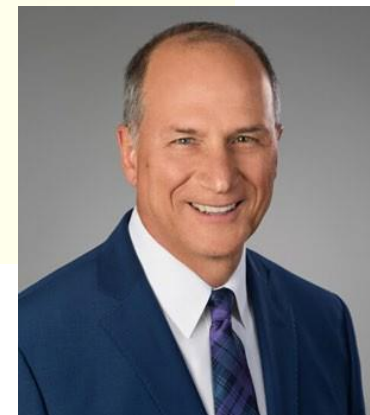


Humanizing Healthcare

Inspire. Coach. Transform.



HEALTHCARE
COACHING
INSTITUTE



The Business Case for Coaching in Healthcare

Retention

Retaining professional healthcare providers is vital. The replacement costs, particularly for these providers, professionals and administrators are extremely high – often double the salary for those who leave.

Engagement and Satisfaction

A more advanced, personalized approach to development is required to keep highly educated and skilled professionals motivated, leading to higher retention, engagement and the prevention of burnout.

Career Advancement

Professionals need space to advance in their careers, either through new challenges and responsibilities or being able to contribute to the state of the art in healthcare.

Career Extension

New roles beyond retirement, extend service, reduce their clinical workloads, develop a cadre of coaches, creates a pathway for developing the next generation of leaders.

Numerous studies have documented the positive impact of coaching. There are four key benefits of building a coaching culture in healthcare.



Relevant Trends in Healthcare Coaching

1. **Senior leaders are becoming more proactive and selective about who to coach within the organization** – often leaders need to have a performance conversation, which they don't know how to have.
2. **More training for leaders to coach** – more leadership development so they interface effectively with administrators and colleagues.
3. **More coaching for senior leaders** where there is a sense of sadness or discontent.
4. **Coaching executives** for innovation in planning.
5. **More Groups** – efficient – peer support – sustainable
6. **Reducing barriers for access to wellness coaching** – shift culture to self care as a personal obligation.
7. Senior providers/chairs need to **shift from sacrifice and lack of self care to model balance**. “Coaching requires quite a bit of confidence and courage to cut through this level of impression management”
8. Realize **when to bring in professional coaches outside the organization** when talent leaders coach those who can hire/fire... there is always an underlying agenda.
9. **Teaming** – across all provider model balance. Effective team coaching is new in this space.



The Great Resignation or Quiet Quitting?

For Physicians?

It can also be the great reprioritization which results in the “great reduction” – and, a request to work less hours.

Nurses and Other Providers

Mid-level, they may not leave the practice of medicine, but they can be hired away easily for perceived better cultures, more pay or less hours.

These trends change the frame for coaching in healthcare. HCI brings cohorts together who are committed to change the conversation and the cultures in organizations.



Coaching...

The great disruptor and tool for leading change

Our unique approach to teaching coaching skills for healthcare professionals is based on two core beliefs:



- The most effective coaching conveys ownership of outcomes in a change agile and learning culture
- Leadership that embraces coaching begins with deep listening and a dialog that starts with, “what can you imagine?”



What is Coaching?



- The International Coaching Federation (ICF) defines coaching as **partnering** with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential, which is particularly important in today's uncertain and complex environment.
- Coaches honor the client as the expert in his or her life and work and believe every client is **creative, resourceful, and whole.**

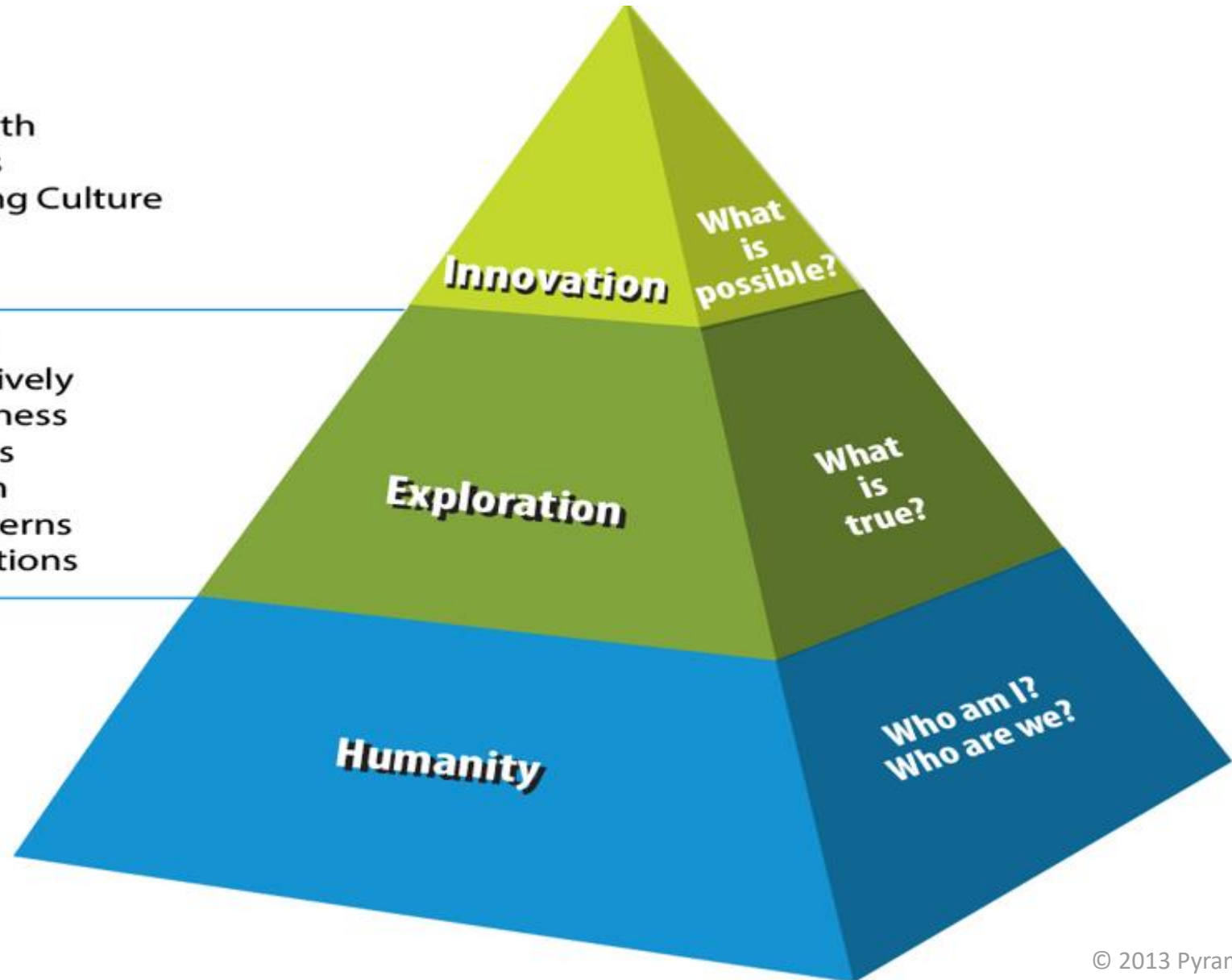


Coach Competency Development Model

Facilitate Growth
Design Actions
Create Coaching Culture
Ignition
Celebration

Listen Actively
Inquire Reflectively
Expand Awareness
Catch Emotions
Access Wisdom
Recognize Patterns
Share Observations

Trust
Safety
Presence
Ethics
Wholeness
Partnership



Healthcare Coaching Programs for NCHL

- **NCHL Leadership Coach Certification**

Coach training to become self-aware, wholly curious, and compassionate through introduction and practice of a conversational model and coach competency toolkit that satisfies coursework and mentoring requirements for foundational leadership coach certification. (ICF Associate Coach Certificate). This *special 64 Hour Course* includes three virtual intensives, weekly two-hour virtual classes and mentor labs.

- **Leader as Coach Program**

Virtual 7-Week Program with 2-hour highly experiential sessions carrying 16 CMEs and CCEUs (Continuing Coach Education Units).



NCHL Level One Leadership Coach Certification

- **Special Offer NCHL Program for Conveners August 2026, 7-9PM through January 20th, 2027**
- **Prerequisite: NCHL LENS Member, Leadership Experience, completion of a FREE ethics course**
- **Course objective: Completion of an ICF Level One (ACC) HCI Certification and prepares participants for ICF ACC credential**
- **Includes 10 mentor sessions, 7 group and 3 individual recording reviews with mentor faculty**

10 seats reserved for LENS members – until seats are filled – rates on following page

Classes Include:

Convene the cohort – 90 min – Evening of Introductions on August 26th.

- Foundational Intensive #1 – What is Coaching? Introduces the ICF Core Competencies and the HCI Conversational Model – Coaching in Healthcare.
- Contracting for Coaching – Assessing Coachability
- Cultivating Self as Coach (Leader as Coach) Who I am and Who we are Together
- Client Systems and Patterns – Enneagram archetypes and coaching
- Mentor Lab #1 – Establish Desired Outcome
- Humanity and Healthcare Intensive #2 – Exploration – Getting to the Source - Evoking Awareness – Emotions and Motivations
- Coaching in Healthcare – Complexity to Creativity
- Creating a Culture of Coaching – Road Map to Agility and Change Readiness plus Introduction to Group Coaching
- Intensive –Three –Deepening Skills - Facilitating Growth
- Mentor Lab #2
- Includes Healthcare Specific classes on 2 Saturdays per month from 10:00-11:30AM – coaching the healthcare leader and leaders in transition
- Prep session for ICF Coach Exam in January 2027 after completion of course



Rates for Leadership Coach Certification

Course Fees:

LENS Premium Members:	\$ 8,750
Other NCHL Members:	\$ 9,250
Non-LENS Members:	\$10,000

Class Size:

10 Seats reserved for NCHL, this includes all mentoring requirements and prep for Level One ICF Exam and Credential.

Students enrolled on a first come, first served basis – up to 10 for NCHL rates - as participants come from various healthcare communities and partnerships.

Enrollment information: for Lens rates...

LENS Enrollment opens:	November 10th, 2025
LENS Enrollment Closes:	March 27th, 2026

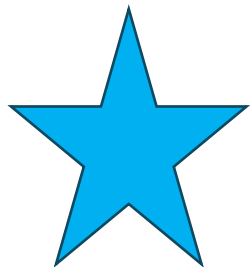
Pre-work sent before June 1st, includes:

- Link to ICF Ethics Course through ICF (no additional charge)
- Student Questionnaire for onboarding and community building.
- Enneagram Assessment – cost covered

***\$1,000** reserves seat now (non-refundable)

Rates honored when payment in full received by March 27th, 2026





New to NCHL - Leader as Coach

Comprehensive Leadership Coaching Course with Mentor Review Practice

Purpose: Distinguish many roles each leader plays and when to coach for development and when to lead, manage, mentor, or train. Prepare leaders to use a Core Skills coaching framework to:

- Distinguish Key Roles – Leader, Mentor, Trainer, Coach – when to coach and when to advise, or mentor.
- Expand self awareness – ***Who I AM and Who we are Together*** as Foundation for coaching - - the coach grows too!
- Explore and practice presence – and a proven coaching model to bring out the best in others.
- Buddy coaches assigned for practice through the 7 weeks for practicing discreet skills building from each class to the next.

Cohorts of 10 min - 30 max: *Ideal for Medical Academic Faculty, HROD, Directors, Chairs, Vice Chairs, CEOs, mentors at any level! Contact us for inhouse programs and customization.*

Delivery:

- Schedule -
- Virtual 7-Week Program for 2-hour highly experiential sessions with like minded professionals
- Workbook and session handouts
- 16 CCEUs (Continuing Coach Education Units)



2026 Rates for “HCI Leader as Coach”

Course Fees:

Early LENS Premium Members: \$2,650

Other NCHL Members: \$2,800

Class Size:

Enroll now for early LENS Premium Members and Group Rates

10 minimum and up to 20 Seats

2026 First Quarter Schedule

February-March: Wednesdays 3:00-5:00PM EDT

Feb 4th Mar 4th

Feb 11th Mar 11th

Feb 18th Mar 18th

Feb 25th

