

## Wellness & Well-Being Coaching

**Fact: US based businesses lose \$300-\$400 billion dollars a year due to stress related loss of productivity (Rosch, 2001). This is more than the net profit of all US businesses combined.**

- In a study of a large, multi-employer, multi-site employee population, healthcare expenditures for employees with high levels of stress were 46% higher than those for employees who did not have high levels of stress (Goetzel et al., 1998).
- 41% of employees say they feel stressed out during the day (APA, 2009).
- 66% of US adults have been told by their health care provider that they have one or more chronic conditions.
- 63% of American adults are overweight or obese.
- Organizations with the most effective health, well-being and productivity programs, including coaching, had 28% higher shareholder returns (Towers, Watson, 2010.)

### **WHAT IS OUR CONCLUSION? WELLNESS AND WELL-BEING COACHING IS NEEDED—AND THE BUSINESS CASE IS STRONG.**

Wellness coaching, which we have broadened to well-being coaching is a collaborative relationship between a client and their wellness coach characterized by a structured conversational process that promotes accountability, creativity and commitment to help one reach their well-being goals. Focused expertise, encouragement and processes from the wellness coach help the client achieve more well-being than they otherwise would have accomplished on their own.

### **WHY DOES COACHING WORK?**

1. **Synergy** — teamwork helps the client accomplish more than the client would alone
2. **Structure** — Due to the coach providing an accountability factor, a client takes more action and moves ahead on larger goals
3. **Expertise** — The coach utilizes numerous tools, in the context of a positive "coaching alliance," to help the client make progress on their most heartfelt goals. The coach does this without rigidly prescribing specific behaviors, but rather is a partner to help the client find their best way forward – with expert coaching assistance.

**Wellness Coaching helps individuals and organizations close the gap between where they are now and where they most want to be.**