



EST. 2024

NURSE LIFE COACH ACADEMY



BECOME BOARD CERTIFIED

PROGRAM GUIDE

“Break the Mold and Own Your
Nursing Career”



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



NURSELIFECOACHACADEMY.COM

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Welcome Message

Founders

Founded by Laura Minard, RN, BSN, NC-BC and Shelby Kurz RN, BSN, NC-BC have been coaching full-time professionally since 2018. With over 7000 hours of combined experience, and several different coaching certifications, the content in this program is what we have found to be the most relevant to Nurse Coaches who are coaching professionals and professionally.

Nurse Life Coaching focuses on the transformation of individuals beyond the medical setting, guiding clients to balance life, work, and personal fulfillment. It involves mindset shifts, deep self-care, and creating sustainable life changes that align with one's purpose.

Traditional Nurse Coaching, on the other hand, is more health-focused and often within clinical environments. Nurse Coaches empower patients to achieve better health outcomes, using their nursing background to assist in disease prevention, lifestyle changes, and health management through education and support.



You can see that the line is pretty fine here with the main distinction between Nurse Life Coaching and Nurse Coaching being that the Nurse Life Coach approach can encompass everything a client brings to the table, whereas Nurse Coaching dials in on health and wellness.

Both are needed, have their place, and are holistic and powerful modalities.

Our certification prepares students for:

- Bringing Nurse Coaching to Organizations
- Improving Leadership Skills
- Private Practice



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.

Program Overview

This program is approved by the American Holistic Nurses Association as a National CEU provider for 121.5 CEU's.

American Holistic Nurses Credentialing Corporation - List of Endorsed Nurse Coach Educational Programs

Who This Program is For:

- Associates, Bachelors, Masters, Doctorate Prepared Registered Nurses
- Nurses looking for autonomy and purpose.
- Nurses who want to transform healthcare.
- Those interested in holistic, integrative private coaching practices.
- Those wanting to be trainers, motivational speakers, Holistic CEU providers, etc.
- Nurse Leaders who want to improve coaching and leadership skills
- Nurses wanting to support nursing staff holistically - Leading Nurse Coach Departments
- LPN/LVN - May take the training but will not be able to sit for the Board Exam

Upon successful completion of this training program, students may be approved to use the Certification Badge on websites, resumes, or any marketing materials.



Program Structure

Program Structure

This program is delivered through an online learning platform, and can be completed in 28 weeks. Students are part of cohorts that do not exceed 35 students per Lead Learning Coach assuring intimacy and support.

The learning is paced at 4-6 hours a week which consists of:

- Reading Lessons
- Watching Videos
- Required Responses - written and video format
- Small Quizzes
- Self-Assessments
- Optional material that exceeds the 4-6 hours if students desire more

The Live Components are:

- Cohort Calls (4) - 7.5 Hours
- Coaching Labs (10) - 20 Hours
- Office Hours (Optional) - 3-4 Hours
- Optional live Monthly workshops

Students can choose to participate in the live zoom meetings for up to 30 hours, or students may choose to watch the recordings and make up the time if unable to participate due to scheduling conflicts. We also offer free community workshops that all students are invited to attend

This program does not include: Formal Case Studies, APA Papers or Long Exams. The program does prioritize Live Coaching demonstrations and coaching supervision, with the goal of creating confident professional Nurse Life Coaches.

Course can be accessed through phone or through computer. Nurse Life Coach Academy has a proprietary App!

Program Structure – Curriculum



MODULE 1

Welcome

- Welcome to the Nurse Life Coach Academy
- Technology Overview & Introducing Yourself
- What is Nurse Coaching?



MODULE 2

Outline of the Course

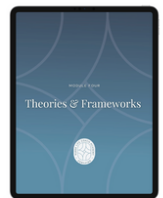
- What To Expect
- Syllabus & Printables



MODULE 3

Nurse Life Coach Session Overview

- The Nurse Life Coach Process Overview
- Pre-Session
- The Session
- Post Session
- Nurse Life Coach Session Overview



MODULE 4

Theories and Frameworks

- Theories and Frameworks
- Maslow's Hierarchy of Needs
- Emotional Intelligence
- Self-Determination Theory
- Positive Psychology
- The Stages of Change
- Attachment Theory
- Appreciative Inquiry



MODULE 5

You the Nurse Life Coach

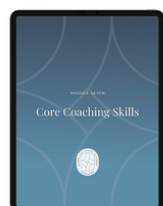
- You – The Nurse Life Coach
- The Power of Vulnerability



MODULE 6

Preparing for Practicum

- Preparing for Practicum
- The Coaching Relationship
- The Coaching Environment
- Creating Practice Clients
- Coaching Supervision



Core Coaching Skills

- Developing Listening Skills
- Creating Presence
- The Art of Asking Questions
- Motivational Interviewing
- Creating Action
- Working with Resistance
- Reframing
- Intruding – The Art of Interrupting
- Identifying Limiting Beliefs
- Values Clarification



MODULE 8

Deepening as the Coach

- Self-Care
- Have a Coach or Mentor
- Expanding Capacity to be with Pain
- Intuition
- Acknowledging and Championing
- Authenticity
- Understanding Body Language
- Challenging
- Celebrating Failure
- Making Distinctions and Using Metaphors



MODULE 9

Putting it all Together

- Coaching Demonstrations
- Putting it all Together



MODULE 10

Nurse Life Coaching Tools

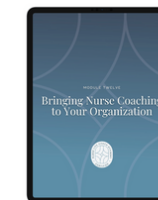
- How to use the Toolkit
- Life Coaching Tools – Downloads



MODULE 11

Sitting For Your Boards

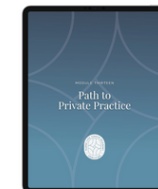
- Sitting For Your Boards



MODULE 12

Bringing Nurse Coaching to Your Organization

- Bringing Nurse Coaching to Your Organization



MODULE 13

Path to Private Practice

- Path to Private Practice



MODULE 14

Introduction to Deep Coaching

Practicum



Practicum

To meet the board certification requirements, students must complete a minimum of 60 coaching hours. These hours are divided as follows:

- Peer Coaching: Students will coach two peers for a total of 12 hours and receive 12 hours of coaching from them.
- Coaching Lab: Facilitated by a Lead Learning Coach who is board-certified, the lab allows students to participate in breakout sessions with peers to practice specific coaching skills. This includes 6 hours of hands-on experience.
- Private Clients: Students will work with seven private clients for six hours each, totaling 42 hours. Our certification program provides a list of nurses who volunteer as practice clients, so students don't need to find all their clients on their own.

Throughout the practicum, Nurse Coaches will work with 10-20 different clients from diverse backgrounds, including varying ages, ethnicities, socioeconomic statuses, and cultures. This exposure is essential for building both confidence and competence as a Nurse Life Coach.

While we assist in pairing students with volunteer clients, we also encourage students to seek out their own volunteers. To help with this, we provide sample copy and language for social media posts, flyers, and direct outreach. Additionally, ready-made graphics are available for students to use if desired.



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

Completion

Shelby Kurz RN, BSN, NC-BC

Laura Minard RN, BSN, NC-BC

BOARD CERTIFICATION
REQUIREMENTS

BY THE SUCCESSFUL NURSE COACHES

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

Program Career Benefits

There are essentially two paths forward after becoming a board certified nurse coach, working in organizations, or working in private practice.

Working in Organizations

There are many ways nurse coaches bring this skills and experience and use it in their organizations. Many bring the skills to the clinic, or bedside, or use it with staff. Others create positions for themselves with new job descriptions and titles.

Inside of the course we outline different case studies where board Certified Nurse Coaches brought the skill of nurse coaching into their organizations. Here are two case studies with more and more nurses being hired on staff every month in our community.





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%



Private Practice Outlook

Private practice nurse coaches are able to begin charging \$1200 for three month coaching programs right out of certification, with many students charging while still in certification. A full-time private practice includes 12 - 20 one-to-one clients, and usually requires about a 30 hour work week.

The time horizon from certification to full-time practice is 12 - 36 months depending on the lifestyle, and time availability for working RN's to dedicate to building their private practice.

We have mentored almost 500 graduates of other certifications from 2020 - 2024 and gathered data on the rate of income produced in private practice.

- All data is self-reported from mentees in our mentorship programs.

20% make 25K or more their first year

40% make 10K or more their first year

75% earn money their first six months in private practice

80% make 50K their second year of private practice or more

Picture of Laura's first coaching office downtown





WHY CHOOSE NLCA?

Why Choose NLCA?

Why Choose This Certification?

Our program is priced 30–40% lower than other certifications while offering unparalleled value. Here's why:

Affordable and Accessible for Organizations

- We believe that nurse coaches will become a vital part of healthcare organizations in the near future. Our pricing is intentionally set to appeal to organizations looking to invest in certifying their staff, making this certification accessible to more nurses.

Comprehensive Mentorship from Proven Experts

- Our founding company, The Successful Nurse Coach Inc., established in 2020, is a multi-seven-figure business mentorship company and the largest in the U.S. dedicated to supporting nurse coaches. We've helped over 500 nurse coaches establish successful private practices or organizational roles. Nurse Life Coach Academy was created not for profit, but to fill a critical gap in preparing nurse coaches for professional practice through skills training.

Innovative Course Delivery

- Our innovative course structure reduces operational costs, allowing us to offer the program at a lower price while maintaining high-quality education.

Specialized Training for Nurse Life Coaches, Not Nurse Health Coaches

- Organizations aren't seeking nurse health coaches—they need Nurse Life Coaches who can support staff, influence leadership, and drive cultural change within healthcare. Our curriculum equips Nurse Life Coaches to step into roles as trainers, educators, and staff development leaders.

Aligned with Professional Standards

- Our curriculum is designed not only to meet Nurse Coach Competencies but also to align with International Coaching Federation standards, the same competencies used to train executive coaches. We also include training on productivity, time management, leadership, and career coaching tools.

Why Choose NLCA?

Nurse-Focused Training by Nurses

- Other industries may hire coaches, but we know nurses are best supported by other nurses. That's why our training is uniquely positioned to elevate the nurse coaching profession. The top nurse coaches in our community who earn six figures identify as Life Coaches, not Health Coaches. Recognizing this trend, we've built an educational foundation to help elevate nurse coaching.

Expert Mentorship from Nurse Coaches Who Walk the Talk

- Our personal success comes from real-world nurse coaching, not simply from being educators or business leaders. We earned our first six figures by offering nurse coaching services directly to our communities. The Successful Nurse Coach brand was born from constant requests by colleagues asking, "How are you getting clients?" From there, we began mentoring nurse coaches to open their own private practices.

With seven years of full-time practice, we've developed a keen understanding of how to train nurses in coaching with a focus on professional, paid practice.





TUITION AND PAYMENT PLANS

Pricing and Payment Plans

- Tuition: Our program price is \$3999 (includes a full business and marketing course worth \$2000 for nurses seeking private practice) **We also offer discounted tuition of \$2999 for organizations with 10+ students.**
- Payment Plans: We offer very low interest payment plans, as well as second party financing options.
- Scholarships: Organizations are approving CEU funds to be used for our program, and many organizations are paying the tuition for their nurses to go through the training program, as the nurses use their personal time to obtain the certification.
- Group Discounts of 10 or more students available - please email info@nurselifecoachacademy.com to get a group discount price for your organization.

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

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

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.



SEE YOU IN CLASS!

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