

# WELLNESS COACHING SCOTLAND

## WELLNESS COACH - TRAINING STRUCTURE



Approved by the International  
Institute for Complementary  
Therapists (IICT)



**PIONEER**  
**TRAINING PROVIDER**  
INTERNATIONAL INSTITUTE FOR  
COMPLEMENTARY THERAPISTS



Contact Us!

[www.wellnesscoachingscotland.co.uk](http://www.wellnesscoachingscotland.co.uk)  
email: [wellnesscoachingscotland@gmail.com](mailto:wellnesscoachingscotland@gmail.com)  
Business Mob: 07767 243180 / 07702 167812

### **Become an IICT Certified Wellness Coach.**

**Wellness Coaching Scotland**, co-founded by John Hoey and Marie Claire Donnelly, is based at Cill Mhanach Wellness Studio in West Lothian, conveniently located near Glasgow and Edinburgh. We are proud to be an accredited training provider approved by the International Institute for Complementary Therapists (IICT).

This recognition ensures that when you join the IICT your certification is recognised in 39 countries worldwide. Further, you can obtain professional indemnity insurance through the IICT and have access to their extensive training, marketing materials and use of IICT logos. ([www.myiict.com](http://www.myiict.com))

With many years of hands-on experience in coaching, coach training, and therapeutic practice, we are ideally positioned to deliver wellness coach training to individuals, as well as corporate and voluntary organisations

We offer two courses for your consideration: our one-day Foundation/Introductory Course, designed for those exploring a career as a certified Wellness Coach or simply interested in personal development; and our six-month IICT Certified Wellness Coach Course.

If you're considering becoming a Wellness Coach, we encourage you to begin with the one-day Foundation/Introductory Course before committing to the full programme. Details of both courses can be found in the following pages.

[www.wellnesscoachingscotland.co.uk](http://www.wellnesscoachingscotland.co.uk)

## Our Wellness Coaching Philosophy.

Our philosophy to Wellness Coaching focuses around our unique **Neuro-Reframe Technique (NRT)**, which is deeply associated with empowering personal choice, given that we are all unique, have different experiences and personal values.

The 4R's framework of NRT are: **Regulation, Reflection, Release, and Reframe**, which provides our Wellness Coaches with a flexible, clear and comprehensive coaching structure for the coach and the client, enabling clients to select the techniques and strategies that align best with their character and personal philosophy, thereby achieving sustained change.

## Meet the Co-Founders.

### **John** (Hoey)

Prior to becoming a Coach & Therapist, I was fortunate to have an incredible 30-year career in the Fire & Rescue Service, having achieved the rank of Assistant Chief Fire Officer with one of the largest Fire Services in the country. I am passionate about helping people achieve meaningful and sustained change in their lives. My fire service career was all about 'being there' for people during the worst moments of their lives, I know how important it is to provide professional, compassionate, and non-judgemental support for people when they need it.

#### Qualifications

- Diploma in Analytical Hypnotherapy (Dip Hyp)
- Certificate in Counselling Skills.
- QEC Advanced Practitioner in Trauma.
- Member of the Association for Coaching (MAC).
- Advanced Certificate in Coaching Practice.
- Master's degree in management (MA).
- Teaching Qualification for Further Education (TQFE)
- Fellow Chartered Management Institute (FCMI)



---

### **Marie Claire** (Donnelly)

Prior to becoming a fully accredited Life Coach, Wellness Therapist and Yoga Teacher, I spent the first 15 years of my working career in corporate progressing to a Senior HR Management role for BAA. Working within this environment ignited my purpose and passion - to help others feel better emotionally, physically and mentally. I believe that we were born to live an incredible life and I also believe that we have lessons to learn along this journey of life. When working with me you can be assured that a safe space will be held for you to reflect, reframe and create lasting positive change.

#### Qualifications:

- Diploma in Human Resource Management
- Advanced Certificate in Coaching Practice
- QEC Advanced Practitioner in Trauma
- Yoga Teacher Level 4
- Fitness Instructor Level 3
- Mental Health First Aid



# PARTICIPANT CRITERIA & LEARNING APPROACH



Our courses are specifically designed for a broad audience, requiring no previous experience. They are particularly well suited for:

- **Health & Wellness Professionals:** Those looking to expand their expertise and integrate new techniques into their practice.
- **Coaching Professionals:** Coaches aiming to deepen their skill set and/or to provide a structure for coaching with their clients.
- **Corporate Organisations:** For those organisations looking to improve psychological safety in the workplace or as part of their leadership development training.
- **Public Sector & Voluntary Organisations:** Teams or individuals working with vulnerable people who wish to enhance their support services.
- **Individuals with a Strong Interest in Self-Development:** Anyone passionate about personal growth and development.
- **Anyone** with an aspiration to help others, change their career path or develop a new business by becoming a certified Wellness Coach.
- **Learning Approach:** We apply a blended learning approach involving theoretical input, discussion, self reflection and practical sessions.

## What our community says.

My connection and communication with the people I manage has been improved significantly since I completed my training, a great course competently delivered!  
(Mari-Anne 2023)

As a Wellness Coach applying the Neuro Reframe Technique I would have no hesitation in recommending Marie-Claire and John as they provide personal, professional in-depth training and excellent after care. (Kerry 2024)



## Interested?

Want to learn more?

Call us on our business Mob: John: 07767 243180 / Marie Claire: 07702 167812

Email us: [wellnesscoachingscotland@gmail.com](mailto:wellnesscoachingscotland@gmail.com)

or visit our website: [www.wellnesscoachingscotland.co.uk](http://www.wellnesscoachingscotland.co.uk)



**PIONEER**  
TRAINING PROVIDER  
INTERNATIONAL INSTITUTE FOR  
COMPLEMENTARY THERAPISTS



[www.wellnesscoachingscotland.co.uk](http://www.wellnesscoachingscotland.co.uk)

# OUR WELLNESS COACH TRAINING



## Level 1: Foundation / Introductory.

This one-day (6-hour) course, delivered face to face or online, has been designed as an introduction to Wellness Coaching & our unique Neuro-Reframe Technique. This course is perfect for those wishing to explore their desire to become a certified Wellness Coach or for personal development. The day includes:

- The philosophy and foundation of Wellness Coaching.
- The 4 R's of our unique Neuro-Reframe Coaching Technique.
- Working with the 4 R's: Regulation, Reflection, Release and Reframe.
- Our internal and external frame of reference.
- The concept of self awareness, self image and ideal self.
- Practical sessions working with each other.
- An opportunity to meet the co-founders / trainers of Wellness Coaching Scotland.
- Overview of the IICT certified Wellness Coach Course.



## Level 2: IICT Certified 'Wellness Coach' Course.

**Duration / Commitment:** Our IICT certified 'Wellness Coach' certification course is delivered over 4 phases and takes an average of 6 months to complete, comprising of 14 weeks of direct delivery followed by up to 3 months working with case studies, undertaking supervision, and completion of the assessment, 120 hours in total.

**Dual Certification:** Uniquely, this course also certifies you as a Neuro-Reframe Therapist Practitioner, two certifications for the price of one!

**International Institute for Complementary Therapists:** Our IICT accreditation as an approved training provider ensures that when you join the IICT your certification as a Wellness Coach is recognised in 39 countries worldwide. Further, you can obtain professional indemnity insurance through the IICT and have access to their extensive training, marketing materials and use of IICT logos. ([www.myiict.com](http://www.myiict.com))

**Training Manual & Materials:** During the course you will receive a range of materials including our 50 page training manual, our Code of Conduct, copies of all our slides, a client intake form and more.

**Following Certification:** We are always here for you providing support, advice, personal development opportunities, on-line group meetings and an invite to join our Wellness Coach WhatsApp group.

### **The 4 Phases of our Wellness Coach Training:**

- **Phase 1:** Provides you with an in depth understanding of our Neuro-Reframe Technique.
- **Phase 2:** Provides you with the skills and techniques for transformative wellness coaching.
- **Phase 3:** Involves the practical application of what you have learned, in this phase you work with case studies, undertake supervision and complete your assessment.
- **Phase 4:** Following successful completion and certification we help you develop your business.



**Please see the following pages for a detailed breakdown of the modules content and structure.**





# WELLNESS COACH TRAINING STRUCTURE



## Phase 1: In-depth understanding of NRT

6 x 2hour modules delivered face to face or on-line.

6 x 2hour self study between each module.

## 6 Modules

- 1.The philosophy and foundation of NRT.
- 2.The mind / body connection.
- 3.Regulation of the nervous system.
- 4.Reflection and introspection.
- 5.Release of that which does not serve us.
- 6.Reframing our thoughts, beliefs and behaviour.

## Phase 2: Transformative Wellness Coaching

8 x 2hour modules delivered face to face or on-line.

8 x 2hour self study between each module.

8 x 1.5 hours practice & working with fellow students

## 8 Modules

7. Creating a safe coaching relationship with others.
8. The skill of listening & our code of conduct.
9. Compassionate Connection & being present.
10. Facilitating a Regulation Coaching session.
11. Facilitating a Reflection Coaching session.
12. Facilitating a Release Coaching session.
13. Facilitating a Reframe Coaching session.
14. Facilitating a complete Coaching session.

## Phase 3: Assessment

Working with case studies

Supervision

Self Reflective Assignment.

Case Studies: 12 x 1.5 hour sessions working with a minimum of 3 different people.

12 x 1 hour write-ups of case studies.

3 x 1 hour supervision sessions on case studies.

1000 word self-reflective assignment: 4 hours.

Certification as Wellness Coach & Neuro-Reframe Therapist Practitioner.

## Phase 4: Business Development

Following your certification we deliver two x 2hour modules on how to create your business plan, marketing strategy and help you explore whether you will work as a generalist or subject specific coach

## Commitment: Total 120 hours

40 hours of direct input, supervision and consolidation; 40 hours of self study/ practice and working with fellow students.; 36 hours of case study work; 4 hours for written assignment.



# WELLNESS COACH MODULE CONTENT



## Module Content

### Phase 1: In-depth understanding of the Neuro-Reframe Technique (NRT)

**Module 1: The philosophy and foundation of NRT:** introduces you to the philosophy of NRT, why we created NRT, our internal and external frame of reference along with self awareness, self image, self worth and ideal self.

**Module 2: The mind / body connection:** introduces you to the science behind Neuro-Reframing, covering why we react the way we do, the brain structure, regulation of our autonomic nervous system, intuition and neuro plasticity.

**Module 3: Reflection and introspection:** introduces you to the research and power of self reflection, also covered are the takeaway tools and techniques such as self-reflective questions, perspective thinking, healthy & unhealthy self reflection, visualisation and other models.

**Module 4: Releasing that which does not serve us:** introduces you to the importance of 'letting go', when we learn to let go we open up another door which allows us to move on, to be free from those past thoughts & behaviours. You will learn about the deletion declaration, somatic release methods and the emotion transition.

**Module 5: Reframing our thoughts, beliefs and behaviours:** Introduces you to the methods and techniques for creating and committing to your new reframe, including multi sensory visualisation, commitment mantras, bi-lateral stimulation and more.

**Module 6: Practical Application of The 4R's of NRT:** brings all that you have learned together. You will work on a real life issue that you are dealing with right now using the 4 R's framework of NRT enabling you to apply the 4R's of NRT to your everyday lives and within your Wellness Coaching.

### Phase 2: Transformative Wellness Coaching

**Module 7: Creating a safe coaching relationship with others:** introduces trainee practitioners to phase 2, focussing on how we may introduce new clients to Wellness Coaching including the four pillars of wellness, the client intake form and setting the scene for a Wellness coaching session.

**Module 8: The skill of listening & the our Code of Conduct:** introduces the trainees to the importance of learning to listen, along with practical experimentation, following which we cover our code of Conduct.

**Module 9: Compassionate connection and being with others.** In this module we explore our philosophy of compassionately connecting with others including listening, observing, exploring and confirming.

**Modules 10 to 14: The practical application of being a Wellness Coach:** These modules are primarily practical modules designed to help trainees develop their skills for facilitating a Wellness Coaching session. Firstly trainees practice each of the 4R's framework, Regulation, Reflection, Release & Reframe followed by the last module which covers a full coaching session.

### Interested?

Want to learn more?

Call us on our business Mob: John: 07767 243180 / Marie Claire: 07702 167812

Email us: [wellnesscoachingscotland@gmail.com](mailto:wellnesscoachingscotland@gmail.com)

or visit our website: [www.wellnesscoachingscotland.co.uk](http://www.wellnesscoachingscotland.co.uk)



**PIONEER**  
TRAINING PROVIDER  
INTERNATIONAL INSTITUTE FOR  
COMPLEMENTARY THERAPISTS

