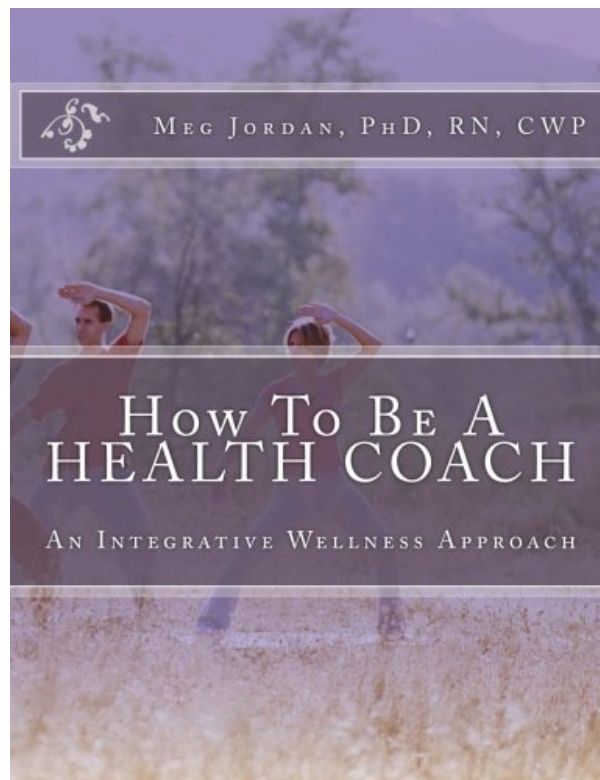
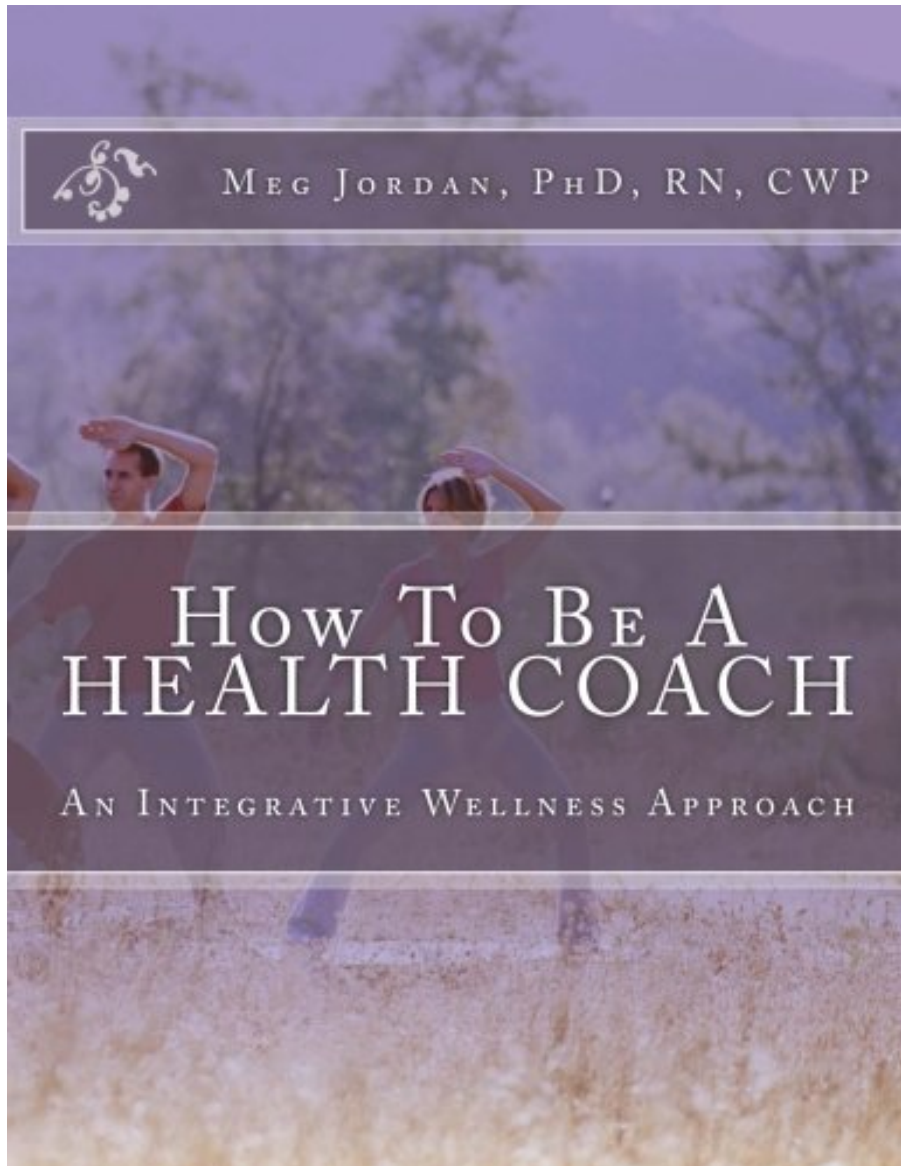


HOW TO BE A HEALTH COACH: AN INTEGRATIVE WELLNESS APPROACH BY PHD, RN, CWP, MEG A JORDAN



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About the Author

Professor Meg Jordan, PhD, RN, CWP, is Department Chair of Integrative Health Studies and Somatic Psychology at the California Institute of Integral Studies in San Francisco, where her focus is preparing graduate students as catalysts for positive change in health care, wellness and health promotion. Dr. Jordan is a clinical medical anthropologist, an award-winning international health journalist, behavioral medicine specialist, RN, author, and President of Global Medicine Enterprises, Inc. She has combined clinical practice as a behavioral health specialist, and former director of Integrative Practice at the Health Medicine Center. She serves on numerous editorial review boards and professional membership boards including the National Wellness Institute and the Leadership Team of the National Consortium for Credentialing Health and Wellness Coaches, and the Health Medicine Institute. Her areas of expertise include integrative medicine, behavioral medicine, health promotion, wellness, and fitness. As a medical anthropologist, she specializes in the study of multidisciplinary models for integrative medicine (healing circles) and the emergence of health coaches as novel agents in health behavior change. In 2012 she received a grant from Aetna Foundation to bring a unique model of Integrative Wellness Coaching to public housing residents. She is Editor-in-Chief and founder of *American Fitness Magazine*, and author of several books, including *The Fitness Instinct* and the forthcoming *Adventures of a Global Medicine Hunter*. She received the Circle and Leadership Service Award and earned one of the first Certified Wellness Professional (CWP) standings from NWI. The M.A. program she revamped was recognized for Academic Excellence in 2011 by the National Wellness Institute. As a cardiac rehabilitation director, she helped establish the nation's first hospital-based wellness center in Los Angeles, and later, as a hospital trustee, at ValleyCare Health System in northern California. Dr. Jordan is former health news commentator for KTVU-San Francisco and was host of *Global Medicine Hunter*® radio and TV in US and Canada. She was a governor appointee, serving on the first California Governor's Council for Physical Fitness and Sports. She is a sought-after keynote presenter both in the U.S. and internationally. Her hobbies include racing sailboats on San Francisco Bay, music, film and hiking.

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This step-by-step manual offers the essentials of health coaching methodology, along with integrative wellness principles, theoretical frameworks, evidence-based models, coaching session formats, and practice tools. Readers also learn effective mind-body techniques to become extraordinary health coaches.

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