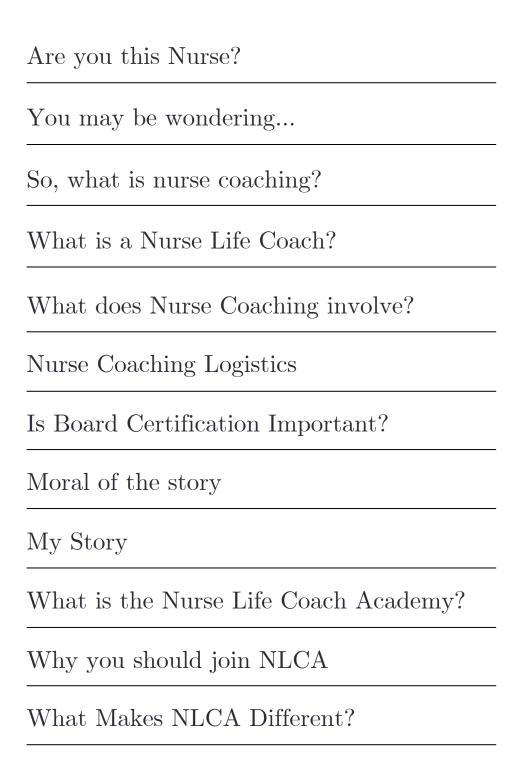


The Nurse's Path to Empowerment A Guide to Nurse Coaching



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ARE YOU THIS NURSE?



Are you this Nurse?

You are probably reading this guidebook because you are a Nurse who knows that it is time for the next thing in your career. This next thing allows you to have more balance in your life, gives you the time to care deeply and fully for your patients, and allows you to enhance your career without traditional higher-level education.

Or you may have heard about Nurse Coaching before and are looking to gather more information about this specialty and our program (I am here to spill the beans!).

Before we get started, I want to be transparent and save you the 20 minutes it takes to read this guidebook by telling you nurses this is not for just in case you downloaded this because doom scrolling got the best of you.



If you are a nurse who is not bothered by health care's current status and is super chill and content clocking in and clocking out for your shifts, I promise I am not judging you when I say this, but nurse coaching may not resonate or be the specialty for you.

Keep doing an incredible job bedside because we need you! As someone who has been a patient in the hospital more than ever since 2019, I appreciate happy, healthy and satisfied nurses more than ever before. You are so important and we can't do it without you.

Nurse Coaching is not in the best interest of every nurse because it is a true healing modality that operates outside of the "sick care" model and I know that it isn't everyone's cup of tea.

But if you are the nurse who is:

- Wanting to grow their nursing career with new skills and techniques that allow you to care for their patients on a whole new level.
- A Nurse Leader who is looking how to close the disconnect between management and staff for better patient care and happier team dynamics.
- Looking to give nursing another chance before you pivot out of healthcare entirely.

Then there is a high chance that nurse coaching is a GREAT fit for you.

How do you know if you are a good fit for nurse coaching?

If you are a nurse who has a deep desire to help others heal physically, emotionally, and mentally, who is interested in growth and professional development and who is craving more balance in your life...nurse coaching may be your next step, keep reading!





YOU MAY BE WONDERING...

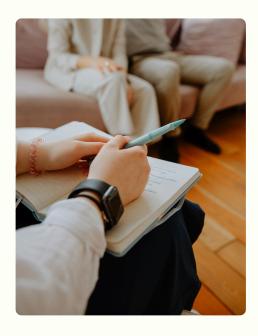


You may be wondering...

"Can I evolve my nursing career without going back for my NP? To CRNA school?"

"Will there ever be a job that I find that doesn't bring on this feeling of dread as I sit in the car before my shift?"

"Do I even want to be a nurse? Something is off, I don't feel like I am helping patients anymore."



In this guidebook, you will learn about the specialty of nurse coaching and how it may be the missing piece in your nursing career so that by the end of reading it, you will have clarity on precisely what to do next so that you can keep your sanity while retaining the title of "Nurse"

I will also show you and explain how our certification (Nurse Life Coach Academy) is the top choice for developing your nursing career and how it is different from other certifications out there.



SO, WHAT IS NURSE COACHING?



So, what is nurse coaching?

To rewind a little here, I need to tell you about the American Holistic Nurse Association (AHNA). They are the leading organization that pioneered the concept of nurse coaching and they define Nurse Coaching as "a skilled, purposeful, results-oriented, and structured client interaction provided by Registered Nurses to promote the achievement of client qoals."

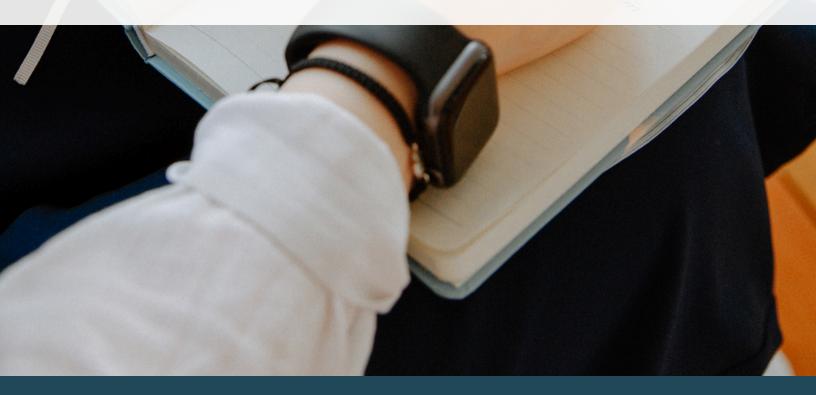


Nurse Coaching traditionally operates in the health and wellness space, coaching clients to have better holistic health. Thik health coach, wellness coach, or even holistic wellness coach.

I know I am just throwing titles at you here and this may not mean much to you yet, hang in there, I promise to elaborate!



WHAT IS A NURSE LIFE COACH?



What is a Nurse Life Coach?

This is a question I get all of the time since our program is named the Nurse LIFE COACH Academy and I want to take a moment to distinguish between the Traditional Nurse Coach and Nurse Life Coaching.

The different titles does not change your ability to sit for board exams, and you will still graduate with all the CEUs required to pursue whichever professional path you choose. The different titles simply reflect your style of training, and we all get to add NC-BC to our names when we take the test!

Life Nurse Coaching focuses the transformation of individuals beyond 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.

Nurse Coaching, on the other hand, is more health-focused and often within clinical Nurse Coaches environments. 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.

When I was new to the nurse coaching space, becoming a Nurse Coach would have been the choice I made (and did make!). The jump into the health and wellness model of care from my current sick model of care was a no-brainer.



Once I graduated certification and was able to be out in the real world, coaching real people for money, that is when reality began to sink in...even if someone was coming to sessions with the original goal of losing 10 pounds, they were still a fully unique human being, with multiple different facets of their lives: uncontrolled stress, poor sleeping habits, no exercise routines...and deeper work like childhood traumas, severely limiting beliefs, no selfconfidence, wildly negative self-talk.

I had zero resources for these clients, the type of work that was evolving in these sessions was way more than I was prepared for, and I didn't know where to go for more training. As a newbie, I practiced what I had been taught: to listen and be curious.

Now, this worked, but the results were lackluster and unpredictable. Looking back now, there are about 60 hours of paid coaching I wish I could have a doover on (for the sake of my clients). I didn't know what I didn't know.

In fact, I was on a group call with some nurse coach colleagues and was feeling embarrassed to share with them..."yall, I don't know that I am a good health coach. I like learning about life coaching stuff?"

It felt like I had just uttered dirty, four letter words...but there was a big exhale on the call as a few of my peers popped in the chat "OMG ME TOO! I thought I was the only one!"

So of course, I am biased here. Nurse Life Coaching is often considered more advantageous because it goes beyond the health and wellness realm, addressing both personal and professional aspects of life. It helps clients not only manage their careers but also cultivate work-life balance, emotional intelligence, and personal fulfillment. Nurse Life Coaches are trained on how to assess and empower individuals to set boundaries, pursue self-care, and create lives that align with their values. This broader, holistic approach enables deeper personal transformation, making it particularly valuable for those seeking growth in areas outside of traditional healthcare settings.





WHAT DOES NURSE **COACHING INVOLVE?**



What does Nurse Coaching involve?

Using a holistic approach, nurse coaching involves guiding clients to healthier, more balanced, and fulfilled lives. As Nurse Coaches we address physical, emotional, spiritual, and relational wellness to break the cycle of dis-ease and temporary solutions.

For example, nurse coaches describe their work as empowering clients to achieve real healing and personal freedom, beyond the constraints of the traditional healthcare system. This approach allows nurses to deeply connect with and support their clients, promoting comprehensive and lasting life transformation.

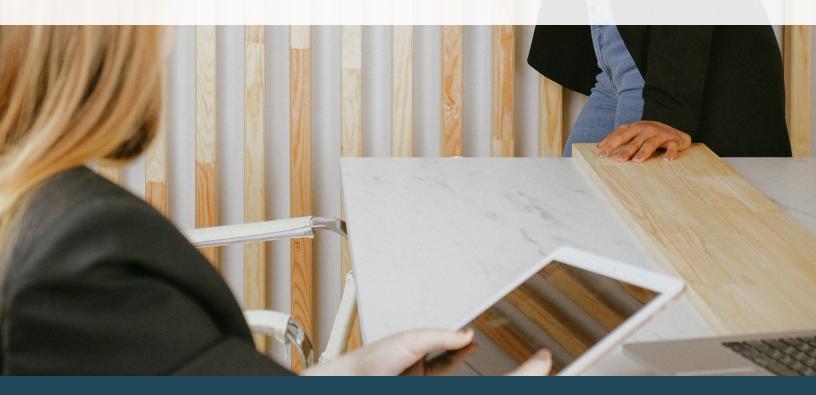








NURSE COACHING LOGISTICS



Nurse Coaching Logistics

Nurse Coaching is a board certification program, meaning that you sit for an exam (if you choose) and get the letters "NC-BC" for "Nurse Coach Board Certified" after your name. Who doesn't love that?! Through the completion of our program, you can also sit for the Holistic Nurse Exam if you choose.









NURSE LIFE COACH ACADEMY CERTIFICATE

of completion

vs Awarded

IS BOARD CERTIFICATION **IMPORTANT?**



Is Board Certification Important?



Short answer: yes. It is *very* important.

If you want a longer answer, keep reading.

The Coaching industry in general is highly unregulated. You can go to a weekend course and be a "certified life coach" and genuinely not know what the heck you are doing, and frankly can cause a lot of damage.

As nurses, we are not strangers to protocols, procedures, and adequate training. We also know what can happen if there are holes in any of these processes and how easily mistakes can happen.



Through board certification, we are holding the specialty of nurse coaching to a high standard of training. Nursing in general is the most trusted profession in America, and I believe that certification continues to hold nurse coaches to a standard of care that is required to keep the integrity of the nursing profession intact. Also, it elevates the care and services we offer to the clients we work with so we can serve them powerfully, allowing for true transformation to happen instead of offering "quick fixes".

There is a bonus to certification! The Nurse Coach Community. Imagine being part of a community of nurses who are actively having more impact in the world of healthcare. They have graduated the "b*tching and moaning" phase of just wishing things were different, unwilling or unable to take action to solve this problem, and are doing something about it instead because they have the tools and skills necessary to facilitate change on a higher level.

We exist. Welcome to the world of Nurse Coaching.



MORAL OF THE STORY



Moral of the story:

We can spend years and years climbing the clinical ladder, job hopping from place to place looking for a unit to call home, dreading each shift we clock in for never really finding true fulfillment or making a difference in health care... or you can begin to take ownership over this desire for something more, something bigger, something different for your nursing career (without throwing it out the window). Nurse Coaching is the pathway to true fulfillment, true impact, and is the catalyst for change that health care so desperately needs.





MY STORY



My Story:

It was 2018 and I had been a bedside nurse for about 5 years. I started as a new grad on a tele floor and was the best little new grad you had ever seen. I ran my butt off, went the extra mile, stayed late, and picked up overtime. I wanted to be good at my job, and I was...but it wasn't long until I got the itch to jump ship and honor my dream of travel nursing.

I did that for a little while (and frankly had a blast, it was pre-pandemic life, what can I say?)...then, of course, I landed in the ER as a staff nurse working nights. I was always a bit of an adrenaline junkie and I wanted to see if this was my place to call home. I was also in the process of getting married, then moving across the country (hello new role as Army wife) and leaving behind my life as I knew it.



I wanted a grand adventure, but instead, the reality of nursing was settling in.

The ever-evolving door of patients. The death, both the explainable patient losses and the unfair ones still remain in my heart all these years later. The dreadful feeling of pulling into the parking lot at work and my body feeling like it was full of repelling magnets, physically pushing me away from the ambulance bay doors.

I was tired, exhausted, and beginning to search for a way out as I knew I couldn't do this forever. I felt like I had tried so much as a bedside nurse, that I had really given it the good ol' college try...never really finding a home base.

I was beginning to feel at a loss for what was next and it was unsettling. This wasn't simply knowing that I needed a different job or a touch of burnout...this was a deep soul cry, an SOS from the pits of my being screaming for me to find another way to help people and take action quickly.

Then a well-timed ad on social media caught my attention. And if it isn't obvious enough, it was about nurse coaching. I immediately signed up for an informational call and went about my day getting ready for my shift.



A couple of weeks later, my phone rang with an unknown number and I almost ignored it, but then remembered that I signed up for that call. When I hung up, I couldn't define for you what nurse coaching was or much less what I was going to do with the certification, but I immediately called my then fiance on cloud 9 saying "There is this thing called nurse coaching, I want to do it, do I have to run financial decisions by you now since we are getting married soon?"

He laughed at me and said, "No, if you feel like it is the next best move, we should do it."

I signed up and the rest is essentially history. I have been all in on nurse coaching ever since I put down the payment to get certified and milked the absolute most out of my experience through certification. The decision alone changed me.

This was the first time where I was learning deeply about myself AND also taking action to create the future career that I wanted. It felt f*cking awesome, it felt inspiring and challenging... I also felt hope for the first time in years. I had found a place in nursing where I belonged, a place for the changemakers in health care, a place where nurses actually took a stand and took action on the problems they knew they could help solve.

I was still working nights in the ER working on my nurse coaching curriculum, but my whole perspective was starting to change.

Then, what I was learning about how to facilitate transformation was seeping into my own life, and for the first time in years, I felt like I was in the driver's seat again instead of life just happening to me.

If you are reading this and nodding your head in agreement, or your heart is beating a little faster in excitement, here is what I need you to know:

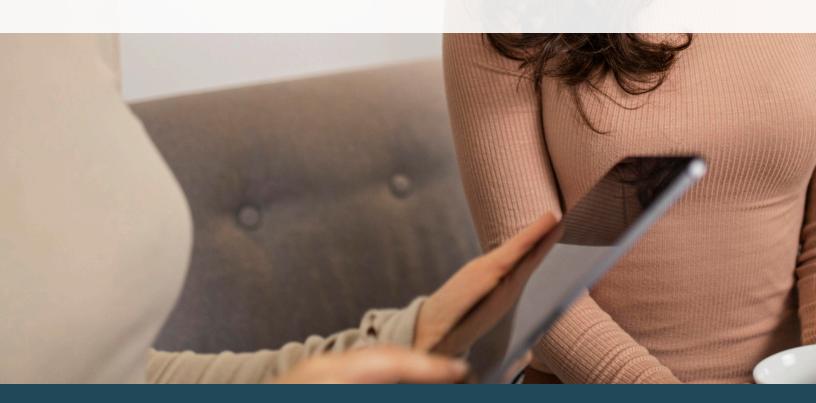


There is a different way to practice nursing, to find fulfillment in your career, to uplevel your life while experiencing more balance, more fulfillment, and getting to care for patients in a holistic way that honors your values as a healer.

Read On To Learn More about Nurse Life Coach Academy



WHAT IS THE NURSE LIFE COACH ACADEMY?



What is the Nurse Life Coach Academy?

In this section, I am going to tell you what NLCA is all about, how it is different, what is in the curriculum, and why you should consider joining.

Nurse Life Coach Academy is an Accredited Nurse Coaching Program that not only provides you with 121 CEUs (more than any other certification, allowing you to sit for your board exam(s)) but also is game-changing, transformative program designed exclusively for nurses who are ready to disrupt the status quo of healthcare and step into their power as leaders, healers, and coaches.

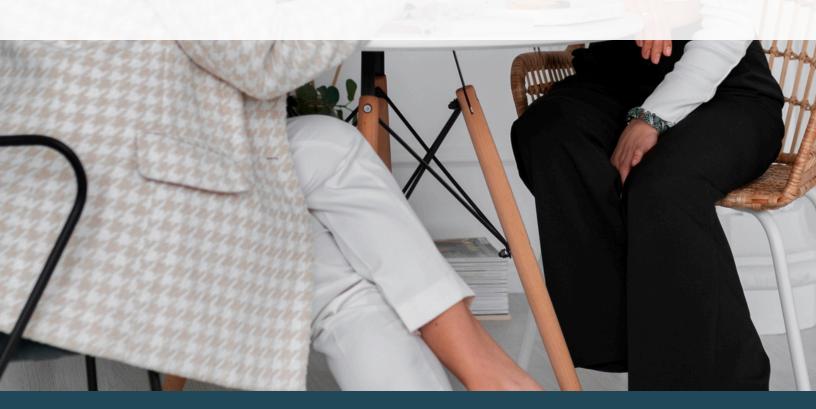


This isn't just another certification—it's a radical invitation to take control of your future, blend your nursing expertise with cutting-edge coaching tools, and create an impact that transcends the bedside.

Here, you'll break free from burnout, crush self-doubt, and become a trailblazer in the nursing and coaching space. Within the NLCA, you're not just adding letters to your name—you're redefining what it means to be a nurse and a coach, taking bold, unapologetic steps to elevate your career, your life, and the lives of others.

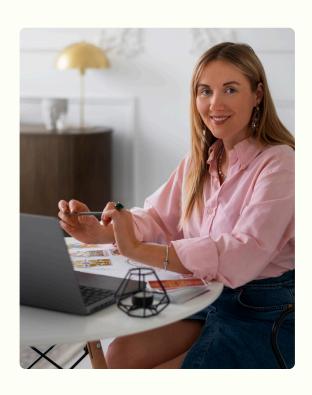


WHY YOU SHOULD JOIN NLCA



Why you should join NLCA





Nurses join us in the Nurse Life Coach Academy (NLCA) because it empowers them to break free from the limitations of traditional nursing and step into a role where they can make a deeper, more lasting impact...both for themselves and for the clients they serve.

The skills that you will learn inside of NLCA will upgrade your nursing career, giving you the tools and knowledge that nursing school left out on how to keep up this ever-demanding field without losing your sanity.

The Nurse Life Coach Academy curriculum covers a comprehensive approach to life coaching, integrating nursing expertise with coaching skills. You will learn foundational coaching techniques, how to apply holistic coaching principles, and ways to support clients in achieving personal growth.

Key areas to highlight: emotional intelligence, leadership development, goalsetting techniques, and stress management. The program also provides you with the clear next steps on how to build a successful coaching practice, with live mentorship and hands-on coaching experience. (more on this later, I elaborate on the curriculum later!)



WHAT MAKES NLCA DIFFERENT?



Why you should join NLCA

Nurse Coach Life Academy was designed by seasoned nurse coaches, Laura Minard RN BSN NC BC and Myself (Shelby Kurz RN BSN NC BC) for nurse coaches from a place of deep experience. We have over 12 years of combined full-time nurse coaching experience, have 7,000 combined coaching hours, and have poured our entire professional coaching career into the development of nurse coaching as a specialty.



We have also spent close to 500k furthering our own coaching skills, gaining more certifications, more training, and building a 7 figure company from the ground up. Did I also mention that we are mome to young kiddos? Because we do that too!

To say that we are all in on this modality is an understatement.

Our original coaching specialty is business mentorship for private practice nurse coaches and we know this community inside and out. We have watched the community grow, and blossom, and we have personally coached our community to make a lot of money as nurse coaches (over 4 million dollars!).

We have noticed over the years of supporting this community (over 400 nurse coaches to be exact) that most nurse coaches currently making money in private practice are using the title of life coach and need to pursue more coaching certifications to deepen their skill once they graduated their original nurse coaching certification.

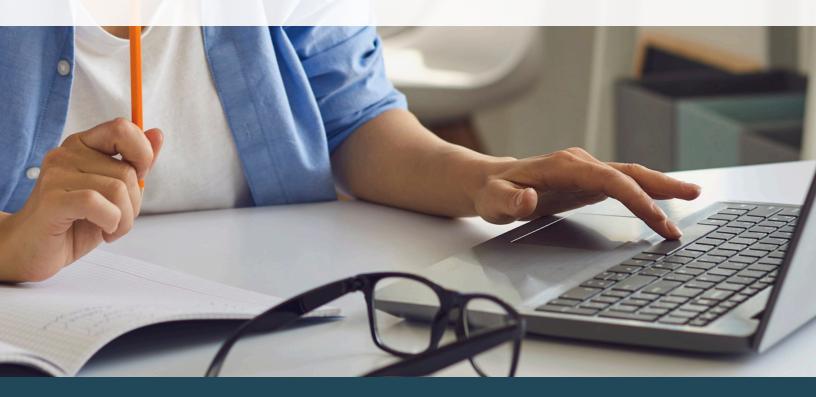


As problem solvers at heart, we set out to support our community in a more impactful way—eliminating the need for certifications and creating a one-stop solution for nurses seeking a holistic, transformative approach to coaching. We wanted to go beyond the basics of deep listening and food journals, offering future Nurse Life Coaches a comprehensive coaching toolkit that blends real-world experience, practical coaching tools, and tons of live coaching support.

Our mission is to equip nurses with everything they need to thrive as successful coaches, from coaching theories and frameworks to endless client resources to facilitate inner transformation, allowing us to graduate the most confident and skilled nurse coaches on the market.



CORE LEARNING CONCEPTS



Core Learning Concepts



Here we are going to review what we cover inside the course (and what we don't)!

Since we are originally business mentors, there is no way we can ever turn that side of our brain off and we are always open to answering questions related to private practice if you are choosing to further your path with entrepreneurship, but business coaching is not the main focus for this certification.

We have free resources that can help you get started if you are more curious about what private practice nurse coaching looks like:

22 Lessons Learned Building a Nurse Coaching Private Practice

The Successful Nurse Coach Podcast

New Grad Workshop: First steps to set up your private practice

But Shelby, why can't I do certification and start my business at the same time?

I see you, go-getter!

First, we have to teach you HOW to coach, then we can teach you how to be in the paid coach club. This is a natural part of the learning process, think about needing to go through nursing school to be qualified for a nursing job... helps combat imposter syndrome increases confidence in your coaching skill as you move through certification.





Also, it helps us maintain that standard of coaching skill and competence I mentioned earlier.

Most nurse coach students join us in our business mentoring program once they have finished certification, and for those of you who don't want to wait, joining us about 6-8 weeks out works great as well!

Now that I can be sure that we are on the same page, I will outline the 14 Modules that live inside the course that equip you to be the most successful and qualified nurse coaches in the field:

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: Theory and Framework

- 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

Module 7: 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

Module 12: Bringing Nurse Coaching to Your Organization

Module 13: Path To Private Practice

Module 14: Introduction to Deep Coaching

Just in case it is helpful to hear from another Nurse Coach (who has earned well over multi 6 figures in her coaching practice) about how epic this material is...

Amy Frame Sep 3, 9:49 AM You guys!!!! The course is amazing! Great job! I'm only through the first 3 videos but I'm so impressed 😆 😆

I know that right now you are essentially taking our word for it, but I promise we are good for it!



AS YOU CAN SEE, WE PACK A LOT INSIDE OF THIS COURSE, BUT I WANT TO BREAK DOWN SOME OF THE MOST PIVOTAL LEARNINGS FOR YOU:

EMOTIONAL INTELLIGENCE



As you can see, we pack a lot inside of this course, but I want to break down some of the most pivotal learnings for you:

Emotional Intelligence:

Even from already certified nurse coaches that have gone through our course, who have been full-time coaching for years, this is the module that is grabbing their attention (and for good reason). Every call I have had with our auditing crew, this module has been the most talked about.

So, what is Emotional Intelligence and why do we care so much about it?



Emotional Intelligence (EI) is the ability to recognize, understand, and manage our own emotions while also being attuned to others' emotions. For nurses and nurse coaches, this skill is invaluable and necessary to be a competent and confident coach (and an epic nurse leader).

For example, have you ever met a coworker or had a patient that just rubbed you the wrong way and you can't put your finger on it? Or maybe you have noticed a co-worker come to work in a bad mood and just totally pop off to the charge nurse and everyone is left wondering WTF is going on?!

A nurse who is aware of EI would first recognize their own emotions (such as frustration or anger) and regulate them before responding. By staying calm and empathetic, the nurse can listen to the other person's perspective and deescalate the situation, leading to a more constructive conversation. This not only resolves the immediate issue but also builds trust between parties and maintains positive working relationships.



Understanding EI allows nurses to regulate emotional responses during pressure situations and creates deeper empathy with patients and colleagues. This awareness and skill is particularly important leadership roles, where navigating emotions can influence team morale, patient care, and decision-making.

I know what you are thinking: yes they should be teaching this in nursing school.

Imagine a world full of nurses who are able to support themselves so that they can support others more effectively?! Incredible.

I would bet money that many nurses believe that they have high emotional intelligence, but I would encourage you to take the quiz and find out for sure so you know what you are working with. Unfortunately, most nurses don't have a high emotional intelligence (and there is a good chance that you had never heard that phrase before reading this book). This isn't a judgment, I also didn't know what this was until I became a coach myself...I didn't learn these concepts from my parents or in nursing school, so how would we know?

I do believe that nurses are naturally empathetic, but that doesn't always translate to a high EI.

In the nurse coach role, we refrain from diagnosing or putting labels on our clients, but being aware of EI (both where we are at internally as the coach and knowing where our clients are at) is a helpful clue that directly correlates with a client's ability to set and follow through on goals, and can be a source of resistance (barrier) in the process of change. When we are aware of our client's state, it allows us to meet them where they are at, slow down the process, and get high-quality resources to our clients so that they can expand their awareness.

Beyond traditional nursing roles and nurse coaching, honing EI for your personal life is a game changer as well. It can provide context and insight to strengthen personal relationships, improving communication with family and friends by fostering empathy, patience, and emotional resilience.

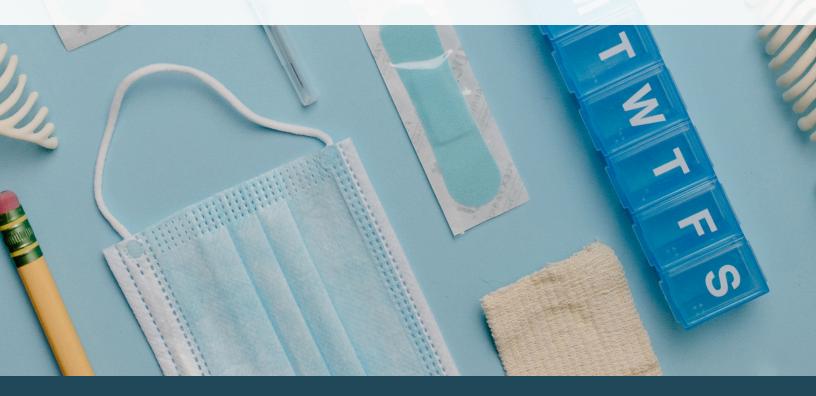
This is the perk of choosing nurse coaching, not only does your career upgrade, so does your personal life (ya know, holistic care and all;)



Nancy has been a Certified Nurse Coach for years and has put in hundreds of coaching hours, working in her private practice and serving clients through spiritual mentorship.



NURSE COACHING TOOLKIT



Nurse Coaching Toolkit:

Alright, let me paint a terrible situation for you:

Imagine going through nursing school, learning the theory about how to do nursing tasks...from foley catheters to central line management, graduating with your fancy new degree (admittedly not knowing how to "be a real nurse yet"), and then getting to your floor for your first shift and none of the experienced nurses will show you where to access the binders full of policies and protocols.



They won't tell you how to call a rapid response, the code for the door of patient care supplies, much less how to structure your day so that you can get out of there by 730 PM.

You are so nervous that you are going to accidentally hurt someone, give the wrong medication, or miss a critical assessment change that you start to get in your head and think "Can I even do this? Am I cut out for this? Should I even be here?"

You go to the nicest looking nurse on the floor and ask for help.

"Oh don't worry, You will figure it out!" She says casually. "Just pay attention, you will catch on."

Even typing this hypothetical situation, I feel anxious! Can you imagine if we set nurses up to fail in this way?

Granted, nurse coaching is way lower stakes. No one is dying, everyone's heart is still beating by the end of your shift, and no one is screaming and yelling at you. But still! This is where I think the biggest gap in the nurse coaching profession is.

Nurse Coaches are told to simply listen, to be curious, and let the client lead. While I agree on some level, to a new nurse coach, this advice falls flat.

Deep Listening, endless curiosity, client lead transformation are pillars in nurse coaching, and concepts we cover inside NLCA, but if you don't have the tools and the structure to facilitate client reflection, introspection, and strategies to go deeper with clients...there will be nothing to be curious about during your session which leads to a ton of awkward silence, surface level coaching, and potentially going in circles not knowing what to do next.

If you can't tell, I feel particularly passionate about this. In fact, in our business mentorship, we spend a lot of time helping nurse coaches navigate client sessions (which I love to do) but it is often because of the gaps they have in their original training.

When we were putting together this course, we knew that we wanted to have a library of resources, homework assignments, and reflection client exercises so that our students would never "not know what to ask or do next" in a session.

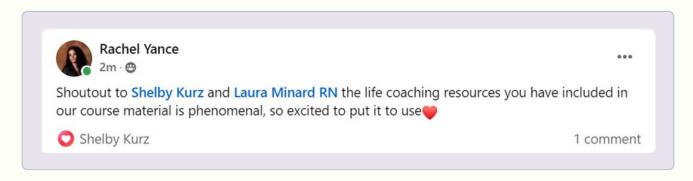
I know that I can not preemptively solve every problem you encounter inside of a session, and there are some things that you can only learn through experience and real coaching hours. But, there are so many foundational tools that we can equip you with so that you have a leg up in client sessions, leaving you feeling prepared and confident (and that your client also senses that you are competent).



So I bet you want to see a sneak peek of the coaching toolkit?! Of course, you do!

Section 2: Balance & Self Care Tools Self-Care Quiz - NLCA NLCA - Life Wheel Assessment.pdf Are You Sitting Too Comfortably - NLCA Identifying Energy Zappers - NLCA Detox Your Toxic Relationship - NLCA Self-Care Check-In and Needs Review - NLCA The Power of No Workbook - NLCA Letting Go Exercise - NLCA Energy Audit Tool - NLCA

We have 10 sections to this toolkit (and I have shown you a clip of one section here). We gifted this toolkit to our current clients (who are already certified Nurse Coaches) and the feedback has been incredible.



I know that if you are learning about what the heck a nurse coach is, this toolkit may not mean a lot to you just yet, but if there is one big takeaway here is that you will graduate certification with tangible resources and logistical how to's and it is a really big deal- no other certification for nurses offers such an extensive library...or a library at all.



WHAT ARE THE COURSE LOGISTICS?

What are the Course Logistics?

Alright, what does it take to become a nurse coach?

Here is a nice little check list for you:

Course Length:

- 6.5 Months
- We take time off for major holidays

The time investment required:

- 4-6 hours a week (course work, live calls, and coaching hours included)
- Most nurses have families, full-time jobs, and planned vacations (plus many other hats) and can complete their training with a bit of planning.

Support offered:

You will have access to your own Lead Learning Coach who is board-certified, and has a minimum of three years of full-time professional practice. Each Lead Learning coach has shown a high level of proficiency, has earned over 100K in private practice, and exhibits qualities of being an excellent teacher, mentor, and leader.

• We offer LIVE Coaching Labs where you can practice up to 20 hours live with peers, and a Lead Learning Coach offering support. We hold Cohort calls where you will get to meet all of your peers in real time. We also host open Office hours towards the end of the program where we assist with all the next steps to pass your boards, open your practice, or land your dream job.

CEUs:

- 121 CEUs offered
- This meets the education requirements to take the NC-BC exam and/or the Holistic Nurse Boards.

Investment:

- \$3999
- Payment plans are available at checkout: we have in house financing and afterpay options

Education Requirements:

- You must have an active RN license, BSN is not required
- You will also need 2 years of acute care experience
- You can read the full list of requirements here

Job Availability

- Now more than ever before, coaching jobs are listed all over the internet! From wellness centers to hospitals hiring nurse coaches, I recommend that you google "integrative life coach jobs" and see what populates in your area.
- Awareness of the life coaching industry in the U.S. is growing rapidly, with a significant number of people entering the profession each year. As of 2024, there are approximately 140,000 based in the U.S. alone.
 - And no, the market isn't too saturated. For comparison, there are roughly 4 million nurses in the states and most of us have employment if we want it! 140k coaches in the US is a drop in the bucket compared to the population size.
- The demand for life coaching services is increasing as more people recognize the value of personal development, goal-setting, and navigating life transitions. In fact, a 2022 study by the International Coaching Federation (ICF) found that 73% of respondents were aware of life coaching, with younger professionals being significantly more likely to engage with a coach. This heightened awareness has expanded the market and created a steady stream of clients seeking assistance for both personal and professional growth.
- The industry is expected to continue its upward trend, driven by the increasing number of individuals and companies recognizing the benefits of coaching in enhancing productivity, well-being, and career development.
- Sources:
 - Paperbell.com
 - IBISWorld.com

How to Be a Successful Private Practice

- As mentioned before, the focus of NLCA is to get you certified as a nurse coach, but if you are curious about how to get started in Private Practice, go tune into our podcast!
- Access the podcast here (or on any podcast app!)

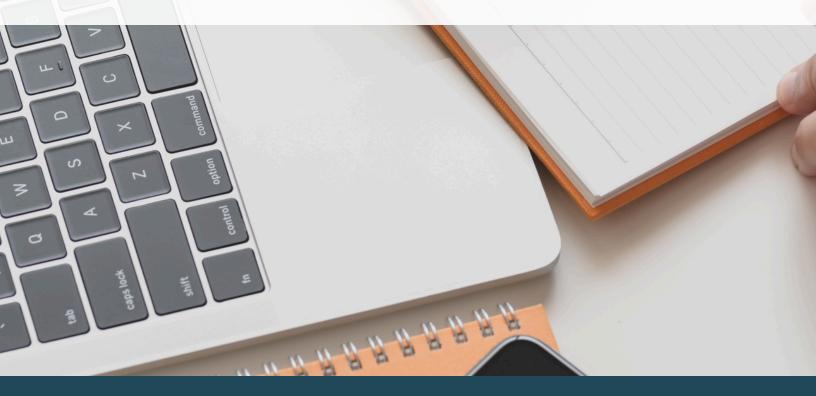
How long you have access to the Course

• You get access to the course as long as we are in existence; future updates and additions are yours to enjoy for free!





OKAY, WHAT ARE THE NEXT STEPS?



If you like to marinate on a decision and learn even more before you jump, I get it!

- Come hang out in our <u>Free Community on Facebook</u> and feel free to ask all questions you have.
- We also have a podcast that you can <u>listen to</u> and learn more from Laura and Myself about what we teach inside the course.
- Wondering what it is like to receive a coaching session? You can sign up to be a practicum client for our current students in training! It is a great opportunity to experience coaching (for free!) and get experience with nurse coaching through the lens of being a client.
- We also host regular webinars and workshops to learn more and even experience coaching-here is our upcoming calendar!

If you know what you need to know and are ready to hop in with us on our next cohort, YAY! We are so excited.

- If you are interested in learning about when our next cohort begins, check out the details here!
- And if you have questions and want to talk to a real-life human, you can schedule a call with our team here.

If you made it to the end of this, I so appreciate your time and I look forward to seeing you inside the world of nurse coaching!

Feel free to share this with your nursing colleagues, the more nurses that know about nurse coaching, the better!!

Xo Shelby Kurz RN BSN NC BC Co-Founder of Nurse Life Coach Academy Co-Founder The Successful Nurse Coaches







- omurse.life.coach.academy
- murselifecoachacademy.com
- f https://www.facebook.com/groups/nurselifecoachacademy