

Health Coaching

Doing Workshops

Workshops as Part of a Coaching Business.

Workshops or seminars can be part of your coaching practice in several ways. You can use workshops to build your client base, you can use workshops as the coaching business model, or you can use workshops to supplement your clients needs. We talked about using workshops to build your client base in the lesson, but we didn't talk as much about the other two options, and we also wanted to share what kind of workshops you can put on.

There are coaches that almost exclusively to coaching in seminars and workshops as opposite to having one-on-one clients. The disadvantage is the impersonal approach. It's hard for individuals to open up and really share in a workshop, but it can be done. Group therapy is a common tool used by therapists so it does work. People need an environment where they feel free and secure to share. The great thing is coaching is mostly about the future and people are less reserved talking about that over the past. The advantage to seminar coaching is more revenue in less time. If you do a stress management workshop and you charge \$50 per person for a 2 hour seminar, with 15 participants you just made \$375 per hour. Now if you had to rent a room you'll have to take that off but you can see how this can work.

You can also offer workshops on top of individual coaching to your one-on-one clients. Maybe they are stalling on their progress or you can't seem to really get through to them. A group environment can create an energy that may stimulate their growth.

Types of Workshops

There are so many ready made programs you can do that will take the work out of doing workshops and lend credibility to your new business. Here is a list of just a few you could do.

Depression & Anxiety Recovery Program - A comprehensive and effective 8-week program (12 weeks total including 2 intro nights and follow up dinner). By Dr. Neil Nedley. <http://nedleyhealthsolutions.com/>

Optimize Your Brain: Simple program, easy to put on, powerful and complete. By Dr. Neil Nedley. <http://nedleyhealthsolutions.com/>

Forgive to Live - Using his years of study in the behavioral sciences, observation of patients and his own published scientific study, Dr. Tibbits not only provides practical advice on anger management and goal-setting, but also case studies, assessment tests and other interactive techniques to help you learn and live honest-to-goodness forgiveness. As he provocatively shows, forgiveness is the only way to get your life back and to keep your past from destroying your future. <http://www.inciiteevents.com/events/forgive-to-live-simulcast/>

Lifestyle Matters short programs –

1. Food and Thought (a 3 evening, 6 hr seminar on food and your brain),
2. Living Free (a 4 evening, 8hr, seminar on additions), and
3. Stress Management (a 3 evening, 6 hr seminar). These simple and easy to use DVD and Power Point

programs were produced by Vickie Griffin and the Michigan Conference. Only 3 sessions which can be completed a weekend or done weekly. Great opening wedge for a small church. Can be found here: <https://www.lifestylematters.com/content/about-lifestyle-matters>

Native New Health: To learn more or order this DVD series go to www.nativenewhealth.ca

Stress Management Seminars and Training - Cameron Johnston Ph. 250-392-1905 email: cameron@caribboadventist.ca Cameron offers a train the trainer program.

Create Your Own

There are others out there as well. But, even better, create your own! If you need help, there are online courses that help you like this one: Certified Relationship Workshop Facilitator for Life Coach. <https://www.udemy.com/certified-relationship-workshop-facilitator-for-life-coaches/learn/v4/overview>

If you want to make one completely from scratch, even better. Here are some tips to get started:

1. Pick a topic you love, but is also needed in your area.
2. Do accurate research (see the handout on research)
3. Cite your sources, watch for plagiarism and copyright issues.
4. Only use photos you have permission for, unless doing a live seminar and you are going online to a website to show them a video, like on YouTube.
5. Make at least 20 slides for a 1 hour seminar and then practice to see if you need more or less. Some of us can talk for several minutes without changing a slide, while others need to keep it moving.
6. Be as professional as possible. Use power point templates, match your handouts, etc.
7. Try to get a sponsor. Some community centers are looking to fill certain needs.

It's a good idea to offer pre-registration and to charge a reasonable amount for your seminar. What are other seminars selling for in your area? What are competitors doing? Does your local college offer the same thing already?

The first one will be hard, I prepared way too much material for my first seminar. I rattled off so much information, my participants had a glossy look half-way through. To make matters worse I did a full day seminar to get my feet wet. Out of experience, may I recommend you start with a 1 or 1 1/2 hour seminar. This is just right in today's busy world.

What about cooking schools? They are a ton of work, but if you love them go for it. Just keep it simple and get help! If you'd like to learn more about putting on a cooking school, we do offer a course, currently FREE of charge. If you do see a fee, then I've updated it and forgot to update this handout. Contact me and I'll make sure you get it free for letting me know my handout is out of date! LOL. <https://www.bodymindhealthcoach.com/programs/how-to-put-on-your-own-cooking-school>