



coaching science in motion

Margaret Moore, MBA

www.wellcoaches.com
www.instituteofcoaching.org
www.coachmeg.com

Coach Meg ©



what I am
going to
talk about

20-year journey of coaching
science to practice in
healthcare

coaching science in motion
for all types of coaching







Institute of Coaching

McLean, Affiliate of
Harvard Medical School

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Peak Coaching Moments



Leadership Coaching

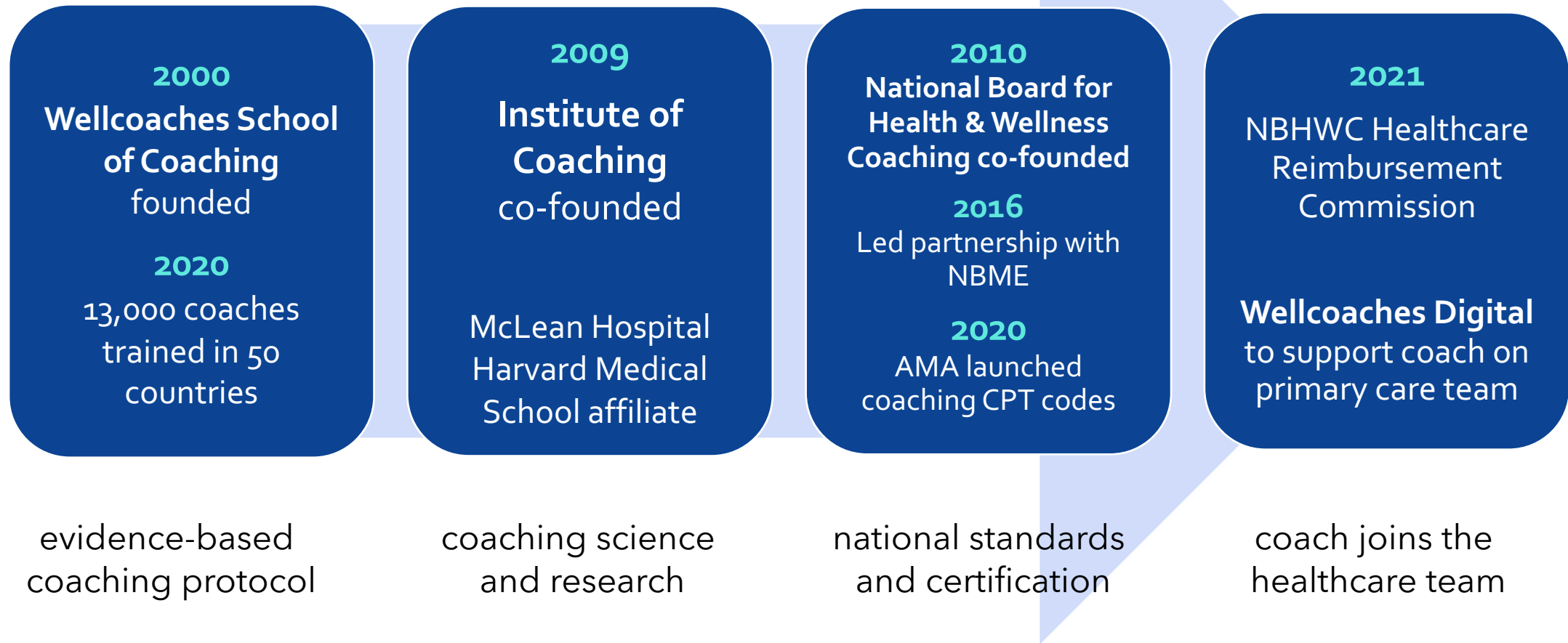


Webinar: Coaching Effective Communication



Without Compassion, Resilient Leaders Will Fall Short

VISION: new coaching profession in healthcare





WELL-BEING

SELF COMPASSION
NONVIOLENT COMMUNICATION

EMOTIONAL INTELLIGENCE

RELATIONAL FLOW

15 theories & domains

MINDFULNESS

MOTIVATIONAL INTERVIEWING

PERSONALITY

SOCIAL COGNITIVE THEORY

POSITIVE PSYCHOLOGY
APPRECIATIVE INQUIRY
CHARACTER STRENGTHS
CURIOSITY

TRANSTHEORETICAL MODEL

SELF- DETERMINATION

RELATIONAL CULTURAL THEORY

HOPE PSYCHOLOGY

COACHING PSYCHOLOGY

NEUROSCIENCE

wellcoaches®

Coaching Psychology Manual

SECOND
EDITION

Margaret Moore • Bob Tschannen-Moran • Erika Jackson

 Wolters Kluwer



Published in Cooperation with the
American College of Sports Medicine

evidence-based coaching protocol

1. Edman et al (2019). 54 healthcare employees with chronic disease
2. Guthrie et al (2019). 172 participants using coaching and digital therapeutics for blood pressure control
3. Berman et al (2018). 118 participants with Type 2 diabetes complete 12 weeks of health coaching
4. Djuric et al (2017). 82 patients in primary care
5. Roy et al (2017). 1,306 chronic disease patients in medical fitness facility
6. Sherman et al (2017). 271 obese patients at MGH primary care practice
7. Eisenberg et al (2017). Teaching Kitchen project for 40 CIA employees
8. Sherman (2017). 17 pre-diabetes patients at MGH primary care practice
9. Hackshaw et al (2016). Intensive coaching for fibromyalgia - 9 patients
10. Long et al (2016). 19,800 coaching clients in employee wellness
11. Sforzo et al (2014). 161 patients coached on smoking cessation
12. Galantino & Schmid (2009). 30 cancer survivors



Systematic Review Defined Common Elements of Health & Wellness Coaching

Coaches trained in behavior change, motivational techniques

Patient-centered (guided by patient values)

Patient determined goals

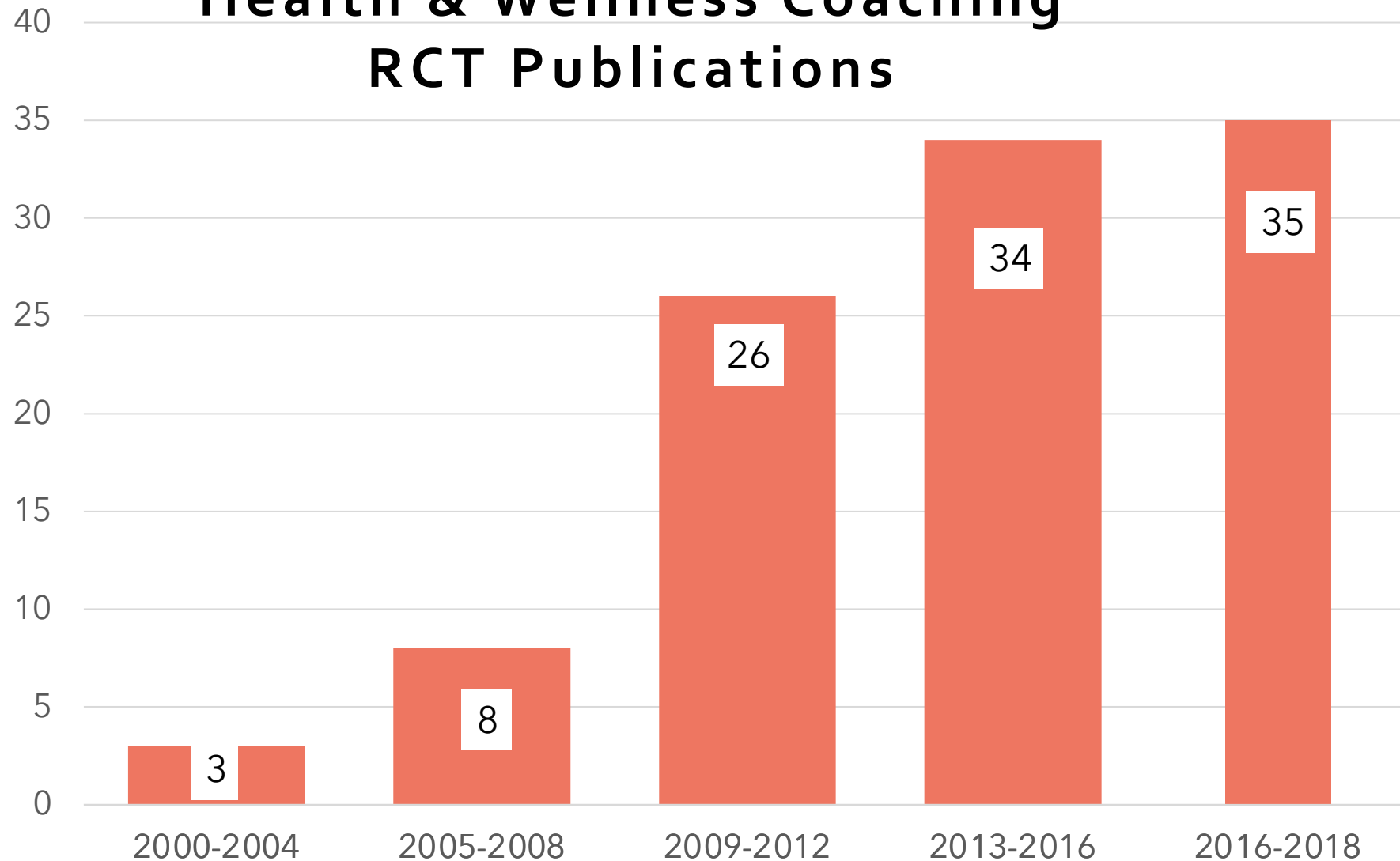
Self-discovery

Accountability

Combined with education

Ongoing relationship

Health & Wellness Coaching RCT Publications



Evidence of Positive Outcomes from Health & Wellness Coaching Literature

- literature screened using systematic review definition
- compendium – 2000-2016, addendum – 2016-2018
- 2 meta-analyses in 2018 – diabetes and hypertension show statistically significant positive outcomes
- 108 randomized controlled studies; 82.4% of RCTs show statistically significant positive outcomes

2017

vol. XX • no. X

American Journal of Lifestyle Medicine

ANALYTIC
R E V I E W

Gary A. Sforzo, PhD, Miranda P. Kaye, PhD, Irina Todorova, PhD,
Sebastian Harenberg, PhD, Kyle Costello, BS,
Laura Cobus-Kuo, MLIS, MPA, Aubrey Faber, BS,
Elizabeth Frates, MD, and Margaret Moore, MBA

Compendium of the Health and
Wellness Coaching Literature

2019


vol. XX • no. X

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and Margaret Moore, MBA

Compendium of Health and
Wellness Coaching: 2019
Addendum



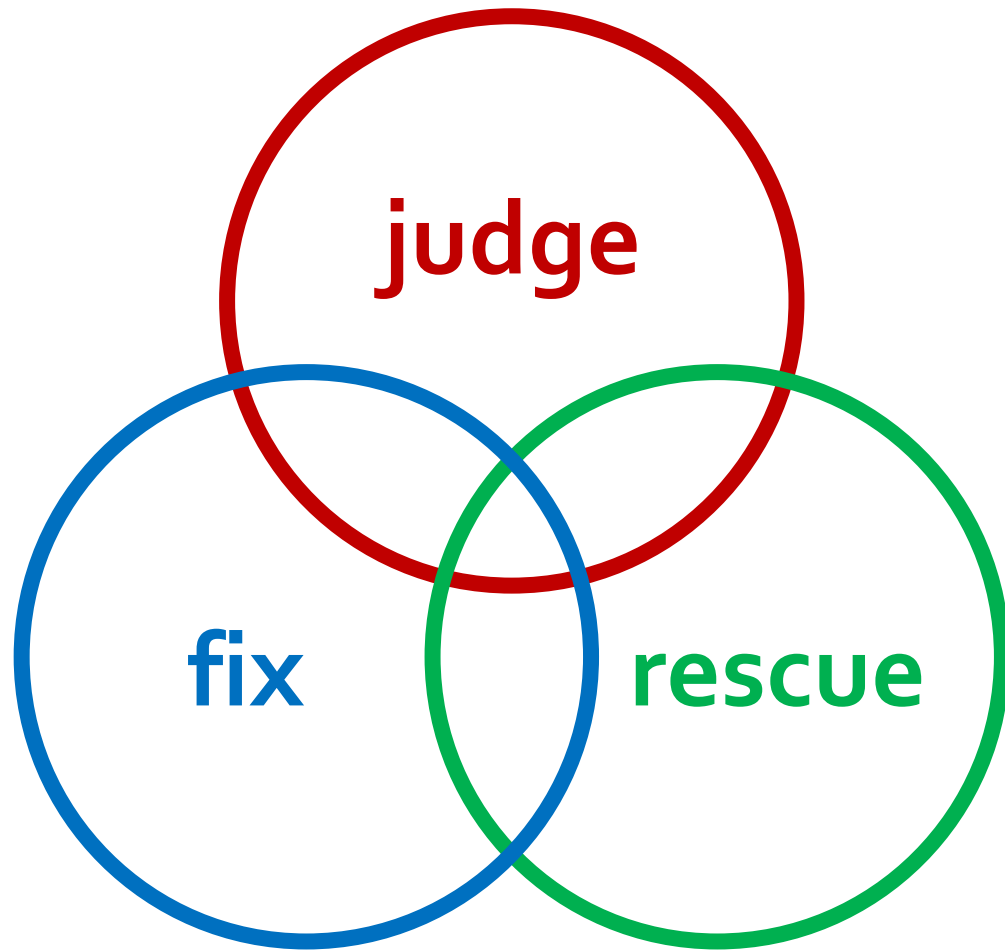
coaching science in motion

1. self-determination theory
2. transtheoretical model
3. positive psychology
4. adult development
5. relational flow
6. multiplicity of mind

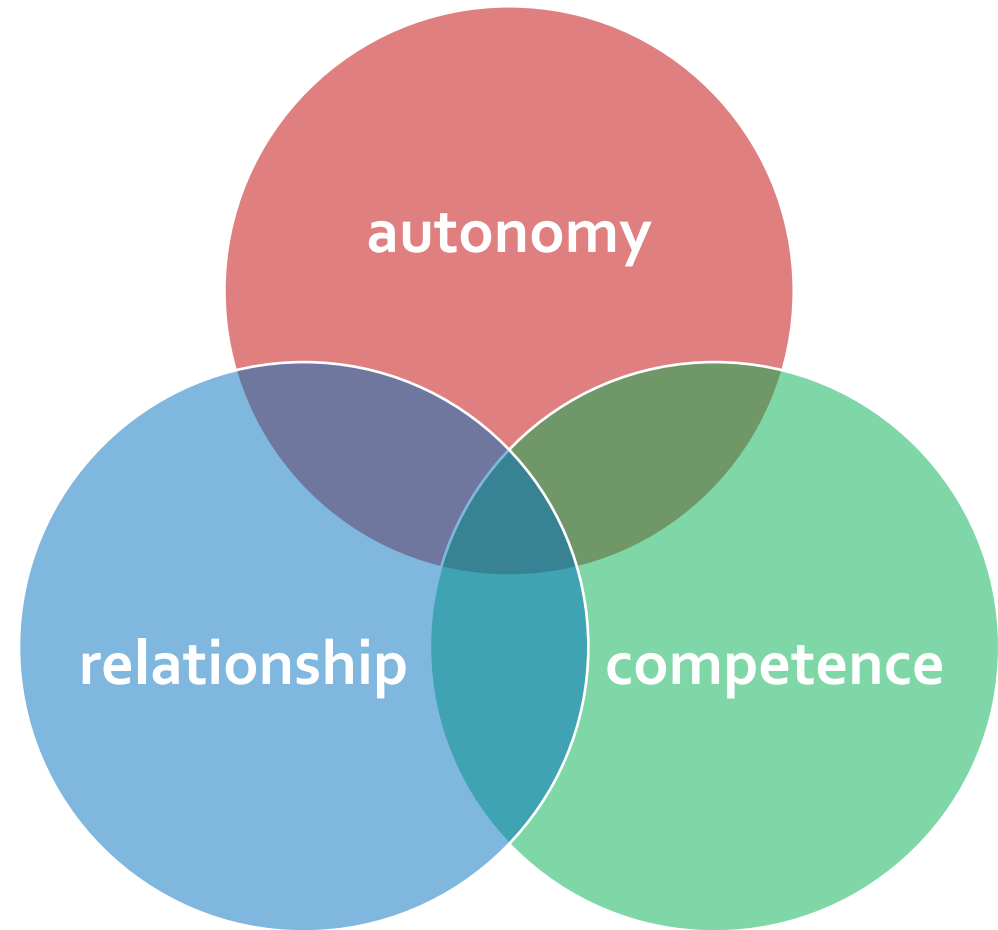


autonomy
is the strongest
primary drive





expert prescribing



coach facilitating

which kind of motivation leads to the cleanest kitchen?

Autonomous

- *Present* – I'm cleaning up the kitchen because it's fun and challenging
- *Future* – I'm cleaning up the kitchen because it makes me feel good about my contribution to my marriage and family

External

- *Inner critic* – I am cleaning up the kitchen because I should – I will feel like a bad husband if I do not
- *Expert* – I am only cleaning up the kitchen because my wife will be angry if I don't



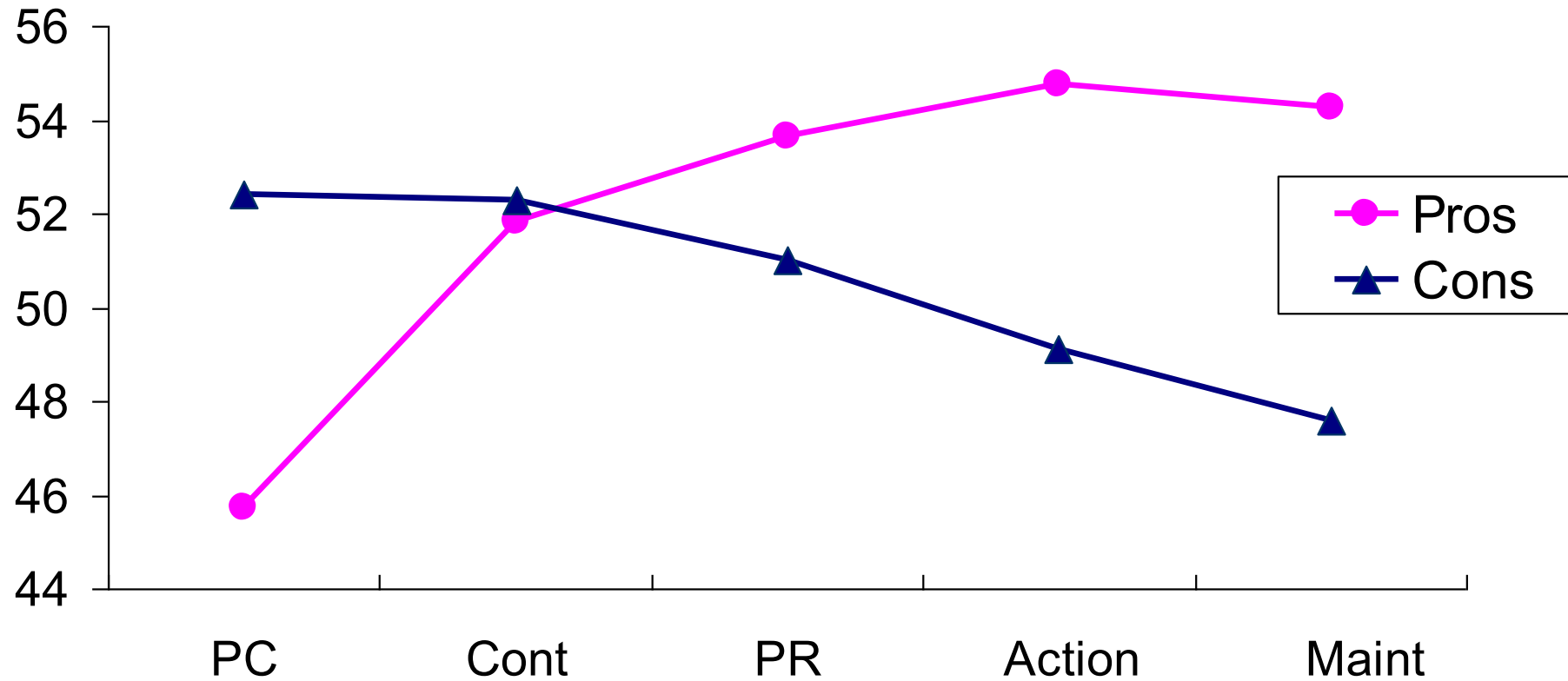


draw forth autonomous motivation



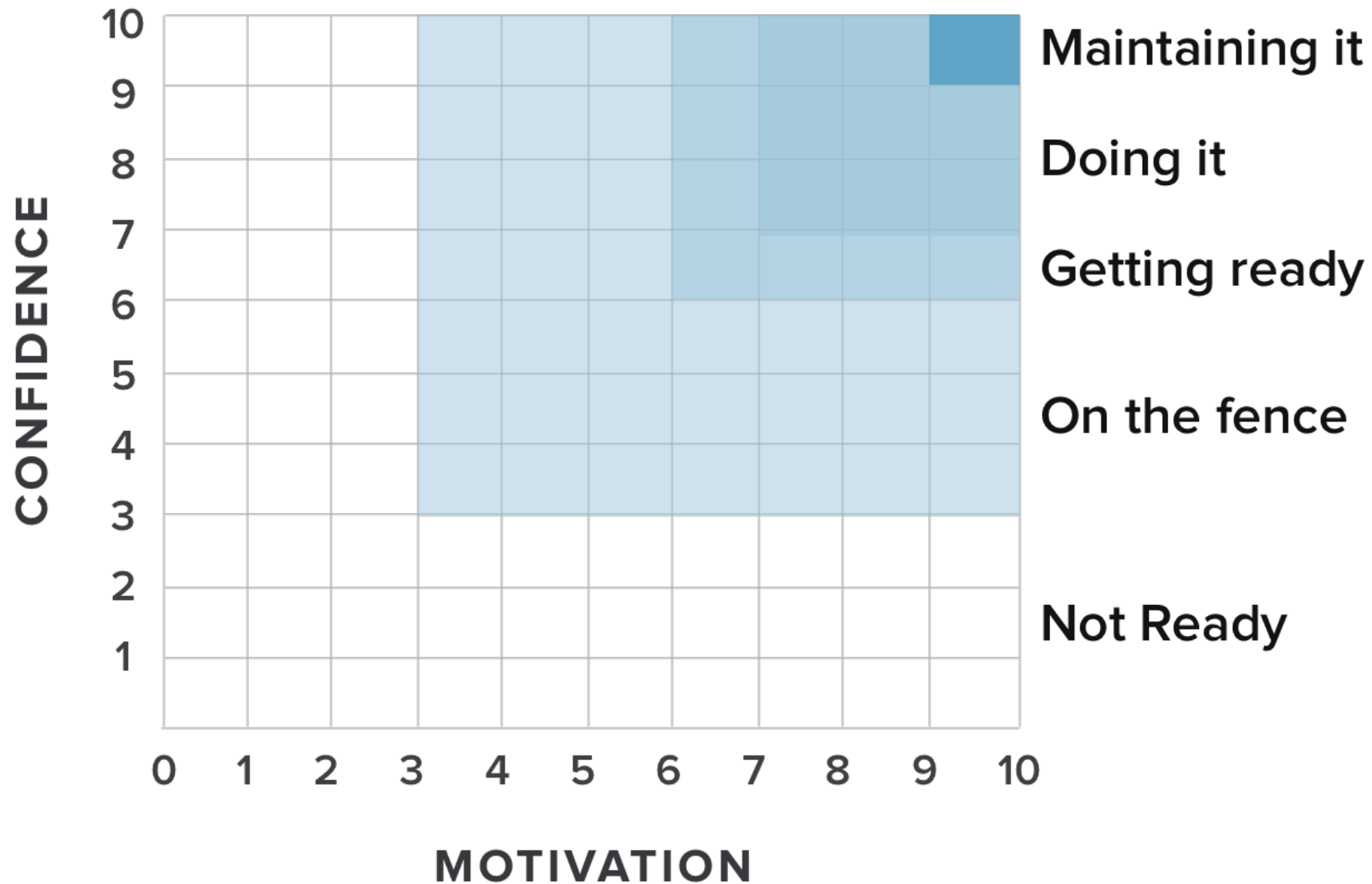
envision one's future self

~ 80% Need to Improve
Motivation (Increasing Pros) & Confidence (Decreasing Cons)



readiness stage			
prevalence estimate	40%	40%	20%

Data from Hall, K. L. & Rossi, J. S. (2008). Meta-analytic examination of the strong and weak principles across 48 health behaviors. *Preventive Medicine*, 46, 266-274 . <https://bit.ly/2SgB08o> stage prevalence estimates from James Prochaska, 2018.





Positive Emotions Broaden Thinking

awareness
open-minded
flexible
creative
adaptable
peripheral vision
big picture



psychological capital - HERO

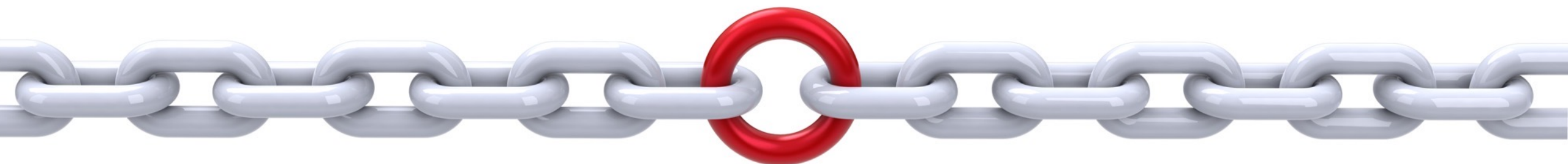
hope

efficacy

resilience

optimism

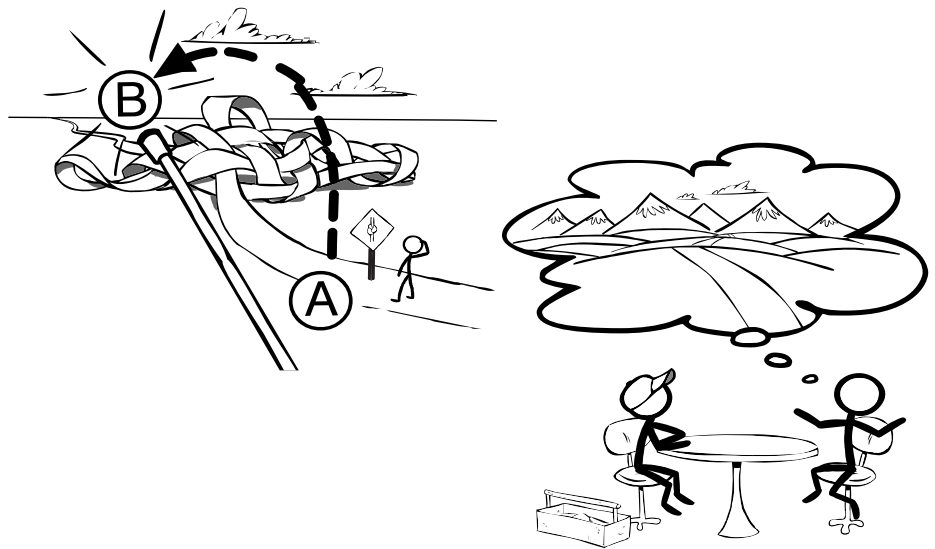




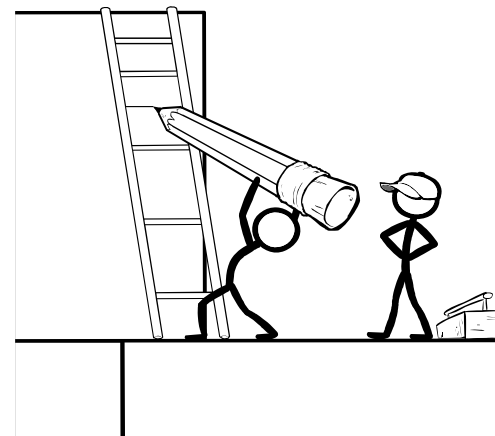
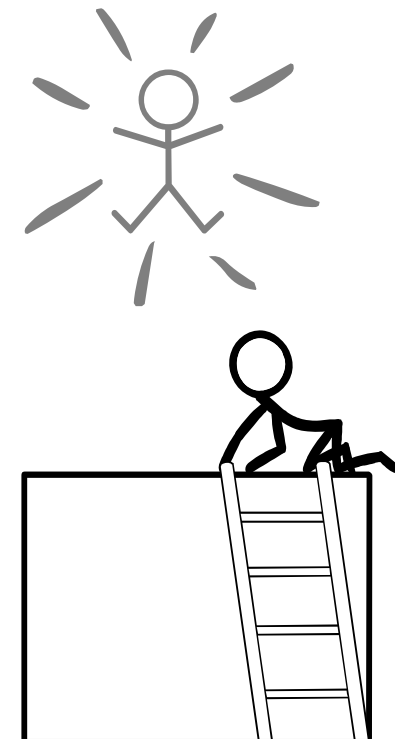
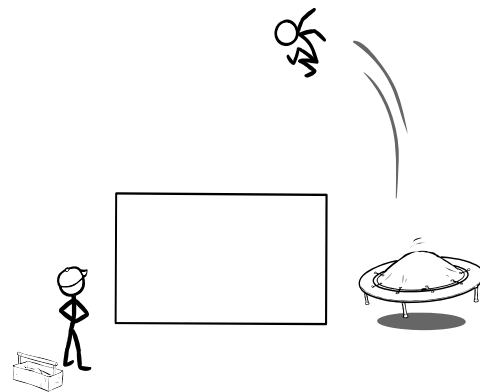
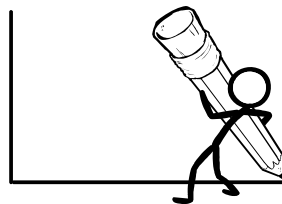
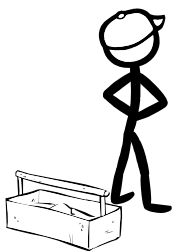
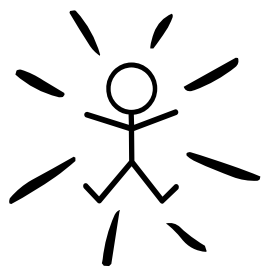
wisdom & knowledge	Creativity, Curiosity, Open-mindedness, Love of learning, Judgment
courage	Honesty, Bravery, Perseverance, Zest
humanity	Kindness, Love, Social Intelligence
justice	Fairness, Leadership, Teamwork
temperance	Forgiveness, Humility, Prudence, Self-regulation
transcendence	Appreciation of beauty, Gratitude, Hope, Humor, Spirituality

CHARACTER
VALUES in ACTION
www.viacharacter.org





Ⓑ = "MY BEST SELF"

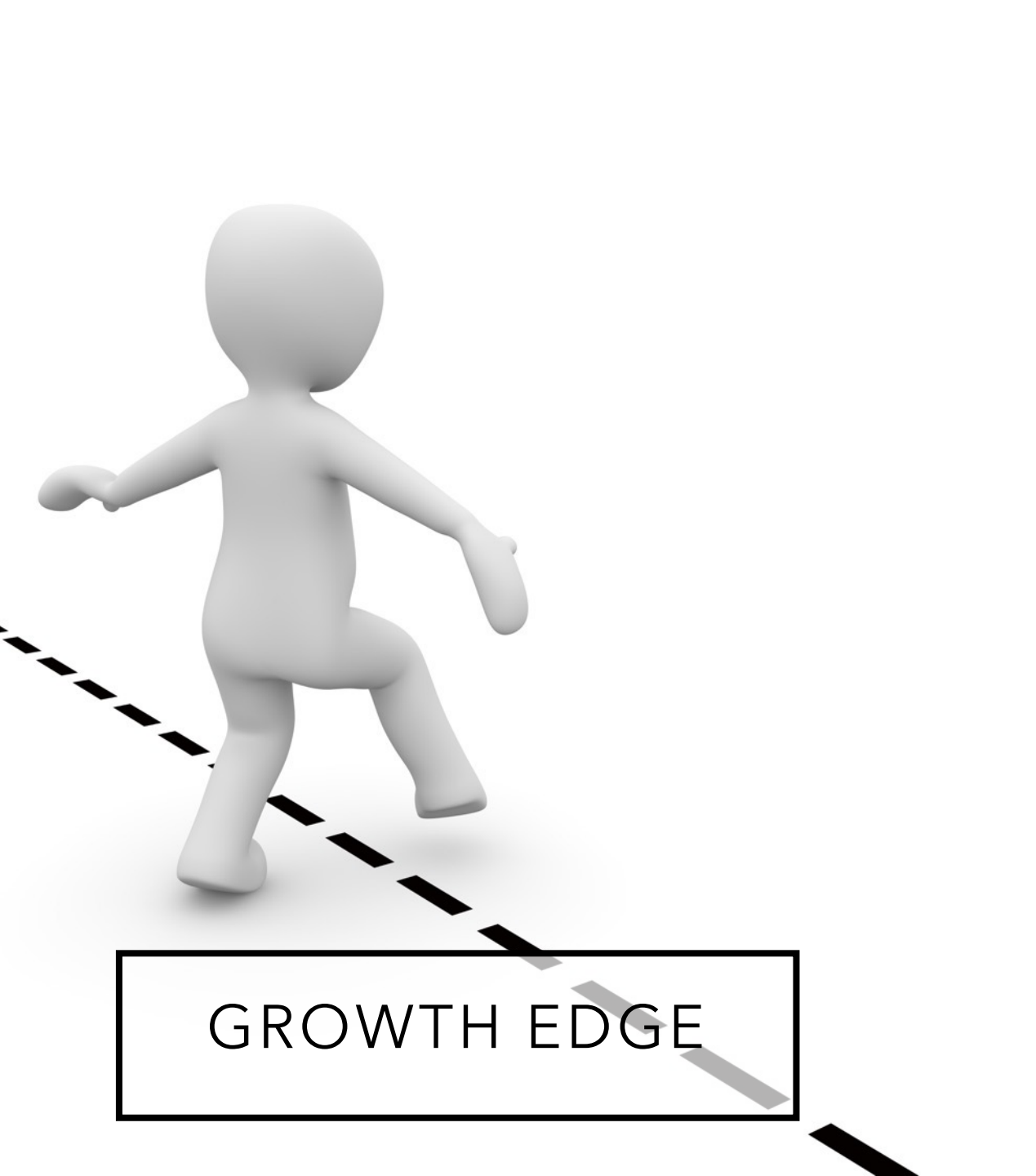


SUBJECT



object





transcend



Blog: Hello. I am your growth edge.

growth edge

higher wisdom

I have too much to do

I am grateful to serve

no time for open questions

listening gets more done faster

I focus on what's wrong

I build on what's good

I am critical of you

I accept that you are doing your best

I judge you

I notice my biases

I feel sorry for you

I understand what you feel

I am frustrated with you

I am open and curious about you

I label you

I see you as unique

I am better than you

I am a work in progress

I don't value you

we are equals, doing our best

stop resisting me

I triggered your resistance

get your act together

you are doing your best

intuitive dance: a peak coaching experience

- masterful coaches dance more and better than novice coaches
- masterful dancing delivers better results



relational flow



- sense of zest and vitality
- empowerment; response-ability
- increased knowledge of self and others
- increased sense of worth
- desire for making more connections

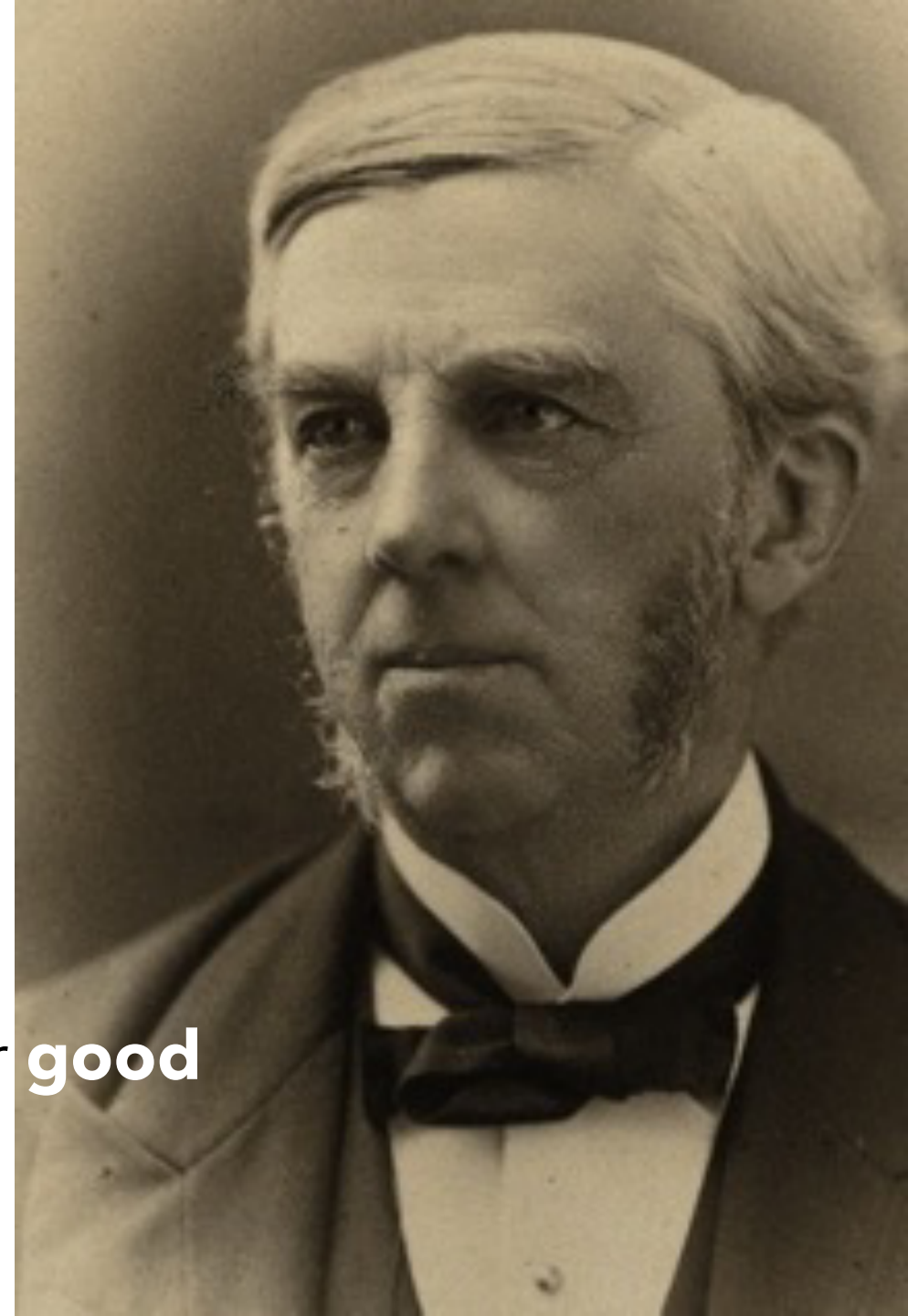
key outcomes of relational flow

1. self-discovery: *I know myself better*
2. more positive energy and positive emotion:
I feel energized and more positive
3. more confidence (self efficacy):
I believe I can do it
4. more readiness: *I am ready to go*

A mind once stretched by a new idea or understanding will never fully return to its original dimensions....

Oliver Wendell Holmes, Sr. 1809-1894

coaching changes the brain for **good**

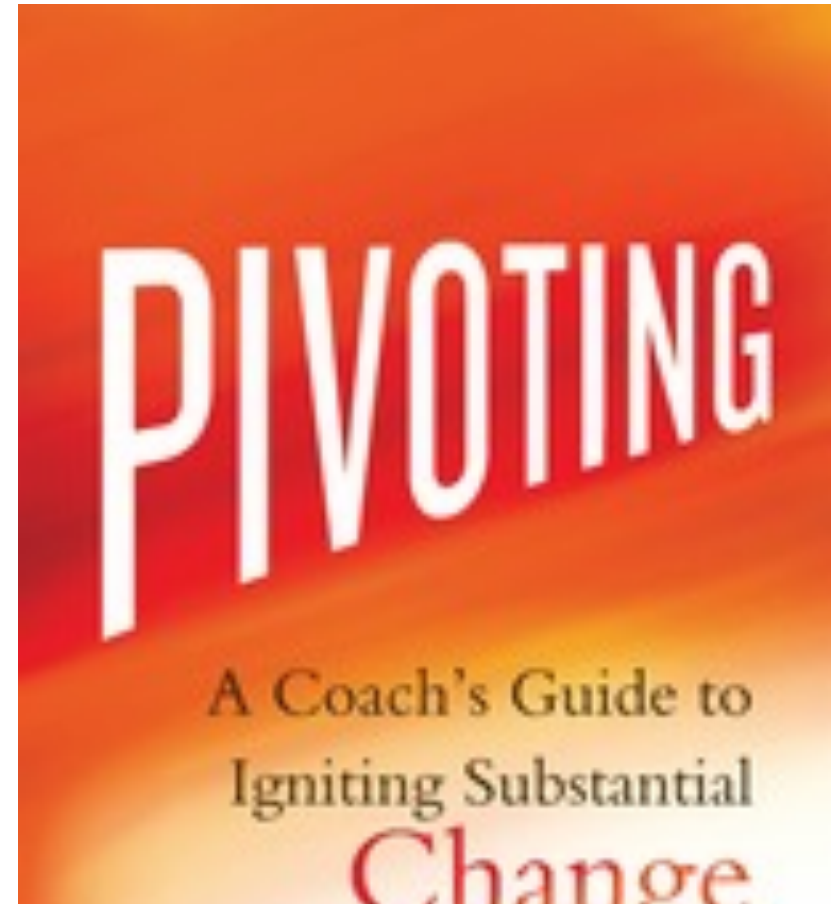


three levels of insight

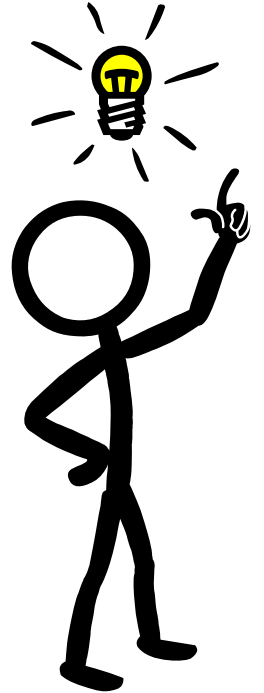
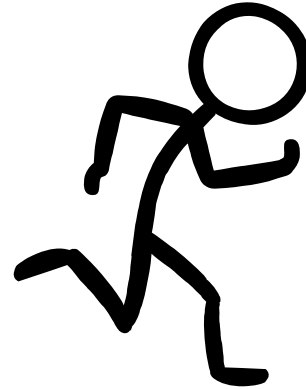
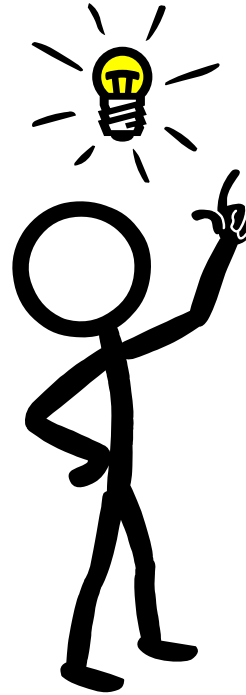
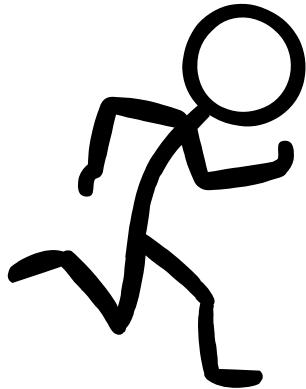
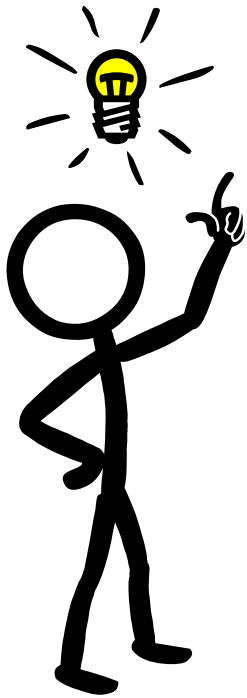
learning:
new skill

perspective shift:
beliefs, values

quantum shifts:
self-identity shifts



creativity: generative moments



A detailed illustration of a neural network. The image shows several interconnected neurons with long, thin dendrites and axons. The nodes where the connections occur are highlighted with bright red and yellow glowing spheres, suggesting active signal transmission or synaptic activity. The background is a soft, light gray, and the overall style is scientific and artistic.

create new connections

imagine a new brain-wide network

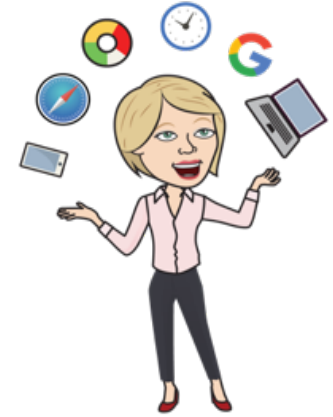


brain breaks

go



no go





declipse



emotions are trailheads for learning and growth



coaching science in motion