

TRANSFORMATIVE NURSE COACHING

WHAT ARE OUR GRADUATES DOING?

The Nurse Coach Collective trains nurses to become world-class Health and Wellness Nurse Coaches.

There are limitless possibilities as a professional Nurse Coach.

Our grads work in a variety of settings, with all different populations.

Check out our grads in action!



VERSATILITY

NURSE COACHES WORK IN A VARIETY OF SETTINGS

We like to think about it as a spectrum.

At one end, you have Nurse Coaches who put their training into practice right where they are. They love their current position, but they want to be able to do it better and more effectively.

Moving along the spectrum, you have Nurse Coaches who want to step away from their current position and find or create their dream job - a new role entirely.

And all the way at the other end of the spectrum are Nurse Coaches who start their own business and establish a private practice.



No one option is better than another - it's all about putting Nurse Coaching into practice in a way that works for **YOU**.

Anything is possible as a Nurse Coach - and this specialty will create enormous opportunity for you.

INTERGATING NURSE COACHING

INTEGRATE NURSE COACHING INTO CURRENT ROLE

INTO YOUR CURRENT ROLE AS A NURSE

These are Nurse Coaches who put their training into practice right where they are. They love their current position, but they want to be able to do it **better** and more **effectively**. By becoming a Nurse Coach, they immediately improve their entire experience of helping others. You'll cultivate deeper relationships with your patients, experience more fulfillment from your job, and change the entire culture of your workplace. Our graduate Nurse Coaches work at the bedside, in management, leadership, education, wellness centers, for insurance companies – and so much more.

Here are some of the amazing nurses we've trained and what they're doing as nurse coaches in their current role.



Crystal has implemented Nurse Coaching into her work as a Diabetes Educator. Since becoming a nurse coach, everything has changed in her individual and group sessions for diabetes management. "I can't believe how much more effective my sessions are when utilizing coaching techniques. It's like night and day."



Judith uses Nurse Coaching daily in her work as a manager. "Becoming a Nurse Coach has improved my relationship with my staff and everyone else in my life. It has allowed me to completely reinvent myself in the absolute best way.



Kati says: "I worked in a great hospital, on a great unit with a great schedule... and I still found myself unfulfilled, burnt out, and suffering from compassion fatigue. But not anymore. EVERYTHING IN MY LIFE IS BETTER BECAUSE OF THIS COURSE. I'M A BETTER VERSION OF MYSELF FOR IT. I use Nurse Coaching every day – in my personal life, I'm listening hard and going deep. At the bedside, I'm educating patients and questioning their stories. I'm leaning into the uncomfortable areas and celebrating the wins. Now more than ever, I help people get unstuck from that low energy place in life that steals their joy!"

INTERGATING NURSE COACHING

INTEGRATE NURSE COACHING INTO CURRENT ROLE

INTO YOUR CURRENT ROLE AS A NURSE



This is **JR**. He was suffering from burnout and ready to leave nursing altogether. Now, as a Nurse Coach in Home Care, he connects with his patients on a much deeper level. "They know I genuinely care. I'm also changing the work culture by teaching my staff coaching techniques. But there's more – Personally, my total health has turned around as a result of lifestyle changes I learned in this program. I have more energy than I have in a long time, my cholesterol levels have drastically dropped. My whole life has been turned upside down in the best way."



This is **Pam**. A nurse practitioner with 40+ years in nursing, Pam has a lot of letters after her name. She integrates Nurse Coaching into her work as a primary care provider in Louisiana. She helps men reverse chronic disease and also teaches nursing students the principles of Nurse Coaching. Pam says, "I've taken a *lot* of courses, but none have even come close to transforming my life the way this one did."



Susie says: "My conversations with my patients are more meaningful as I have learned how to listen more deeply, engage more fully and 'see' my patients and clients as more than just their disease/illnessI As a Nurse Coach, I ask better questions, come from a more compassionate place, encourage lifestyle changes, and allow people to make their own choices instead of making decisions for them.



Amy works as a school nurse, and says that becoming a Nurse Coach "has improved my practice tremendously. I make agreements with my students and collaborate with them when discussing their goals. I listen more and tell them "what to do" less. This has made me a much better nurse, even though I've been nursing for 25 years already. This is what becoming a Nurse Coach has given me."

ALL OF THESE NURSES ARE INTEGRATING NURSE COACHING INTO THEIR CURRENT ROLE...



Here's what they're saying about how becoming a Nurse Coach has improved their practice:



Allison Dowell

It's really challenged me to connect with my patients and take more time with them. What a journey. I'm loving this



Bridget Neubert Allen

I listen. I really listen and hold space for them for them to express their concerns and help them co create a plan together for the best possible outcome while they are having their baby.



Amy Luckman 🧳

I hold space for the parents to have someone listen when their child is sick and talk to them on the phone. My kids who I give asthma biologic injections I used deep breathing to help them relax before I injected them. I am working on having my patients use small achievable goals towards their asthma improvement.



Sharece Abee

for me— i find myself more engaged with my patients' plans for after discharge. i'm asking questions about what they would like to see for their life? how attainable are these things? what brings them joy? what does self care look like?

i ended up on contract on a medsurg unit compared to my specialty in intensive care. not by accident even though it felt like that when i accepted the offer. now that i'm here i'm really playing with what i would love to see for healthcare at the bedside. what does holistic nursing feel like when it's actualized. i'm starting conversations with my peers about their views. and i genuinely embody being an example.

it's cool. i can now feel me being a catalyst in this forward momentum. it's all love.



Janet Rossi Moore

I work in an Inpatient Rehabilitation Hospital as both a bedside nurse and relief Charge Nurse. I found my Nurse Coaching training helps me stop, listen, encourage solutions from my patients and co- workers, and sometimes just hold space. My education style has shifted to partnering and coaching once outcomes are identified. I'm elated to have these new tools. While very busy, I feel less stressed.

ALL OF THESE NURSES ARE INTEGRATING NURSE COACHING INTO THEIR CURRENT ROLE...



Here's what they're saying about how becoming a Nurse Coach has improved their practice:



Michelle Vigil

I quit bedside nights and work part time mobile iv gig. I use coaching all the time as I have to infuse a liter and hang out with them. I love it!! Fun to watch them unfold when they thought all they were getting was an infusion!!



Debbie Woodlief

I have learned to listen more, be curious, and ask more questions. I am in a clinic working with the same patients for years. By being more curious I have gone deeper into their health, habits and nutrition then the first initial assessment that we conduct.



Anna Burt 🧳

I listen better, I can connect better, I do mini coaching sessions at the bedside esp around anxiety and use meditation apps for patients while I'm checking on other patients.

Patients typically leave my ER more peaceful, happier and more self aware and understand their anxiety better. Now I don't have proof of this but I think it has reduced "bounce back" visits from certain familiar faces.



Amy Colombo

I'm a Nurse Manager and just getting curious and having 1:1's when I notice behavior changes in nurses has been a game changer. I feel more connected to my staff. Also- I stopped answering questions at huddles. Every time somebody asks me a practice based question I give it right back to them or someone else in the group and let them all answer for themselves. I've been loving this! Also, holding space and listening deeply to what my employees have to say rather than multitasking while conversing or just thinking of my next question. Brought mindfulness intro to several education seminars I've held. Truth telling in the best way possible. Holding nothing back. Life changing stuff!



Nicki Carman Elwood

Listening. Holding space. Allowing patients to really, truly make their own goals (besides our boxed POC's). It has brought me back around to writing gratitude and thank you cards again on Wednesdays (a practice I had let go of for a few years of burn out), deeper mindfulness with labor coaching. I could go on and on... 1000% deepest gratitudes in all the forms to **Heather Lapides**, Peter, **Brandie Mitchell**, my fellow peers who I've joined alongside and the other coaches and behind the scene peeps in the Collective.

ALL OF THESE NURSES ARE INTEGRATING NURSE COACHING INTO THEIR CURRENT ROLE...



Here's what they're saying about how becoming a Nurse Coach has improved their practice:



Jennifer Helms

I'm also in the ICU, and I find myself slowing down and being more present with my patients. A few weeks ago, I was able to take a seat beside a patient and listen to them about their life, their achievements and the things they still want to do in life. You can tell he really needed someone to just listen to him and it changed his mood tremendously! I try and take the time to get to know my patients and create that relationship with them! I encourage them when they are having a hard time with PT/OT, getting to the chair when intubated, etc. and help them remember what the told me about the their motivators and tell really point out their strengths and accomplishments when they feel like they hadn't had much improvement! There was a COVID patient I had who you could see had started to lose hope but everyday I was with her and encouraging her, you could see that smile come back wider and wider everyday and she was able to leave the hospital!

I've learned to slow down too to not only be present with the patient, but to allow myself to breathe. When I get stressed, I would stop and take a few deep breaths near the water station, get some water, and then that helps to recenter me!

Like - Donly - 1d





Connie Cuffman Diffenderfer

May 14 · 😂

I just cannot express how much I love this program and nurse coaching! Thank you Heather, Peter, Shelby, etc. I feel so grateful and honored to be a part of something so powerful and life changing that we have the opportunity to bring our own experiences and passions into- making it our own practice while transforming those around us. I truly believe this has the potential to change the world and I'm humbled to be a part of this with you all!

....AND THERE ARE SO MANY MORE JUST LIKE THIS.



AS A NURSE COACH

Moving along the spectrum, you have Nurse Coaches who want to step away from their current position and create their dream job.

Maybe they are feeling burnt out, bored, or simply ready for something new and different.

They put in the energy to find a role that's ideal for them, or to create a new opportunity for themselves as. Nurse Coach.

Our grads have partnered with integrative providers, corporate wellness programs, worked at retreat centers, coached at insurance companies, and so much more.

The list is literally endless, but here are a few examples of nurse coaches who are working in non-conventional ways.



This is **Joanna**. After finishing the program, she was hired as a Nurse Coach at a retreat center for chronic disease reversal. This had been her dream for years – as she was able to integrate her love of coaching, mindfulness, and yoga all in one place.

After that – she worked for Disneyland coaching their staff to improve overall well–being. Turns out – "even Mickey Mouse had a Nurse Coach."



This is **Laura**. In the first few months after becoming a Nurse Coach, she partnered up with a Naturopathic Doctor in her community. "Together we made the practice the most successful it had been in 25 years." They're now helping people at scale, through a variety of lifestyle programs. We'll tell you more about Laura in a bit - as she also has a private practice.





Lydia petitioned for her organization in Texas to create a position for her as a nurse career coach – and they did.

Years later, she continues to improve retention by elevating the health and wellness of staff nurses in her hospital and she loves her work.

"It's an honor to be in the position to engage with nurses on such a personal level. I love my job and don't even feel like it's a job at all."



This is **Murlene.** After feeling burnt out as a charge nurse, she became a Nurse Coach. She's now on the board for a non-profit called the *Chronic Wellness Collective*, supporting women with chronic illness who have limited resources through online group coaching. Their focus is on bridging the gap in today's healthcare system and improving women's quality of life – physically, mentally, emotionally, and spiritually.



Ellen created a new position from the ground up as a Clinical Performance Nurse for a Hospitalist Group. She now coaches more than 20 Physicians in leadership around mindfulness, resilience, and reducing burnout.

In fact, her project gained national attention. She's working with more than 5 hospitals, adding in things like relaxation rooms. And get this – in the midst of a pandemic from 2020 to 2021, stress and burnout levels in her organization actually dropped.



Here's **Vonnie**, who's finally found her dream job as a Case Manager at one of the biggest health insurance companies on the planet. She was hired specifically because of this Nurse Coach training and board certification. Vonnie loves feeling confident in her skills, and knowing that she's making a lasting difference in people's lives. She's also pretty excited about her M-F schedule, working remote, and never being asked to work OT, holidays or weekends.



AS A NURSE COACH



Amanda says: "I've been a nurse for 20 years mainly in the ER and nursing leadership. I deeply desired to make changes to what I was seeing. I've always had a deep passion for fellow healthcare providers but didn't feel like I could make a difference. I was frustrated with how compartmentalized the healthcare system. I went into nursing to care for my patients in a holistic manner and quickly realized that's not how it's done here.

This course taught me how to provide this holistic care with my patients, coworkers, leaders, family, and friends. I've learned how to look at things differently, ask deep questions, and help guide people to the life they most desire. I have learned to play full out, trust the process and challenge myself daily. My life has forever been changed and become the best it has ever been all because of this amazing course!"

HERE'S WHAT AMANDA'S WORKING ON NOW





Amanda Johnsen

I just NEVER thought things would happen this fast and in this manner. I am just awestruck and in shock a little bit.

I just finished my proposal call with a nurse executive of a major hospital for 1:1 coaching and she said YES!!! This was my largest proposal yet (still not that big but my largest one).

The most amazing thing was that she told me 4-5 times this is what you are meant to do. You are dang good at it and completely sold me so much that I gave your name to a couple other leaders at the hospital who want to talk with you.

THEN she says have you thought of teaching this organizationally. (Which is EXACTLY what I want to do). She wants me to come to do workshops at her organization and possibly create a program that I would roll out to the hospital.

THIS IS MY DREAM!!!!!!! and part of my business plan in nurse coaching but at year 3 mark, not year 1 mark. So I am just completely awe-struck. HOW DOES THIS HAPPEN????

LADIES lean into what is uncomfortable and find out what is possible. IT WILL BLOW YOUR MIND!



AS A NURSE COACH

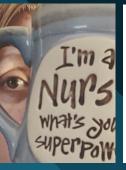


When **Tracy** first became a Nurse Coach, she worked with Health Revival Partners in corporate wellness. They partnered with a factory in her town to take employees through health programs. Her role was to coach them through chronic disease reversal through nutrition and lifestyle changes.

Today, she's on to even bigger and better. She recently started a new position as a wellness coach for a program in her hometown hospital. The program is focused on lifestyle medicine.

As Tracy says, "In a small unhealthy midwest town, I never expected to be a part of something like this. But my hospital is for it and I'm thrilled to be a part of it."

For fun, Tracy also works with 1:1 clients and is planning her first wellness retreat.



Michelle works at Penn State Health as a pediatric clinical case manager. "I'm working with my providers to establish a program coaching patients who have mild depression by adding a form of wellness (their choice) ie sleep, movement, nutrition. We are currently working with billing and hope to begin in the new year. I'm very excited to see the transformation in these young ones and also watch as the health system sees the magic of nurse coaching."



Kami works at a lifestyle medicine clinic that has chronic care management and incorporates nurse coaching as part of the treatment.

"Our vision is to care for the whole (mind, body, spirit) person by empowering patients to make lifestyle changes."



AS A NURSE COACH



Once a PICU RN, now a Nurse

Practitioner – **Karmi** has a passion for bringing Nurse Coaching to some of the biggest players in the game – nationally and internationally.

Think Google... Anthem Blue Cross Blue Shield... and she's just getting started!

"This program brings the light and love back into the profession of nursing. We are all too often bogged down with tasks and stuck in the broken healthcare wheel. After doing considerable research on a wide variety of coaching programs, I'm elated with The Nurse Coach Collective.

It's a small cohort where you get to know the other students, self-paced, informative, well thought out, engaging and surprisingly **life-changing**. You truly help yourself in order to help others. Feels like putting on an oxygen mask and we haven't even finished yet!

I am pleasantly surprised how much my nurse coach training has been able to be applied within a variety of digital health companies. Many people are confused about digital health and what that means - it's everything from a wearable device to an app or a program with the larger purpose to improve health.

I have been fortunate to educate many people about nurse coaching-what it is and what is not! Today, I'm developing programs as a way to increase patient compliance and overall health. I've brought Nurse Coaching into my work with numerous companies - from smaller start-up companies such as HeraBeat and TytoCare to more established entities like Google Health and Anthem."

PRIVATE PRACTICE & ENTREPRENEURSHIP



AS A NURSE COACH



This is **Nisha**, who goes by Nurse Coach K. She has a private practice, and her very own podcast called Cofee and Conversations with Coach K. "Nurse Coaching uses life skills, health, wellness and the wonders of your whole self to help people live healthier and wealthier lives. Grab a cup of coffee and join me as we chat about all things health and wellness from a preventative view."



This is **Brandie**. She worked as a massage therapist for years before becoming a nurse, and then a nurse coach. Her coaching business, WellFamily, brought in over \$80,000 last year by working to help women and their families improve their overall wellbeing.



Alyssa's a private practice helping women of color to rewire emotional eating and tune back into their bodies. Here's how she describes her work: "As a Nurse Coach, Reiki practitioner, and yoga teacher, I combine science and spirituality to empower Asian American and Pacific Islanders to reclaim body sovereignty beyond their physical appearance so they can glow with confidence & live their best life."



Ashley left the bedside after building up her nurse coaching practice in about 18 months. Now, she only works 2 and ½ days a week, earns full-time pay, never works weekends or holidays. Ashley's focus is helping people overcome the burden of autoimmune disease. Her Nurse Coaching biz is called Deeply Rooted Wellness LLC.





Jean's Nurse Coaching business, Spirit of a Warrior Life Enterprises LLC, is aimed to help those 50 years young and beyond with a chronic illness to improve their quality of life by making small, consistent changes so they can be the healthiest version of themselves that they can be!

She's also serving as the lead for the Health & Wellness Ministry at her local church, and has had the opportunity to present to her local Chamber of Commerce.



Jennifer works for Noom app doing weight-loss coaching. She reaps the benefits of being part of an enormous program that's helping millions to regain their health.

She's also co-hosting "We Are Empowered Nurses" which is a support network for nurses in Southeastern Wisconsin.

Together with her co-host and fellow Nurse Coach, they create space for nurses to connect, share stories and frustrations, and support each other.

And there's more – Jennifer also has her own coaching business "Wild Serenity" that offers coaching around migraine management, burnout, and personal growth.



lan is an avid outdoorsman and he dreamed of combining his love of adventure with Nurse Coaching. Today, he's melding his skills in health/ fitness and the outdoors.

lan's business is focused on working with people who desire to get healthier to be able to spend more time out in the wilderness. Trend people out of the city, off the couch, and away from the hospitals.







Shelby runs her business 100% remotely, working via video chat doing 1:1 and group coaching. She was able to regenerate her bedside nursing income in about 18 months and had her first \$10,000 month a less than 12 months in. She also runs some pretty amazing in-person retreats.



Remember **Laura**? She had her first few \$10,000 months in the first year of her private practice as a Nurse Coach. Today, she's partnered with another Nurse Coach to create group mentorship programs where they have seen some \$100,000 months.

In Laura's words, "Besides quadrupling my former nursing income, I make my own schedule, work from home, and have a 35K personal development budget to continue to grow, refine, and dream about what is possible. The personal freedom I enjoy as a Nurse Coach is something I never dreamed possible."



Jill works in private practice with pregnant and postpartum women, incorporating perinatal fitness, mindset, and nutrition. She only works 6-12 hours a week, but brings in more money than she was earning in her previous full-time hospital job. That's pretty amazing. She's now able to fully be a mother, nurse, wife, sister, daughter, and athlete because of Nurse Coaching.



Samantha has a private practice – Rebel Heart Coaching – where she works with motivated people to help them utilize their heart and brain together to make changes.

"I help smart people reclaim their health, wealth, & power. I help them shift their mindset, believe in themselves again, tell a new story, and take action by reprogramming thoughts/feelings."





SOUL FIRE - WELLNESS COACHING -

In Brad's Nurse Coaching business, SoulFire Wellness Coaching, he specializes in helping his clients through burnout, depression, anxiety and self doubt.

Brad says:

"Nurse Coaching has been a blessing in my life to have found it and to be part of such an incredible community. The course has changed me as a person and I have seen the "magic" happen with my coaching clients as well. This style of Nursing is incredible and it is such an honor to be a part of it. Thank you for creating such an amazing gift for the world!"



This is **Christina**: "14 months after graduating, I'd built my practice enough to comfortably leave the bedside after months of scaling down my hours. It was a hard decision because my love for bedside nursing was reignited because of my nurse coaching experience. But my personal life had other ideas and my family was growing! It was the right time! I grew my business working 1:1 with nurses all over the nation who were burned out and seeking both personal and career satisfaction in their life.

I now seek to partner with multiple careers of service in my community (i.e. Police Departments, school districts, ambulance companies, etc.) to bring Nurse Coaching into their environment to help cultivate healthier work environments, more support for workers, and optimizing the wellness of the community ultimately.



Here's what Kristina has to say:

"When I first heard about Nurse Coaching my first thought was—where was this my entire life? I knew for certain it resonated with me. The possibility of having more than just a few minutes to really serve my patients, the fulfillment of being able to support them to go from point A to point B, cheering them on as they went from a state of dis-ease to a state of wellness — this sounded amazing but was it really possible?

I didn't have ANY business experience whatsoever. As a Nurse for 20 years, I was used to an hourly rate. I was used to being told what to do, when, and where to do it. When I thought of running my own business the word "overwhelming" was an understatement.

I'll be honest, I was really scared. As much as I wanted to succeed as a Nurse Coach, I had huge doubts and fears and tons of "what-ifs". At the same time, I knew deep down that I wanted to provide MORE for my patients than I could in the hospital setting. I knew that I'd never know what was possible unless I took the leap, jumped full in, and tried it!

Since graduating from the Nurse Coach Collective and becoming a Board Certified Nurse Coach, I've experienced a huge shift in my career and mindset. Going through the program itself, gave me clarity around my deeply held personal values and what I wanted to accomplish moving forward for myself and my clients.

Today, in my own business, I coach women around complex medical health issues which are impacting their quality of life. I support my clients to investigate how nutrition, sleep, exercise and stress reduction can improve their quality of life and heal them from the inside out. I also collaborate with local MD's/functional doctors and offer testing/labs and supplements for my clients who need these added services.

I run my business from home, which is perfect because I am a mom of 4 and I greatly value family time. I create my own schedule and it's been incredible to no longer work weekends, nights, or holidays. I'm no longer limited by an hourly rate and there is no cap on my income. I offer my clients a life changing experience to work with me for 8 weeks, 6 months and 1 year. I made \$3700 one month only coaching 2 hours a week!

Nurse Coaching has been the most fulfilling life calling I have ever stepped foot into. My clients are healing themselves. I'm energized by the work that I do each day and I'm able focus on my own health and wellness and make a true impact on those I work with.

PRIVATE PRACTICE & ENTREPRENEURSHIP



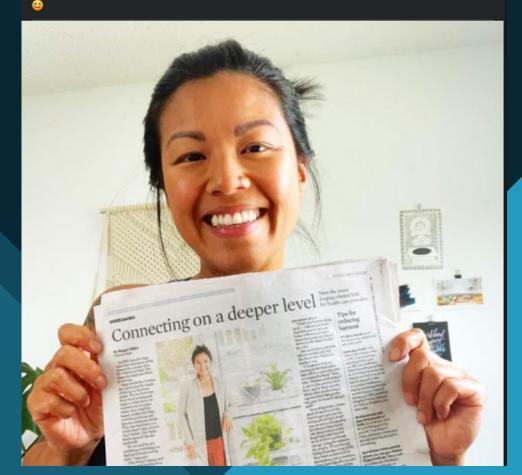




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Nurse Coaching has changed my career and my life so that I can help others change their lives. I'm so proud of us nurses who are taking the road less-traveled, who are taking the BIG BIG leaps of faith, who are going ALL IN or even just dipping their toes, and for trusting the process! We are healers and solution providers to those who may be feeling hopeless and helpless. Don't. Hold. Back. Share your life-changing offerings! YOU are the special sauce that no one else has!

This is one way to market yourself - by being bold and brave and BELIEVING in the power of your work. I was featured in my local newspaper and had the opportunity to share my story of how I became a Nurse Coach and promote my offerings to my rural beach community! I wanted to share this post with you to show you what's possible.



PRIVATE PRACTICE & ENTREPRENEURSHIP



AS A NURSE COACH



Kaylee founded Barefoot Wellness RN Coaching and is offering 1:1 coaching services to women struggling with anxiety! Plans for 2021 include an online course, workshops, and a women's retreat.



Jeni created Proactive Wellness Services where she is empowering others to achieve and maintain a healthy mind and body through simple lifestyle changes and proactive care. Services are tailored to each individual based on needs and goals.



Karen has her own biz working with women who have put themselves on the back burner in health and life while caring for others (namely moms) and are ready to make big changes for themselves:)



Julie founded *Julie Hoffman Wellness* and is helping clients pivot to the life of their dreams. Her focus is on career change or personal advancement.



Tracy wears a lot of hats. She's a nurse, a massage therapist, a yoga teacher, a mother, a firm believer in holistic health care, and now - she's also a Nurse Coach.

She became a Nurse Coach so that she could launch her own practice and encompass all of her gifts in one package. Today, she's the founder of Tranquil Journey, where she helps people eliminate stress, uncertainty, and overwhelm, and create a roadmap to living a life of energy, confidence, and happiness. Specifically, she helps women identify and achieve their health goals as they overcome Lyme and other chronic health conditions.

A WORLD OF POSSIBILITIES

AS A NURSE COACH

Still have questions?

Wondering if your dream is possible?

We'd love to chat with you.



info@thenursecoaches.com

Learn all about the program and how **you** can become a Nurse Coach:

www.TheNurseCoaches.com/TNCCP

When your ready - APPLY to join us and you'll get to speak directly with a professional Nurse Coach who will answer all your questions and help you determine if Nurse Coaching is a great fit for you.

A WORLD OF POSSIBILITIES

AS A NURSE COACH

Nurse Coaching lends itself to virtually every area of nursing practice.

The tools and skills you'll learn in this role will elevate your practice and transform your life.

These are just a few examples from our graduates, which we hope help to paint a picture of all that is possible for you in Nurse Coaching.

If you can dream it, you can do it.

And our graduates are living proof.

