



EST. 2024

NURSE LIFE COACH ACADEMY



BECOME BOARD CERTIFIED

# How to ask your Employer to cover tuition.



This program has been peer-reviewed and is endorsed by the  
American Holistic Nurses Association”



NURSELIFECOACHACADEMY.COM

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# What is Nurse Coaching?

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## The fastest growing Holistic Specialty of Nursing

Nurse Coaching is a nationally recognized specialty that equips nurses with advanced communication, leadership, and behavior change skills.

It is a professional development pathway that strengthens a nurse's ability to lead, mentor, and influence both patients and peers.

Nurse Coaches are trained in evidence-based coaching methods that enhance emotional intelligence, improve resilience, and support whole-person well-being.

These skills translate into:

- More effective patient communication
- Stronger team collaboration
- Reduced burnout and improved retention
- A more empowered, values-driven workforce

Hospitals and healthcare systems are increasingly investing in nurse coaching to build internal leadership, improve outcomes, and foster a culture of support and innovation.

Nurse Coaches go through an accredited training program, complete practicum and didactic, and then must sit and pass the National Board Exam.

Requirements and programs can be reviewed here:

<https://www.ahncc.org/certification/holistic-nurse-coach/>

## How Organizations are Using Nurse Coaching

- Career Development and Leadership Pathways
- New Hire Onboarding
- New Grad Transition Programs
- Burnout Prevention and Staff Well-Being
- Retention and Re-engagement
- Peer Support & Team Culture



# OUR MISSION

## Our Mission:

Our mission is to deliver the highest quality Nurse Life Coach training in the nation, empowering nurses to embark on a transformative new chapter in their careers.

We aim to instill the confidence needed to support clients through any life challenge, helping them improve their quality of life, achieve previously unimaginable goals, and alleviate suffering.

Our graduates will be equipped to coach nursing staff within organizations, enhancing staff retention, engagement, and loyalty, or open private practices in their communities helping human beings take control of all areas of their lives.

# Why Employers Say Yes

Forward-thinking healthcare leaders are saying yes to covering Nurse Life Coach Academy tuition — and here's why:

## ✓ It Aligns with Organizational Goals

Nurse Coaching supports many system-wide objectives: improving patient outcomes, reducing turnover, supporting Magnet designation, and developing internal leadership. It's a strategic investment that aligns with quality, safety, and staff development goals.

## ✓ It Reduces Burnout & Turnover

Coaching-trained nurses are more self-aware, emotionally resilient, and equipped to manage stress and complexity. Employers see fewer call-outs, improved morale, and better long-term retention when staff are supported holistically.

## ✓ It Enhances Leadership Capacity

Nurse Coaches learn how to listen deeply, communicate effectively, and influence change — all key traits of strong nurse leaders. Many organizations see this training as a pipeline to charge, educator, or management roles.

## ✓ It's More Cost-Effective Than Turnover

Replacing a single bedside nurse can cost upwards of \$40,000. Compared to that, funding a professional development program that boosts engagement and career satisfaction is a fraction of the cost — and far more impactful.

## ✓ It Fosters a Coaching Culture

Nurse Coaches bring their skills back to the unit, improving peer support, team dynamics, and communication with patients. One trained coach can uplift an entire team's emotional climate.

## ✓ It's Evidence-Based and Board Certified

Nurse Coaching is a nationally recognized nursing specialty, approved by the American Holistic Nurses Credentialing Corporation (AHNCC). Employers know they're investing in a reputable, standards-based program — and studies show nurses want to be supported by other nurses who get it.

# Success Stories

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## **Nurses Who Asked (and Got a Yes)**

### **ICU Nurse Manager – Michigan**

“I printed the letter from the guide and walked it straight to my nurse manager. I thought I’d get a ‘no,’ but she took it to the education director and within a week, my hospital approved 100% of my tuition using professional development funds.”

### **Kaiser Nurse – California**

“Kaiser allowed me to use my continuing education dollars to put towards this amazing certification”

### **Pediatric Nurse Practitioner – Texas**

“I used the email template from the freebie to make my case. HR told me they had CEU funds I could apply to it. I got reimbursed after showing proof of enrollment and completion.”

### **Med Surg Nurse – Florida**

“I positioned it as leadership training. They agreed instantly. Now I coach staff on our unit part-time and lead onboarding workshops. This training has changed my career path.”

About 1/10 of our students are able to get some or part of their tuition paid for or reimbursed.



# Email Template

## **Subject: Request for Professional Development Support: Nurse Coaching Certification**

Dear [Manager's Name],

I hope you're well. I'm reaching out to request support in pursuing a nationally recognized Nurse Life Coach Certification through the Nurse Life Coach Academy. This training aligns with my professional development goals and the broader objectives of our organization—specifically in areas like communication, emotional intelligence, staff well-being, and patient-centered care.

The Nurse Life Coach Academy is an evidence-based program approved by the American Holistic Nurses Credentialing Corporation (AHNCC). It teaches advanced coaching and leadership skills that support:

- Burnout prevention and resilience
- Improved team dynamics and communication
- Follow ANA's Health Nurse Healthy Nation Initiative
- Peer mentorship and new hire onboarding
- Career development and internal leadership

The investment for the program is [\$3,999] and includes certification preparation, mentorship, and practicum hours. I am requesting [full/partial] financial support through our professional development or continuing education funds.

I would be happy to provide additional information about the program or speak with HR/education to explore next steps. Thank you for considering this opportunity — I'm confident it will help me grow as a nurse and better serve our team and patients.

Warmly,

[Your Full Name]

[Your Unit or Department]

[Your Contact Info]



Approval # 1646

NURSE LIFE COACH ACADEMY

CERTIFICATE

*of completion*

*proudly presented to*

ONE LUCKY NURSE

*for completing The Nurse Life Coach Academy*

Continuing Education Hours Awarded

\_\_\_\_\_

Shelby Kurz RN, BSN, NC-BC

Laura Minard RN, BSN, NC-BC

BOARD CERTIFICATION  
REQUIREMENTS



# Board Certification Requirements

## NURSE COACH **BOARD CERTIFICATION** NC-BC

### **Unrestricted current RN License**



#### **60 Contact Hours, accrued over the last 3 years**

All contact hours are provided in this course.



#### **60 Hours of Coaching Experience - Minimum**

Supervised coaching experience by a Nurse Coach Supervisor that will provide a letter of validation to submit with your certification application. This is all included in our course.

#### **Active Full-time Nursing practice**

Minimum requirements are listed below

#### **A BSN or Higher in Nursing**

Active practice as BSN or Higher prepared RN for a minimum of two years full-time or 4,000 hours part-time in the past 5 years.

**OR**

#### **ADN or Diploma as an RN**

Active practice as a Diploma or Associate Degree prepared RN for a minimum of four years full-time or 8,000 hours part-time in the past 7 years.

# Board Certification Requirements

## HOLISTIC NURSE **BOARD CERTIFICATION**

### **Unrestricted current RN License**



### **48 Contact Hours, Holistic Nursing Theory or Practice**

All contact hours are provided in this course.

### **Active Full-time Nursing practice**

1 year full-time Holistic Nursing practice in the last five years or 2000 hours within the last five years. Holistic practice is defined as a nurse that facilitates health, wellness, and wellbeing and care plans that integrate the clients mind-body-spirit.

### **HN-BC**

You can become HN-BC by passing this exam

**OR**

### **HWNC-BC**

You can become a Health and Wellness Nurse Coach Board Certified if you pass both exams your credentials merge and you become a board certified Health and Wellness Nurse Coach

# Downloadable Sheet to Hand to Manager

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## **Download and Save to your Phone or Laptop**

This is easily emailed or printed out to hand to your manager.

**EMPOWERING NURSES.**  
**ELEVATING CARE.**

**Open the document, make a copy and then save to your phone or your laptop!**





## CASE STUDIES





# Case Studies

## Case Study #1

Med-Surg nurse created Nurse Coaching Department

I (Laura) was lucky enough to mentor this nurse in 2022/2023 as she really felt called to help her organization. She presented her idea of bringing nurse coaching to her floor to her manager.

- Over the next months there were meetings scheduled.
- She was approved to be paid to coach 8 hours a week
- She had to develop pre-coaching and post-coaching surveys and track the impact
- After 3 months she needed more time to fill the demand.
- She began coaching 16 hours a week
- After a few more months, she needed more time and proposed being a full-time nurse coach on staff and stepping away from the bedside. They agreed.
- Nurse manager then wanted to become certified and entered into certification
- 12 months in, they contracted with a certification company (before we were live) and the organization is certifying staff in 8 facilities.
- The creation of a nurse coach internship was formed
- All new hires and RN's changing specialties get a certain amount of sessions with a board certified nurse coach.

Results are preliminary, but a decrease in turnover of 40% and increase in confidence, decrease in stress, and increase in loyalty to the organization was the result.





# Case Studies

## Case Study #2

Full-Time Nurse Coach Educator proposes to bring nurse coaching into her role. A new program was introduced called "First Year RN Support" which included a personal and professional support program from the Nurse Educator NC-BC. Results in the first year on a small scale was a decrease of 17% in turnover.

Purpose of the program: Reduce first year RN turnover by 5% with the nurse led support model.

Methods:

- In 2023, 24 new to organization RN's from the two Med/Surg/Tele departments with the highest turnover rates participated in the program
- The RN's met every 1-2 months during the first year with the Nurse Educator (NC-BC) for 30-60 minutes either in person or by phone

The data from the two departments shows an incredible improvement in first year turnover! The participating RN's were surveyed on their experience with a 79% response rate and a recommendation rating of 4.94 out of 5.

Specific Feedback from participants:

- "Not only is she someone I can chat with about work questions, but she also cares about me as an individual outside of work and gives support and suggestions".
- "She really cares for the employees here. I find the check-in's the most helpful because she re-assures my progress."
- "I am grateful for her listening to my struggles and accomplishments as she helps guide me through this new chapter in my life. She is such an asset to this organization because she helps benefit our overall well-being."
- "It feels good getting things off your chest and being supported and encouraged".

The program has been so successful that in late 2023 the ED and ICU were added to the New RN's and those transitioning to different specialties. Currently the program is expanding to all nursing departments in the hospital. Results 2022 Turnover 22% and 2023 Turnover 5%



# Support with Conversations – Book a Call with us

If you would like to speak to the team please book a call here:  
[Schedule a phone call with us here.](#)

## **Talking Points for a 1:1 Conversation with Your Manager**

### **1. Open with Professional Development Goals**

“I’ve been exploring ways to grow in my role and continue developing my leadership and communication skills as a nurse.”

### **2. Introduce Nurse Coaching as a Recognized Specialty**

“I came across the Nurse Life Coach Academy — it’s a board-certified training that helps nurses strengthen emotional intelligence, reduce burnout, and better support patients and peers. It’s recognized by AHNCC, and aligns with a lot of what we’re prioritizing right now.”

### **3. Connect to the Organization’s Goals**

“It supports things like patient satisfaction, staff retention, onboarding support, and overall well-being. I’ve seen that nurse coaching is being used in hospitals for leadership training, new grad transition, and peer mentorship.”

### **4. Make the Ask (and Be Specific)**

“I’d like to request professional development funding or tuition support. The program is \$3,999, and there are options for payment plans. I’m open to full or partial support if it’s available.”

### **5. Offer to Follow Up with Materials**

“I have a flyer and some information I can send your way if you’d like to share it with HR or the education department. I’m also happy to write up a formal request.”

### **6. Close With Gratitude and Confidence**

“Even just having the conversation means a lot. I think this training will help me bring even more value to our team — and I’d love to find a way to make it work.”

# HOW DO I ENROLL?



You may enroll right from our website:

<https://www.nurselifecoachacademy.com/certification>

Cohorts start dates are updated on the website and usually start in January, April, July, and October

[Text us from this link:\)](#)

If you would like to speak to the team please book a call here:

[Schedule a phone call with us here.](#)

# Frequently Asked Questions

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## **Do you teach how to start a nurse coaching business or provide mentorship?**

Yes: We include an 95 Module full business course that gives you everything to initially start a private practice. This is optional and released 12 weeks into the program. We also give graduates a discount on ongoing CEU approved mentorship after graduation, and live retreats and events.

## **Do you assist in finding pro-bono clients in practicum?**

Yes: While we highly recommend and encourage you to find some of your own private practice clients, we have a sign up list for nurses and individuals who would love to be your practice client.

## **How much time does it take a week?**

4-5 Hours is the perfect amount of time to be 100% successful in this course! If you have vacations planned or need to take a week off, you won't get behind as it is a self-paced learning environment.

## **Are there any papers due or exams?**

No. Students love the learning experience in certification, and we do not have any APA papers, or stressful exams.

## **Do you help with passing the Board Exam?**

Yes: Part of your requirements for this course is reviewing the text and study guide that will help you pass the exam with flying colors. Pass rate is 95-100% on the first try.

## **How many nurses are in each cohort?**

Our Cohort's are generally 20-34 nurses with each Lead Learning Coach in size depending on the time of the year.

## **Are there Nurse Coaching Jobs?**

Yes! There are more, and more posted on Indeed, but primarily students are creating positions for themselves in the organization they work in! We also work with a few coaching companies who are looking for Nationally Certified Nurse Coaches.

# Frequently Asked Questions

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## **What do nurse coaches make per hour?**

This is nuanced as there is a broad range of ways that Nurse Coaches earn money professionally. In organizations, it is the same pay rate that they were currently being paid in their original position.

Nurse coaches are paid to host retreats, trainings, and events and are paid anywhere from \$200 - \$1000 hour.

In private practice, nurse coaches are not paid per hour, but per coaching relationship or package delivered. The average 1st year private practice nurse coach makes \$200 - \$300 per hour if only counting time in session.

## **Are there extra fees for board certification?**

The American Holistic Nurses Credential Corporation charges a fee to take both exams, as well as a fee to re-certify. Check the website for the most updated information, but on average students will pay \$350- \$475 to apply and complete the examination.

Holistic Nurse Board Certified - <https://www.cnetnurse.com/holistic-nursing-hn-bc>

Nurse Coach Board Certified - <https://www.cnetnurse.com/holistic-nursing-nc-bc>

## **Is there a practice exam, I struggle with test taking.**

Yes! AHNCC offers a practice exam for \$65 and allows candidates to practice the computerized exam at home to be better prepared!

<https://online-practice-exam.cnetnurse.com/ahncc-ncbc/>

## **What is your refund policy?**

We offer a full-refund minus transaction fee up to 30 days prior to the start of the course. If a student is unable to start on time due to illness, or circumstances out of their control, we may choose to allow students to reschedule for a later cohort, but do not offer refunds. We do not offer any refunds after beginning the course as we cannot fill the seat that you purchased.

## **What is the difference between Nurse Life Coaching and Counseling/Therapy?**

A Nurse Life Coach works with functional clients to set and reach personal and professional goals. Nurse Life Coaches primarily work on creating a new future vision, while therapy and counseling often reflects on past experiences to help the patient cope with the present moment.





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