in number.

Results of the assessment are typically available within 3-4 weeks after your session. You will receive a “pass/did not pass yet” report noting areas of the practical that were fully demonstrated. The examiner will also include additional comments on the session’s strengths and general recommendations for continued improvement. You may also request an additional review of your assessment.

Practical Skills Assessment Re-test Policy

If you do not pass the practical skills assessment, you will be required to retake it. We recommend that you first complete at least two mentor coaching sessions at a cost of \$190, which includes the cost of the retake assessment. See Core Training Home>Mentoring for more information.

You may also choose to simply retake the practical skills assessment without first completing mentor coaching sessions. The cost of a practical retake is \$100 and may be [purchased here](#).

If you do not pass the practical skills assessment on your second attempt you will be required to audit the training program, at a cost of \$485, and repeat another practical skills assessment at a cost of another \$100. Please contact your [Concierge](#) to register to audit.

2. Practice Client Sessions

The practice client sessions submission is designed to grade the coach’s skills in helping clients develop wellness plans including SMART goal writing and wellness vision construction skills.

NOTE: The practice client for review should not be a family member.

You will need to work with a practice client for a minimum of 4 regular coaching sessions, and will submit:

- The client’s Wellness Vision
- The client’s 3-month goals (indicate level of progress so far, from 0% - 100% completion)
- 4 sessions worth of weekly goals (indicate level of progress this week, from 0% - 100%)

To submit your practice client sessions:

1. Download the [Practice Client Worksheet](#).
2. Once you have completed your practice work with your client, email your completed, **typewritten**, worksheet to your [Coach Concierge](#).

The practice client sessions submission is graded on a scale of 15, with a score of 10 or more being a passing grade. To achieve a passing grade, the coach will demonstrate the following in each of three weighted categories:

- *Quality of Goal Writing (10 points)*: Quality of goal writing, both for 3 month and weekly goals. Including: use of SMART goals; 3 month goals have weekly goals that support them; goals are written in the client's voice; capitalization/punctuation/spelling.
- *Goal Percentages (2 points)*: Percentages are recorded for weekly goals and 3-month goals.
- *Completeness (3 points)*: Vision motivators, obstacles, and strategies are complete.

It is strongly recommended that you do not work with a friend, family member, or classmate for this exercise. Instead, choose to practice with someone who would enable you to have a realistic experience of being a coaching, allowing you to try on new skills and behaviors.

Results are typically received within 2-3 weeks after submitting the sessions and include a report documenting the details of your grade with comments from the reviewer noting areas of improvement or excellence.

Practice Client Sessions Re-test Policy

If you do not pass the practice client sessions, you will have 2 options to resubmit the practice client sessions. There is no fee to resubmit.

1. Based on the comments received from the reviewer, you may revise the original submission (in cooperation with your practice client) to improve the goals and then resubmit, to try to achieve a passing grade.
2. You may start over with a new practice client and submit those sessions when they are complete.

If you do not pass the practice client sessions requirement a second time, it will be necessary to re-submit client sessions that have been completed with a new/different client. The fee for a second submission is \$50 and arrangements for payment can be made through your [Coach Concierge](#).

3. Personal Wellness Vision

The Personal Wellness Vision submission requirement is designed to support you in demonstrating authenticity as a coach in your personal wellness practice. As coaches and role models, it is important to

have integrity in the way that we personally live our wellness visions. We ask that you submit your own Wellness Vision and three month goals by:

- Downloading the [Practice Client Worksheet](#)
- Once you have crafted your Wellness Vision and three-month goal, email your completed, **typewritten**, worksheet to your [Coach Concierge](#).

This submission is not graded, but must be completed to become certified.

4. Organize Your Mind e-course with two, live classes

Beginning September 2015, students pursuing Certification will also complete the “Organize Your Mind” (OYM) e-course, which will include two, 2-hour classes on the application of the concepts to coaching.

Holders of a pre-paid Certification Fee, will receive OYM registration instructions AFTER both training and surveys have been completed. If the Certification Fee is paid after training is complete, OYM registration instructions will be delivered once all surveys have been completed.

5. Written Exam

The written exam consists of multiple choice questions, drawn from the *Coaching Psychology Manual*. Once the certification fee is paid, students will receive an email with a link to their exam and will take the exam on-line, from home.

You will be evaluated on 100 questions and a score of 79/100 or higher is a passing grade. Allotted written exam time is 180 minutes (3 hours).

Written exam questions are presented randomly in the exam, and the 100 graded questions have the following distribution:

Introduction to Coaching	5%	Coaching Relationship Skills	8%
Behavior Change	9%	Appreciative Inquiry	12%
Vision, Plans, and Goals	8%	Motivational Interviewing	14%
Client Assessment	5%	Conducting Coaching Sessions	7%
Generative Moments in Coaching	9%	Coaching Presence	10%
Self-Efficacy & Self-Esteem	8%	Self-Care & Professional Development	5%

THIS EXAM IS CONFIDENTIAL AND IS PROTECTED BY TRADE SECRET LAW. IT IS MADE AVAILABLE TO YOU, THE EXAMINEE, SOLELY FOR THE PURPOSE OF BECOMING CERTIFIED IN THE AREA REFERENCED IN THE TITLE OF THIS EXAM. YOU ARE EXPRESSLY PROHIBITED FROM DISCLOSING, PUBLISHING, REPRODUCING, OR TRANSMITTING THIS EXAM, IN WHOLE OR IN PART, IN ANY FORM OR BY ANY MEANS, VERBAL OR WRITTEN, ELECTRONIC OR MECHANICAL, FOR ANY PURPOSE, WITHOUT THE PRIOR EXPRESS WRITTEN PERMISSION OF WELLCOACHES CORPORATION.

Written Exam Retest Policy

The Written Exam passing grade is 79. If you do not pass the written exam, a new voucher can be [purchased at a cost of \\$100](#) to retake the exam. There is a 15 day waiting period after completing the exam to purchase the new voucher, during which time we highly recommend further in-depth study of the manual. If you do not pass the written exam on your second attempt you will be required to audit the training program, at a cost of \$485, and repeat another practical skills assessment at a cost of another \$100. Please contact your [Coach Concierge](#) to register to audit.

PROFESSIONAL (9-MONTH) COACH CERTIFICATION

The emerging profession of health and wellness coaching is poised to enter its golden era, supported by evidence-based education, validated tools, and research – a scientific foundation for credibility and efficacy.

Wellcoaches is at the forefront as a translator, integrator, and innovator with its Professional Coach Training & Certification program. We've polished the science into a crown of coaching jewels for health and wellness coaches. We call the crown the *Onward & Upward Model*.

While the Wellcoaches core coach training and certification program provides core skills to help health professionals become competent health and wellness coaches, this advanced 100-hour program gives coaches a path to masterful coaching.

The *Onward & Upward Model* begins with the coaching relationship enabling the self-motivated coaching client to embark upon a trajectory of positive change that is powered by positivity, curiosity, and constructive development, resulting in greater autonomy and self-mastery.

Requirements to Attain the Certified Professional Coach Designation

The Wellcoaches designation of *Certified Professional Coach* is achieved through:

- Current Wellcoaches Coach Certification.
- Full participation in live teleclasses (no less than 90%) and two 2.5 day residential (must attend both full residential sessions).
- Full participation in eight group mentoring sessions, led by Wellcoaches faculty and designed for coaching practice by the participants.
- Full participation in individual mentor sessions, led by Wellcoaches faculty and designed for coaching practice by the participants.
- Submission of a "Coaching Mastery Journal". [You will be provided with inquiries to respond to following each residential session and most lessons]

The creation of a Coaching Mastery Journal is designed to broaden and deepen your learning about how the content applies to you and your coaching. There are no "right" or "wrong" answers; no place in your thinking that you "should be" or "ought to be." Guidelines for the journals are:

- a. No more than 400-800 words per entry each week
- b. Written in distinct, grammatically correct sentence form; not using run-on sentences as you might in a diary
- c. Cite references, if you choose
- d. Insert quotes – sentences or short paragraphs, if you choose
- e. Include a response to each of the questions that are posed for each lesson
- f. Reflect an expansion in your thinking about building coaching relationships

- g. Reflect your personal journey from self-determination toward self-mastery
- Submission of .mp3 file (approx. 45 minutes) for one coaching session demonstrating 12 of 25 behaviors and skills:
 - a. Appreciative Inquiry
 - b. Positivity
 - c. Curiosity
 - d. Mindfulness
 - e. Empathy
 - f. Strengths
 - g. Optimism/Hope
 - h. Meaning/Purpose
 - i. Emotional Intelligence
 - j. Hidden Commitment
 - k. Competing Commitments
 - l. Big Assumptions
 - m. Determining Tests
 - n. Goal Setting Theory
 - o. Motivation
 - p. Self-Efficacy
 - q. Self-Determination
 - r. Flow
 - s. Relational Flow
 - t. Non-Violent Communication
 - u. Motivational Interviewing
 - v. TTM
 - w. Body Intelligence
 - x. Metaphor/Story
 - y. Coach Approach vs. Expert Approach

You will also receive feedback regarding your demonstration of Core Competencies as outlined for the International Coach Federation. Upon submission of the journal and coaching session audio, PCT program faculty will review the contents and provide a “Pass” or “Did Not Pass Yet” response.

Retest Policy

If you receive a “Did Not Pass Yet” response for any of your submissions, you may resubmit the materials for a \$100 retake fee. [Click here to pay the retake fee.](#)

Deadline for Completion of Certification

The Professional Coach Certification process must be completed within 12 months of completing the Professional Coach training program. *Because the program is being continually upgraded, failure to*

complete the certification within 12 month will require an audit of the training program for an auditing fee of \$495 before proceeding. Please contact your [Concierge](#) to register to audit.

Professional Coach Designation

Upon successful completion of the above, you will earn a professional coach designation.

If you are eligible, and have a current Wellcoaches Health and Wellness Coach Certification, your new designation will be that of a "Certified Professional Health and Wellness Coach (CPHWC)".

If you are eligible, and a have a current Wellcoaches Coach Certification, your new designation will be that of a "Certified Professional Coach (CPC)".

Similar to the requirements for recertification in the Core Coach Training program, recertification for the Professional Health and Wellness program will be required every three years. Once you have attained the Professional Coach designation, you will need to maintain only one certification through Wellcoaches.

International Coach Federation Credentialing.

We are pleased to announce that the Wellcoaches Core and Professional Coach Training programs have been approved by the [International Coach Federation](#) (ICF). The ICF offers three levels of credentials: The [Associate Certified Coach](#) (ACC), the [Professional Certified Coach](#) (PCC) and the [Master Certified Coach](#) (MCC). Each level has its own requirements in the number of coach training hours and hours of coaching experience. The ACC requires at least 100 hours of client coaching experience, the PCC 750 hours and the MCC 2500 hours.

For each type of certification, there are also two paths you can take: The [Accredited Coach Training Program](#) (ACTP) path or the [Approved Coach Specific Training Hours Path](#) (ACSTH).

The ACTP Path means that you attended a coaching school that provided at least 125 hours of ICF accredited coach training.

The ACSTH means that you have had at least 60 hours of training that is approved as coach specific training by the ICF such as:

- Training from an Accredited Coach Training Program (ACTP) or a program that has received the ICF Approved Coach Specific Training Hours (ACSTH) designation
- Training from a Continuing Coach Education (CCE) Provider
- Training that is specifically marketed as teaching coaching skills, that teaches coaching skills or teaches how to apply technical skills in a coach-like manner and teaches coaching skills in accordance with the ICF Core Competencies

Training schools are granted these designations depending upon the number of hours of instruction and type of instruction they provide.

When applying for ICF certification, you first have to determine which credential you qualify for. Next, you have to determine which type of application you will use, depending upon the training you have received: ACTP, ACSTH, or a non-ICF approved program.

The **Wellcoaches Core (18-week) Training Program** is now approved for the ACSTH status for 35 hours.

The **Wellcoaches Core Training Program** is also currently approved as a Continuing Education provider for 35.5 hours.

The **combination** of the **Wellcoaches Core (18-week) Training Program** and the **Professional (10-month) Coach Training Program**, is accredited by the ICF for the ACTP status for 132.5 hours.

RECERTIFICATION: FOR CORE AND PROFESSIONAL COACH

Purpose of Recertification

The purpose of periodic recertification is to ensure and maintain a high standard of competency for Wellcoaches certified coaches beyond the initial three-year period following successful passing of Wellcoaches certification exams.

Full details are posted at your Wellcoaches Customer Hub account and are also [available here](#).

TRANSITIONING FROM “CERTIFIED PERSONAL COACH” TO CERTIFIED HEALTH AND WELLNESS COACH”

If you earned the “Certified Personal Coach” designation, and were not eligible for the “Certified Health and Wellness Coach” designation, you have the option to transition to the “Certified Health and Wellness Coach” designation upon completing the following criteria:

- Provide proof the health and wellness coach eligibility education/experience requirements have been met (See [Prerequisite Requirements](#)). Proof of prerequisites may be submitted through your Trainee Home page, under the Core Training Home and “Proof of Prerequisites” tab or via email to your [Coach Concierge](#).
- Contact your [Coach Concierge](#) to pay a \$75 certification transition fee.

WELLCOACHES PROFESSIONAL POLICIES

Public Disclosure of Affiliation

Any CWC may disclose his or her affiliation with Wellcoaches certification in any context, oral or documented, provided it is currently accurate. In doing so, no CWC may imply Wellcoaches endorsement of whatever is associated in context with the disclosure, unless expressly authorized by Wellcoaches. Disclosure of affiliation in connection with a commercial venture may be made provided the disclosure is made in a professionally dignified manner, is not false, misleading or deceptive, and does not imply licensure or the attainment of specialty or diploma status. CWC may disclose their certification status.

CWCs may list their affiliation with Wellcoaches certification on their business cards without prior authorization. CWCs and the institutions employing a CWC may inform the public of an affiliation as a matter of public discourse or presentation.

Confidentiality

Examination scores are confidential and will not be disclosed unless specific written permission to do so is provided by the candidate prior to the exam, a specific written request to do so is received by the candidate after completion of the exam, or by subpoena or court order. Candidates must also indicate in writing the specific person or organization to which the scores should be revealed.

Wellcoaches verifies, upon request, the status of all individuals that have passed their respective examinations and maintain their current certification status.

Privacy Policy

Wellcoaches recognizes the importance of protecting the privacy of information provided by users of our web site, certified individuals, recipients of our e-mail newsletters and all of our members. We created this policy with a fundamental respect for our users' right to privacy and to guide our relationships with our users. This privacy statement discloses the privacy practices for all products and services of Wellcoaches.

Information and Collection of Information

Wellcoaches collects information from our web site users, members and non-members. In this section of our privacy policy, we will describe the type of information we collect and how it may be used to provide better services to our members.

Membership

When applying for membership through our web site, users are required to give their contact information (such as name, mailing address, e-mail address and phone number). We also may collect demographic information (such as title, company information and areas of interest, etc...). For internal purposes, we may use this information to communicate with members and provide requested services, and, for our web site visitors, to provide a more personalized experience on our sites. We may use aggregate demographic information about our audience to improve our service, for marketing purposes and/or industry reporting purposes.

For our services that require payment (such as membership dues, events, products and classes), we also collect credit card information (such as card holder name, credit card number, statement address and expiration date), which is used for billing purposes only, and is not otherwise shared.

Surveys (not including lesson feedback surveys)

From time to time we invite users to provide information via surveys. Participation in these surveys is completely voluntary and the user therefore has a choice whether to disclose requested contact information (such as name and mailing address) and demographic information (such as zip code or job

title). In addition to other uses set forth in this policy, contact information collected in connection with surveys is used to monitor or improve the use and satisfaction of the site.

Interactive Features

At our site, we offer interactive and community features such as discussion forums found in the communities section of the “Members Only” page. Note that all personal information sent or posted via such features becomes public information for which we are not responsible. Discussion forums are regulated by the “Terms and Use” located on the appropriate page.

Communications With Us

Requests for service, support or information may be forwarded as needed to those best qualified to respond to a specific request. We may retain e-mails and other information sent to us for our internal administrative purposes, and to help us to serve customers better.

Communications From Us

In order to best serve our members, we may send alerts that contain important information about our sites and services. For example, we send new members a welcoming message, and verify password and username for our password-protected sites. We may also communicate with a user to provide requested services and for account-related issues via e-mail, phone or regular mail.

We offer our users the option to receive information about our organization, related products, services and special events. Users can choose not to receive these communications.

Correcting/Updating Information

Members may update their personally identifiable information (such as a change in address, email, or phone number), through their Wellcoaches Customer Hub account at ***My Account > Update Your Contact Information***.

Security

We use industry-standard encryption technologies when transferring and receiving your information. Additionally, we implement commercially reasonable security measures at our physical locations to protect against loss or misuse of your information.

Links

Our web sites contain links to other sites. Wellcoaches is not responsible for the privacy practices or content of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each web site to which we may link that may collect personally identifiable information. As well, we are not responsible for the misuse of Wellcoaches name, products or services listed on other sites.

Notification and Changes

If we change our privacy policy, we will send alerts so our users are aware of what information we collect, how we use it and under which circumstances, if any, we disclose it. Users should check this policy frequently to keep abreast of any changes.

Non-discrimination

Wellcoaches strives to comply with all applicable federal and state laws. It does not knowingly violate such laws in its membership policies, membership programs, educational activities, certification matters, or program funding, nor knowingly discriminate on the basis of race, religion, color, gender, sexual orientation, military status, age, national or ethnic origin, disability or handicap. It attempts to make its programs equally accessible to all persons regardless of disability.

Disability Policy

The Americans with Disabilities Act (ADA) of 1990 (PL 101-336) is a sweeping civil rights law which is intended to eliminate discrimination against people with disabilities in all aspects of life. Wellcoaches examination program embraces the law in both letter and spirit.

Wellcoaches requests that candidates with disabilities notify Wellcoaches. Wellcoaches will then request specific information regarding the accommodations being requested. Wellcoaches will then endeavor to accommodate the request.

Title I of the ADA states "Employers [certifying bodies] should conduct a job analysis to determine the essential functions of each job (knowledge, skills, abilities-KSAs). When an individual with a disability meets legitimate educational, skill, and experience qualifications for a position [certification examination] the employer must make a reasonable accommodation. Reasonable accommodations include, but are not limited to, reassignment of non-essential tasks, providing auxiliary aids or services, removing architectural barriers in the workplace..." Title III includes a provision for "changing rules or practices" for individuals with disabilities who meet essential eligibility requirements. Reasonable accommodations for the purpose of conducting a Wellcoaches certification examination may include text magnification, assistive listening devices, readers, and extended time.

Requests for special accommodations for a Wellcoaches certification exam can be made by contacting your [Coach Concierge](#).

Irregular Behavior

Wellcoaches defines irregular behavior as any behavior that undermines or threatens the integrity of the application, assessment or certification processes of Wellcoaches, whether it occurs before, during or after an exam.

Irregular behavior may include, but is not limited to, having or seeking access to exam materials before the exam, impersonating an examinee or engaging someone else to take the exam by proxy, copying answers from someone else or allowing one's answers to be copied, copying or memorizing and reproducing test items, altering or misrepresenting scores, stealing exam materials, possessing unauthorized materials during a computer-based exam (e.g., including, but not limited to, recording devices, photographic materials, printed reference material, etc.) or other such behavior which may cast doubt on the exam results of that or another person. It may also include making false representations during the application process or in connection with certification status, altering or falsifying Wellcoaches certificates or other documents, or making the false representation that one is certified by Wellcoaches by using its legally-protected identity marks.

The content of all Wellcoaches exams and each of its items is proprietary and strictly confidential, and the unauthorized retention, possession, copying, distribution, disclosure, discussion, or receipt of any examination question, in whole or in part, by written, electronic, oral or other form of communication, including but not limited to e-mailing, copying or printing of electronic files, and reconstruction through memorization and/or dictation, before, during, or after an examination, is strictly prohibited. In addition to constituting irregular behavior subject to disciplinary action such as revocation of certification or revocation of eligibility for future certification for a specified period of time, such activities violate Wellcoaches proprietary rights, including copyrights, and may subject violators to legal action.

Exam applicants or examinees can be disqualified from taking or continuing to sit for an examination, or from receiving examination scores, and may be required to retake an examination if, at its sole discretion, Wellcoaches determines through proctor observation, statistical analysis or any other means available to it, that said exam applicants or examinees were engaged in collaborative, disruptive, or other irregular behavior before, during the administration of, or following, the examination, or if Wellcoaches determines that the integrity or validity of the examination otherwise is in question.

In some instances, while the evidence of irregularity is sufficiently strong to cast doubt upon the validity of scores, such evidence may not enable Wellcoaches to identify the particular individuals involved. In any such circumstances, Wellcoaches reserves the right to withhold the scores of all candidates, including candidates not directly implicated in the irregularity and, if necessary, to require all candidates to take an additional examination at a later date under conditions which will ensure the validity of all scores.

Anyone who has information or evidence that irregular behavior has occurred should submit a written, signed statement to Wellcoaches as described in the "Complaints" policy, detailing the incident with copies of any supporting evidence or documentation.

If Wellcoaches determines that allegations of irregular behavior are true, the organization may impose sanctions against the offending individual, which may include temporary or permanent loss of eligibility for exams or certification, revocation of an existing certification, suspension of certification, invalidation of scores, or other sanctions as deemed appropriate. Such sanctions also may include legal action against the offending individual.

Complaint Policy

Any candidate may file a complaint with Wellcoaches if s/he does not feel s/he was appropriately graded on the certification exam or if s/he feels that there was a valid problem with the examination process.

When a candidate contacts Wellcoaches with a complaint, Wellcoaches will offer to resolve the issue, if possible. **Wellcoaches faculty and staff are not permitted to release exam scores or copies of the written exam to anyone outside of Wellcoaches.**

If the candidate still feels that his/her complaint is valid, then documentation needs to be sent to Wellcoaches, in writing, either by e-mail or fax. Please include exam score sheet with a complaint letter if applicable.

All documentation regarding appeals/complaints is kept on file indefinitely at Wellcoaches.

Appeals Policy

Appeals regarding candidate disputes or disciplinary decisions by Wellcoaches, based on perceived lack of due process, may be appealed. An appeal to Wellcoaches must be made in writing signed by the appellant, addressed to Wellcoaches and received within 30 days of the date of a decision by Wellcoaches. The written appeal must identify the precise factual basis, and applicable rules or circumstances that are the basis for the appeal. Wellcoaches shall maintain a record of all appeals, take appropriate action regarding the appeal in a timely manner, and document the actions taken. Wellcoaches may report on the status and outcome of appeals only according to the confidentiality policies.