**Resources Unit: Ground Up Behavioral Coaching**

This unit is designed to provide you with the essential tools, professional pathways, and safety nets required to run a confident and ethical behavioral coaching practice.

**1. Frequently Asked Questions (FAQs)**

|  |  |
| --- | --- |
| **Question** | **Answer** |
| **Q: How long does it take for a client to move through all 15 Phases?** | **A:** It varies by behavior, but typically, we recommend a minimum of 4–6 months. The client only moves to the next Scaling Ladder (Phase 11) after **30 days of 100% consistency** with the previous phase. |
| **Q: What is the biggest error new coaches make using this system?** | **A:** Pushing too hard, too fast. They violate the **Zero-Motivation Rule** (Phase 3) by increasing the difficulty before the foundation is cemented. The system is about small, consistent wins. |
| **Q: Can this framework be applied to group coaching?** | **A:** Absolutely. The 15 phases work well in a group setting, but the **Identity Shift** (Phase 1) and **Troubleshooting Friction** (Phase 10) must be personalized for each individual within the group. |
| **Q: What if a client misses two days in a row?** | **A:** Immediately implement the **Chain Protocol** (Phase 9). The failure is not in the miss, but in the lack of a pre-planned recovery action. Help them define the minimal action they can perform right now to restart the streak. |

**2. Directory of Behavioral Wellness Coaching Programs**

For coaches seeking professional certification and accreditation. (Note: Always verify accreditation status directly with the organization.)

|  |  |  |  |
| --- | --- | --- | --- |
| **Program Name** | **Focus** | **Accreditation** | **Website (Example Placeholder)** |
| **International Coaching Federation (ICF)** | Global, General Coaching Ethics & Competencies | N/A (Main Governing Body) | [https://coachingfederation.org](https://www.google.com/search?q=https://example.com/icf) |
| **National Board for Health & Wellness Coaching (NBHWC)** | Health and Wellness, Behavior Change Science | N/A (Main Governing Body) | [https://nbhwc.org](https://www.google.com/search?q=https://example.com/nbhwc) |
| **The Behavior Design Academy** | Advanced Behavioral Psychology, Nudge Theory | Specific Affiliation Required | [https://behaviordesignacademy.com](https://www.google.com/search?q=https://example.com/bda) |
| **Institute for Wellness Education** | Motivational Interviewing, Habit Science | Various | [https://instituteforwellness.org](https://www.google.com/search?q=https://example.com/iwe) |

**3. Information for Starting Your Coaching Practice**

Here are key administrative and structural steps for new practitioners.

* **Establish Your Niche:** Use your **Identity Shift** (Phase 1) to define who you are as a coach. *Example: I am a system designer for professionals struggling with work-life balance.*
* **Legal Structure:** Register your business (Sole Proprietor, LLC, etc.) and obtain liability insurance. Consult with a local legal expert.
* **Client Agreement:** Develop a clear coaching agreement/contract that defines confidentiality, payment terms, and the non-therapeutic nature of coaching.
* **Secure Platform:** Choose a secure platform for client data and video sessions (e.g., Google Workspace, dedicated HIPAA-compliant tools if in healthcare).
* **Boundary Setting:** Define your **Standard Operating Procedure (SOP)** (Phase 6) for client communication (e.g., only respond to emails during designated Admin Blocks).