

# WELLNESS COACHING SCOTLAND

## WELLNESS COACHING IN THE WORKPLACE



Approved by the International  
Institute for Complementary  
Therapists (IICT)



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



The **Chartered Institute of Personnel & Development (CIPD)** state the benefits of quality wellbeing provision as delivering:

**Better employee morale and engagement!**  
**A healthier and more inclusive culture!**  
**Better work-life balance for Employees!**  
**Lower sickness absence! &**  
**An enhanced employer brand!**

### **Wellness Coaching in the Workplace for Organisations.**

**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), utilising our unique **Neuro-Reframe Coaching** model.

This recognition ensures that when our certified wellness coaches join the IICT their certification is recognised in 39 countries worldwide. Furthermore they 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, small businesses and voluntary organisations.

For organisations we have developed a range of **'Wellness Coaching in the Workplace'** training designed to improve workplace relationships, improve performance and create a culture of psychological safety. Our training can be delivered as a standard package or bespoke to meet your specific organisational or leadership development needs. We offer 3 options for your consideration:

- Visiting Speaker/Presentations.
- One-Day Wellness Coaching in the Workplace.
- IICT Certified Wellness Coaching in the Workplace.

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

# THE BENEFITS OF WELLNESS COACHING IN THE WORKPLACE & PARTICIPANT CRITERIA



**Wellbeing in the workplace** has become an integral part of today's businesses & third sector organisations, and evidence strongly supports its value & benefits, which include:

- Improved workplace and personal relationships.
- Reduction of stress and anxiety in the workplace.
- Creation of a culture of psychological safety in the workplace.
- Increased productivity and performance.
- Employees and colleagues feeling valued in the workplace.
- Professional development of managers / leaders.

Research conducted by the **Mayo Clinic** (Mayo Clinic Proceedings: Volume 89, Issue 11,, Pages 1537-1544) found that 100 employees who participated in a 12 week 'Wellness Coaching' program reported significant improvements in:

- Their quality of life
- Depressive symptoms &
- Perceived stress levels



**Participant Criteria:** Our courses are specifically designed for a broad audience, requiring no previous experience they are particularly well suited for professionals ready to embed coaching into their role, lead well-being initiatives, or support others at a deeper level, for example:

**HR Managers & Employee Well-being Leads:** Who are already responsible for people, culture, or wellness or wish to bring structured, accredited coaching in-house. As an internal wellness coach you will learn new advanced skills to support mental health, build resilience, drive culture change, support staff directly and contribute to strategic well-being planning.

**People Managers & Senior Leaders:** For those responsible for leading teams through change, growth, or high stress and who are interested in emotionally intelligent leadership or wish to move from a directive to a coaching-style of leadership to create a culture of empowerment.

**Learning & Development / Organisational Development Professionals:** Tasked with staff development, training, or talent pipelines and wish to integrate wellness coaching into leadership training or staff progression by bringing a coaching-based approach into wider L&D strategy and train others in core wellness practices.

**Mental Health First Aiders, Peer Supporters or Staff Champions:** Passionate about well-being and already offering informal support who wish to transition from informal support roles to professionally trained internal wellness coaches with IICT-recognised credentials.

**Occupational Health Professionals:** Already involved in physical/mental health policy, safety, or compliance and are looking to enhance their role with people-focused coaching skills.

**Internal Coaches or Those With Prior Coaching Experience:** Already using basic coaching tools in a business context and wish to specialise in wellness-focused coaching. Ideal for Organisations that want to build internal coaching capacity instead of outsourcing.

‘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 2024)

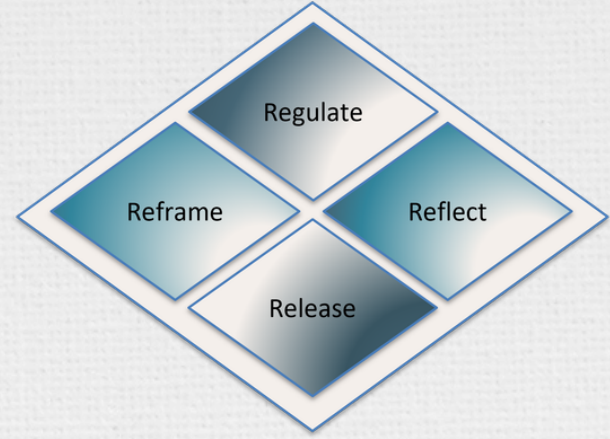


As a Wellness Coach applying the Neuro Reframe Coaching model I would have no hesitation in recommending Marie-Clare and John as they provide personal, professional in-depth training and excellent after care. (Kerry 2024)

## The Neuro-Reframe Coaching Model

Regulation → Reflection → Release → Reframe

Our unique 4-stage framework equips individuals and organisations to journey from stress or overwhelm into lasting well-being, using our scientifically based Neuro-Reframe Coaching Technique.



## Why It Works as a Cohesive Process

- The process begins with **Regulation**, anchoring the nervous system and enabling safety.
- Equipped with calm and clarity, clients then **Reflect** on their internal landscape.
- Once awareness emerges, they can **Release** old habits or pain that disable growth.
- Finally, they **Reframe** their outlook in ways that open pathways for lasting transformation.

This cycle supports sustained change and adaptability—especially when repeated model is applied across individuals and teams.

Stage	Key Focus	Benefits
REGULATION -	CALMING THE BODY AND MIND -	PREPARES FOR DEEPER INSIGHT AND CHANGE
REFLECTION -	BRINGING THE UNCONSCIOUS INTO AWARENESS -	BUILDS UNDERSTANDING AND CLARITY
RELEASE -	LETTING GO OF LIMITING PATTERNS -	FREES EMOTIONAL AND COGNITIVE ENERGY
REFRAME -	RECONSTRUCTING PERSPECTIVE -	SUPPORTS CONSCIOUS EMPOWERED CHOICES

## Why This Matters in the Workplace

Our unique four-stage process is not only transformational for individuals—it strengthens communication, resilience, and well-being across teams.

Whether it's managing stress, improving leadership, or navigating change, this model offers a powerful and practical path forward.

Our Wellness Coaching in the Workplace courses are perfect in supporting your organisations wellness strategy & policies, achieving psychological safety in the workplace.



## Next Steps

Contact Us	Meet Us	Explore With Us
Website: <a href="http://www.wellnesscoachingscotland.co.uk">www.wellnesscoachingscotland.co.uk</a>	At our premises	Your Needs
Email: <a href="mailto:wellnesscoachingscotland@gmail.com">wellnesscoachingscotland@gmail.com</a>	At your premises	Your People Development
Call us: John: 07767 243180 / Marie-Claire: 07702 167812	On-line	The Content & Delivery Options



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# WELLNESS COACHING IN THE WORKPLACE



We offer a range of workplace training which can be delivered as standard packages or bespoke to your specific organisational needs. The 3 standard options we offer for your consideration are:

- Visiting Speaker / Presentations
- One-day Wellness Coaching in the Workplace
- Six-month 'IICT Certified Wellness Coach' course.

## Visiting Speaker / Presentations

Wellness Coaching Scotland would be delighted to present our 'bite-size' Wellness Coaching in the Workplace session to your organisation, which can be delivered face-to-face or on-line. Our sessions can be adjusted to meet your specific organisational needs for input to any wellness, mental health, management or staff development events.

Our presentations are dynamic, informative and interactive including theoretical input, discussion and practical sessions.

The content includes:

- The benefits of Wellness Coaching in the workplace.
- The philosophy of Wellness Coaching.
- Our unique 4-stage Neuro-Reframe Coaching model.
- Practical Application of Coaching in the Workplace.
- A range of takeaway self-help techniques.



Investment: From £250

## One-Day 'Wellness Coaching in the Workplace' course.

Our one-day course is ideal as part of an organisations Leadership / Management development training or to provide employees with an in-depth understanding of Wellness Coaching in the Workplace.

Our one-day course can be delivered at our premises in West Lothian, at your premises or on-line and are specifically designed for a broad audience, requiring no previous experience, please see our participant criteria on the previous pages.

The content for our one day course includes:

- The philosophy and foundation of Wellness Coaching.
- An in depth understanding of our unique Neuro-Reframe Coaching Technique.
- Working with the Neuro-Reframe Technique to develop wellness goals.
- Our internal (self) and external (others) frame of reference.
- The concept of self-awareness, self-image and ideal-self.
- Take-away tools and techniques for self-directed coaching in your everyday life.
- An introduction to facilitating a wellness coaching session with others
- Practical sessions working on real workplace issues.
- Overview of the IICT certified Wellness Coach Course.
- Copy of slides for attendees.
- Certificate of Attendance.

Investment: £650 (Max of 8 attendees)



## IICT Certified Wellness Coach Course

As an approved training provider with the **International Institute for Complementary Therapists (IICT)**, our certified wellness coaches, when they join the IICT, are recognised in 39 countries worldwide.

Furthermore they 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)).



Our IICT approved 'Wellness Coaching Certification' course is ideal for organisations wishing to invest heavily in their employees wellbeing and creating a 'Wellbeing' and 'Psychologically Safe' workplace culture.

This course can be delivered at our premises in West Lothian, at your premises or on-line and is specifically designed for a broad audience, requiring no previous experience, please see our participant criteria on the previous pages.

Alternatively, organisations who offer subsidised training to employees for their personal development may be interested in including our IICT Certified course on their list of approved courses.

**Duration / Commitment:** Our IICT certified 'Wellness Coach' certification course is delivered over 4 phases and takes an average of 6 months to complete. It comprises 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!

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

**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.

Investment: £1750pp (Negotiable depending on Numbers)

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 you will be invited to join our community.

**Please contact and meet with us to learn more about the 4 phases, the content of our 14 modules, delivery options and to explore your specific needs.**



# YOUR TRAINERS AND CO-FOUNDERS OF WELLNESS COACHING SCOTLAND



## 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).



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## 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.



## Would Your Organisation Benefit From Wellness Coaching?

**If you would like to learn more we can provide you with a breakdown of the structure and content of our IICT approved course. Please contact us and we can meet with you or chat over the phone or zoom. All of our courses can be delivered face to face or on-line.**

Call us on our business Mob:

John: 07767 243180 / Marie Claire: 07702 167812

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

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