

# IHP Live Australia



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HEALTH  
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# Achieving Mastery in Life & Health Coaching



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# What Is Life Mastery?

(What does it mean to you?)

**Once You Know What  
Life Mastery Looks &  
Feels Like How Do You  
Achieve It?**





**By “Standing on the  
Shoulders of Giants”**



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**I Love Studying People  
that Are World Class at  
What They Do...**



**And I Look for  
Commonalities with How  
People & Companies  
Change the World**

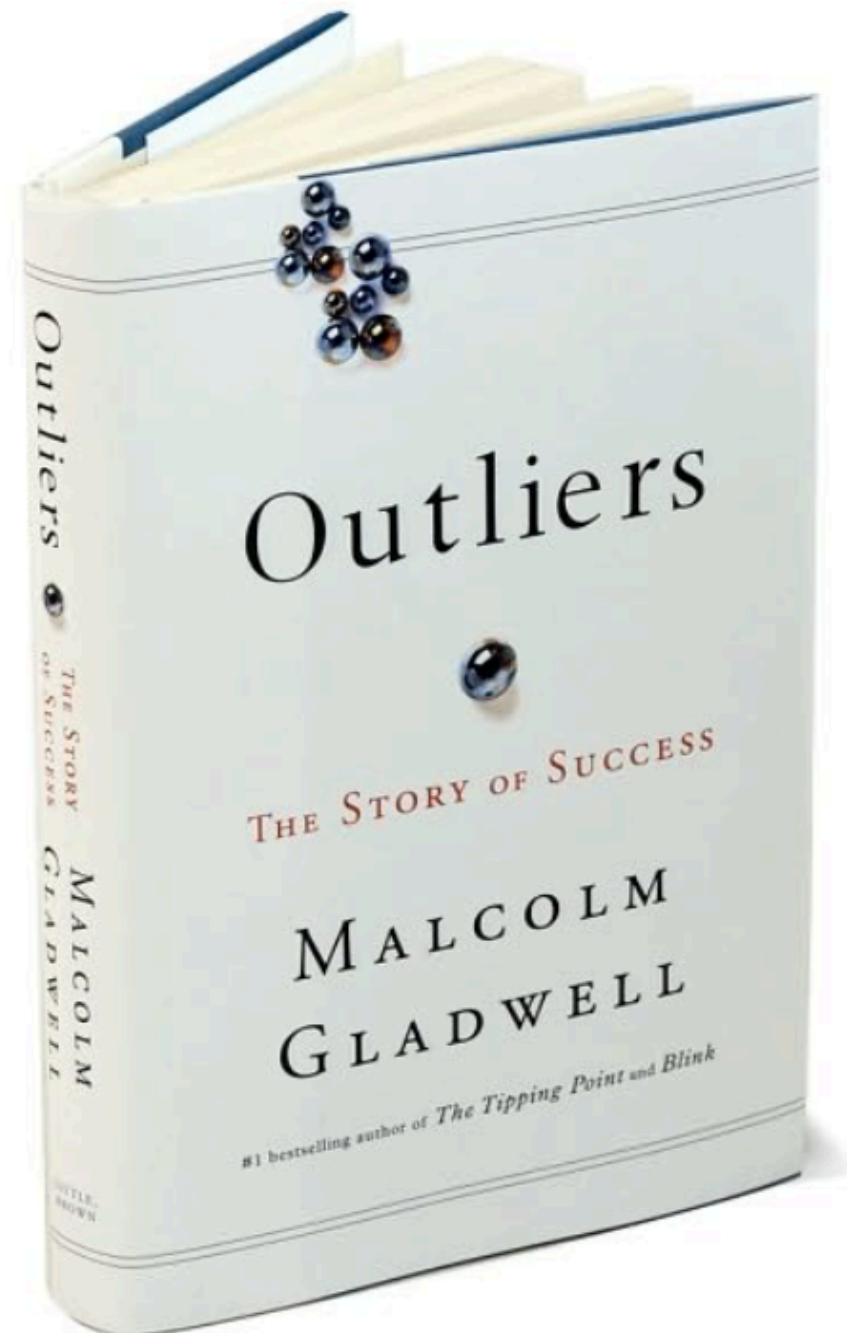


**Today I'd Like to Share  
with the "Traits" of  
Those that Achieve  
Mastery**



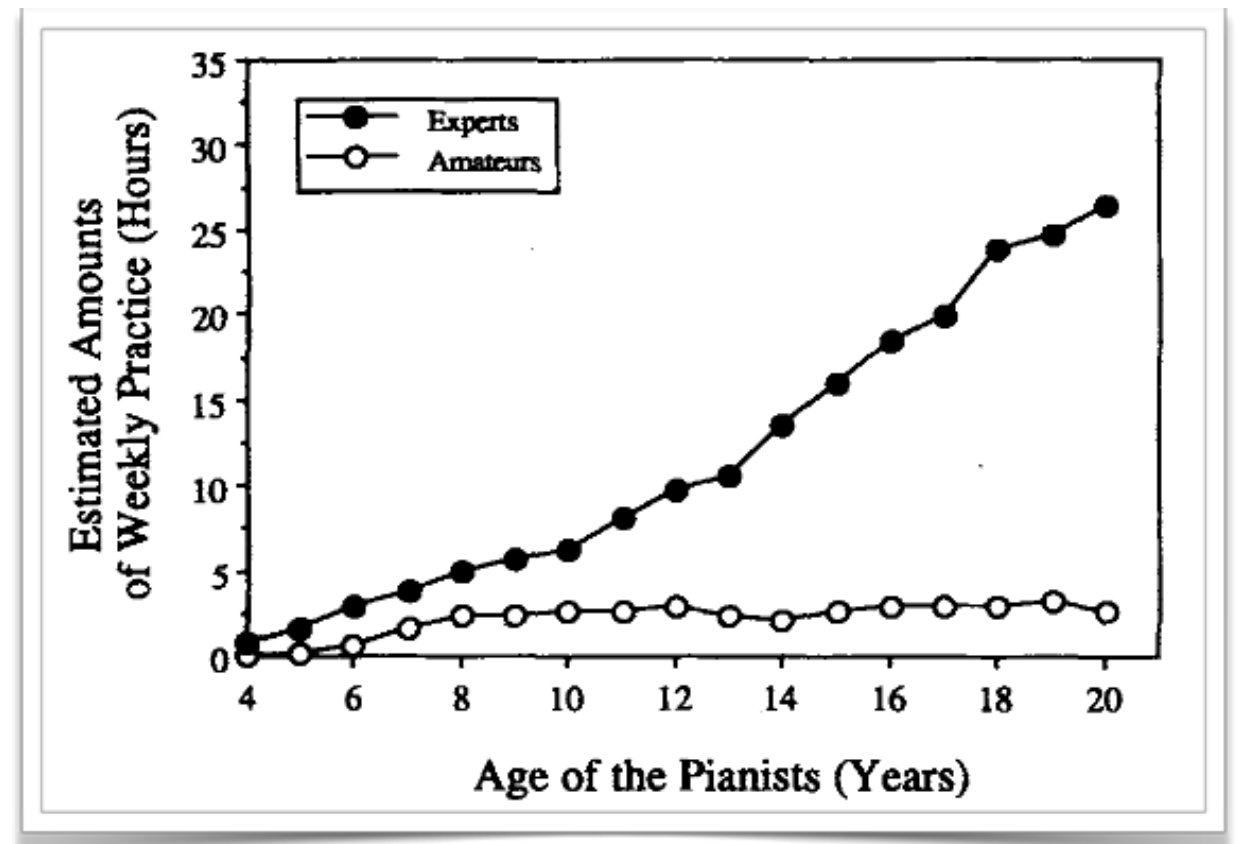
# Trait 1

# Become an Outlier



# How to Become an Outlier

- Popularized by Malcom Gladwell, but “originated” with Anders Ericsson
- Lock onto what you want
- Understand the price you’ll pay
- Be willing to sacrifice the trade off
- Focus on the long-term goal
- Understand you will need to change and adapt with every new level of success
- Perform your 10,000 hours

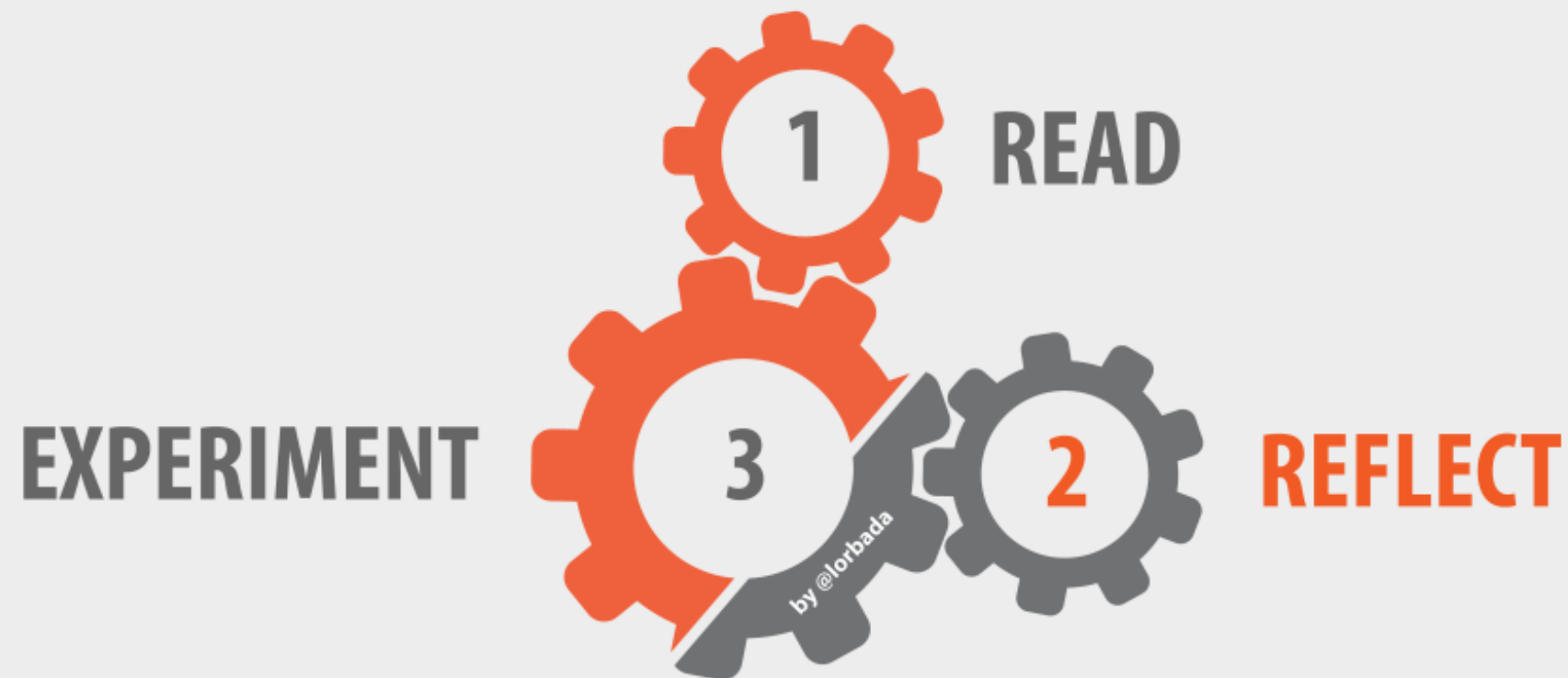


# Trait 2



# The 5 Hour Rule

The **five-hour rule** for learning



# How to Implement the 5 Hour Rule

- Popularized by Michael Simmons
- Set aside 5 hours per week for learning & growth
- 1 hour per day (M-F)
  - Or, two 2.5 hour days
  - Or, one 5 hour (1/2 day)
- Your choice of books or study will be directly related to your 10,000 hours and main goal
- The *5 Hour Rule* is practiced by Warren Buffet, Bill gates, Barak Obama, Oprah Winfrey, Mark Zuckerberg & many others



# Trait 3

# Burning Desire

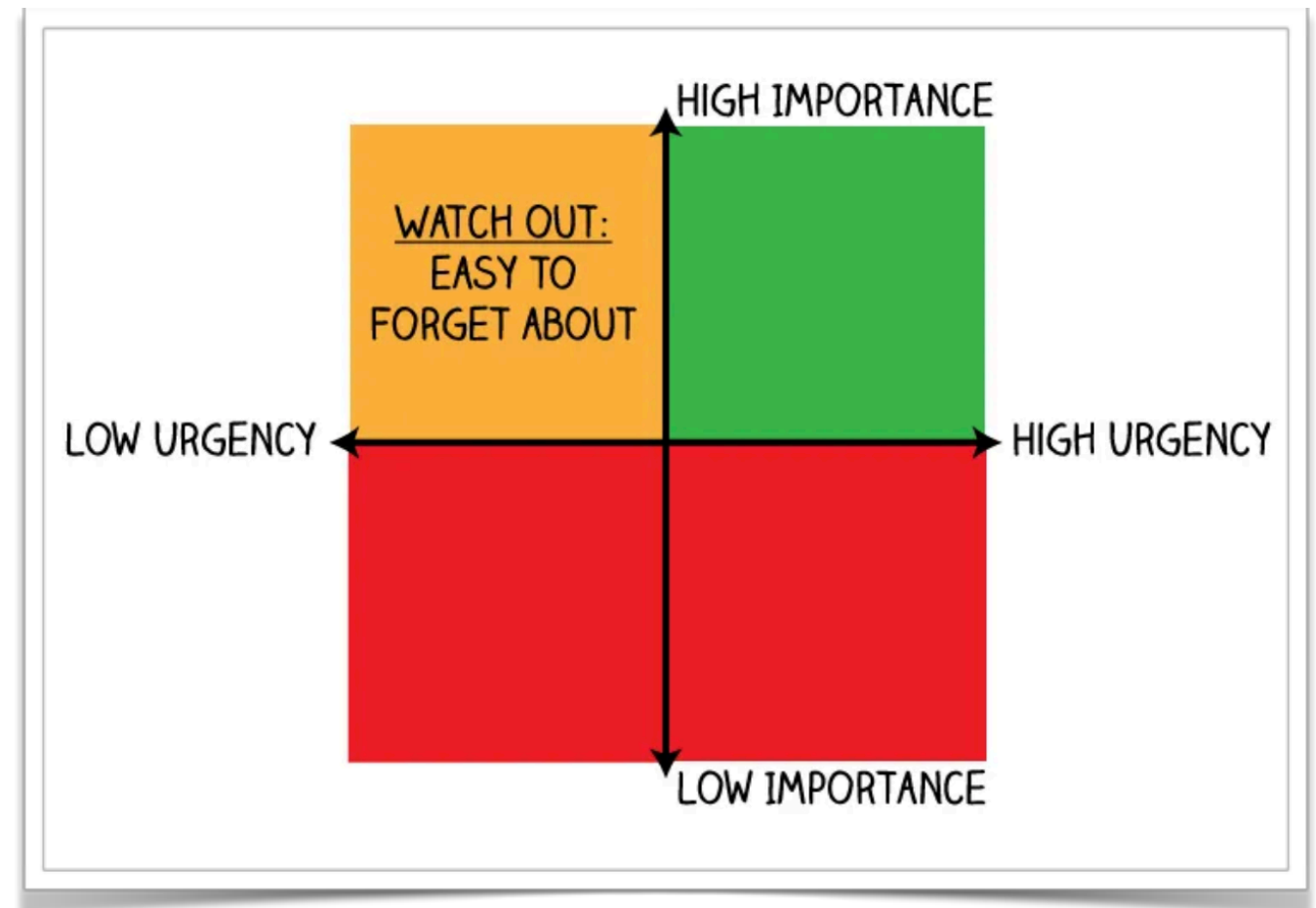
“To achieve  
anything, you  
need a  
burning  
desire.”

-Napoleon  
Hill



# Desire + Time Creation

- Popularized by Napoleon Hill in *Think & Grow Rich*
- Written about in concrete terms by Robert Green in *Mastery*
- A burning desire is critical to keep you moving forward in the face of adversity
- A burning desire also allows for the creation of time
  - We make time for that which we prioritize



**Although Oversimplified  
Following Those 3  
Learnable Traits Will Enable  
You to Master Anything  
(in time)**

**Now Let's Teach You  
How to Speed It Up!**



# From Zero Skills to Mastery

- Adapted from Success Magazine Interview with  
Brendan Burchard



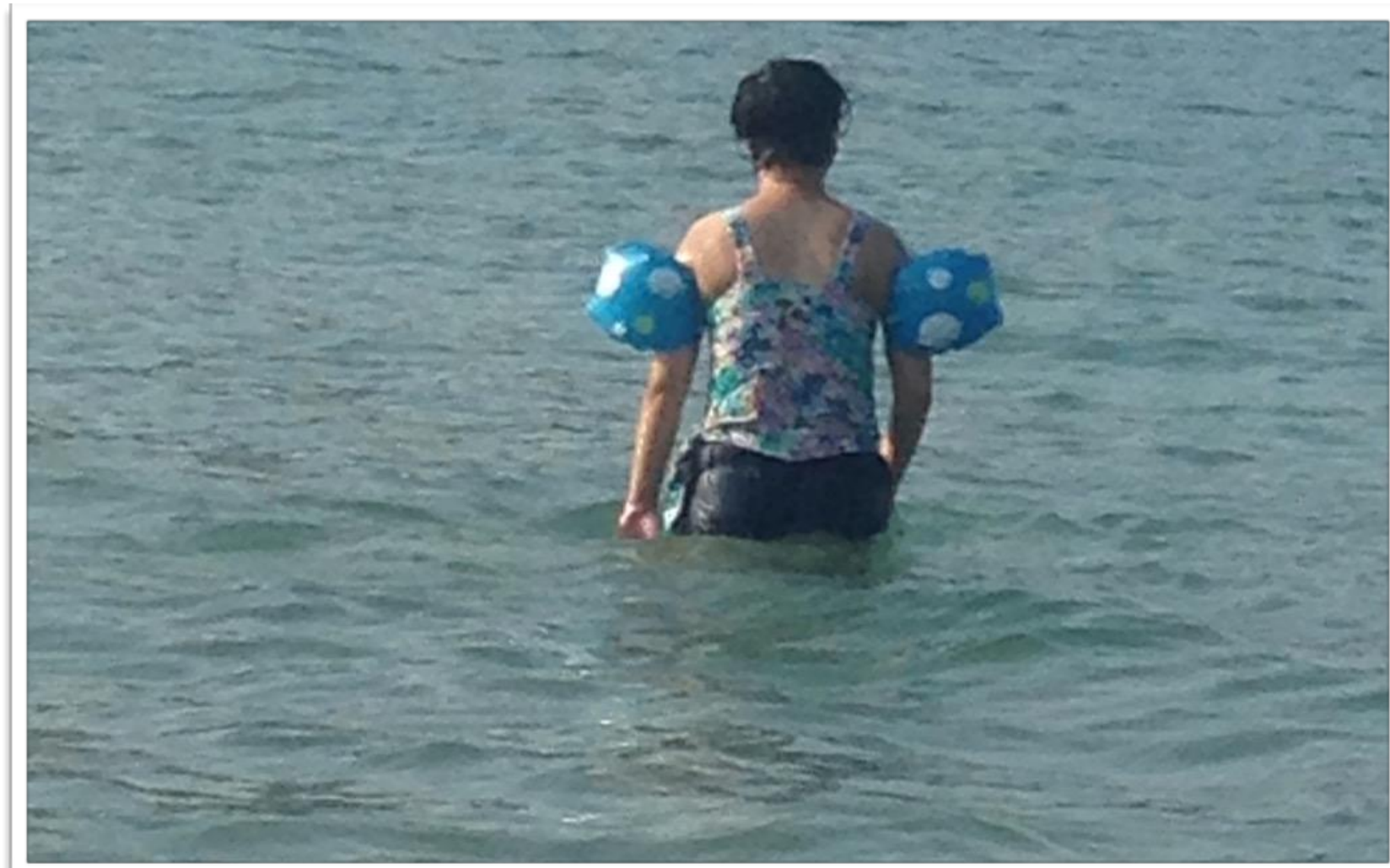
# The 10 Steps

# Step 1. Determine the Skill You Need to Master



Narrow your focus on the 80/20 rule

# Step 2. Start with Swimmies Before Jumping Into the Deep End



There's no sense in becoming demoralized or setting yourself back in the practice of Mastery



# Step 3. Stay Focused on Your “Why”



A powerful emotion around your “why” will enable you to push through tough times

# Step 4. Focus on the Critical Few Things That Matter



Again, using the 80/20 principle you will learn that much of what you do is wasted time in the big picture



# Step 5. Visualize a Clear Picture of What Success (& Failure) Look Like

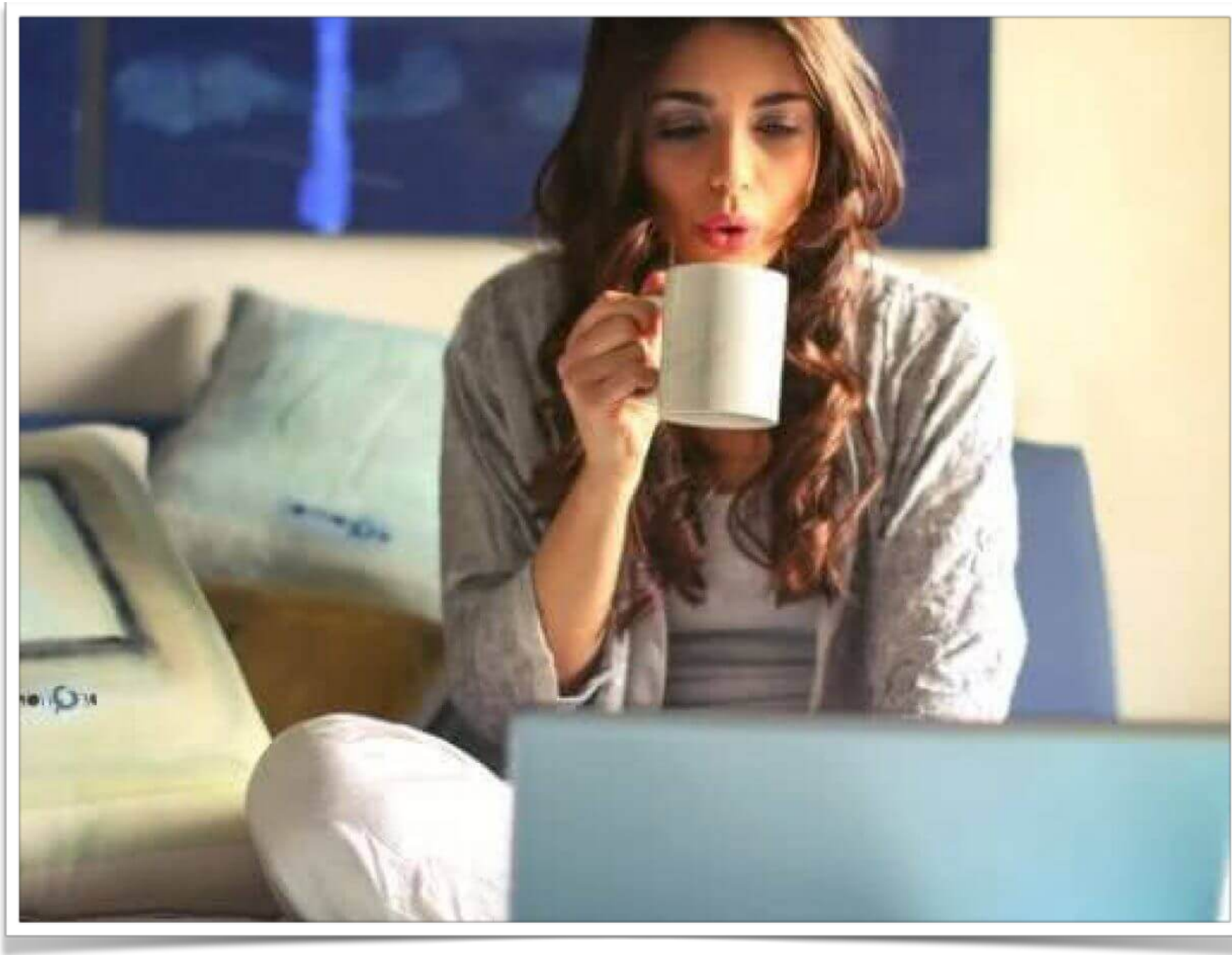


What is your end goal? What does that look like?  
Feel like? Smell like? Taste like? Sound like?



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# Step 6. Schedule Practice Sessions



Just like in sports, you need to sharpen your skills with lots of practice - Who are you practicing with?



# Step 7. Measure Progress (weekly) & Get Outside Feedback



Use S.M.A.R.T. goal setting. Who is holding you accountable for your growth?



# Step 8. Schedule “Competition” to Test your Skills



Competition may not be a game, but rather actual mock sessions or quizzes, assignments, etc.

# Step 9. Know When to Level Up



Understand that what got you to where you are today, will not allow you to reach the next level (repeat steps 1-8)



# Step 10. Pay It Forward



This is where the student becomes the teacher. What will you do with all of this accumulated knowledge?



**As an IHP,  
Do You Think You  
Can Do This?**

**Do You Think If You  
Dedicated Yourself to a  
Worthy Ideal You'd Be  
Happier, More Passionate &  
More Energized About Life?**



**For Me, Personally,  
This Has Made All  
the Difference**



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**The Question Is What  
Do You Want to  
Master?**

# **“IHP World Debut”**



# The New IHP Course



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**I Believe Aiming for  
Mastery In Any Area  
of Your Life Is the Key**



**Our Mission at the  
Integrative Health  
Practitioner Institute Is to  
Allow Health Coaches to  
Attain Mastery in Their Field**

# There Are 3 Areas to Achieve That



# 3 Areas to Health Coach Mastery

1. Mastering wellness, weight loss & anti-aging protocols
2. Customizing those protocols for bio-individualization
3. Making adjustments based on client adherence, consultation nuances, difficult clients, and the psychology of change & habit formation



# Are You Ready for the Next Level?



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# Introducing IHP Mastery

# Taking Your Knowledge & Career to the Next Level





# What Is IHP Mastery?

# There Are 11 New Modules

# Module 1: Welcome to Mastery

Welcome to the next chapter in helping people heal!

In IHP *Mastery* you will master the psychology behind permanent behavior change and empowering those you serve in your community in ways neither of you thought possible.

It's going to be a lot of fun and in this first module we will share with you what to expect and how everything will be laid out for you.



# Module 2: Standards of Care & Ethical Guidelines

Have you ever wondered what you should or shouldn't say during a consultation?

Do you worry about over stepping boundaries and offending a client, or worse, working outside of your scope of practice?

In this module we will share with you what you absolutely must do in your standards of care and also what to watch out for from an ethics standpoint.



# Module 3: Motivational Interviewing & Empowerment Questioning

One of our favorite ways of creating change before we've even presented someone with a plan is to get them excited about what is possible for the new future they are going to be actively creating.

This begins with the initial consultation and is implemented in the way you use motivational interviewing style questions to empower your client to see the change they want to create.



# Module 4: Psychology of Habit Change

All habits are created in the same way, so why don't people have more positive habits?

And, why can it be so difficult for people to foster new healthier habits even when people realize that it is the right thing to do to get the results they want.

The problem lies in “rewriting” over previous habitual programmed responses that have just become a way of life. In this module, we will teach you the psychology of habit change and how to re-wire the brain and nervous system to get the outcome you and your clients desire.



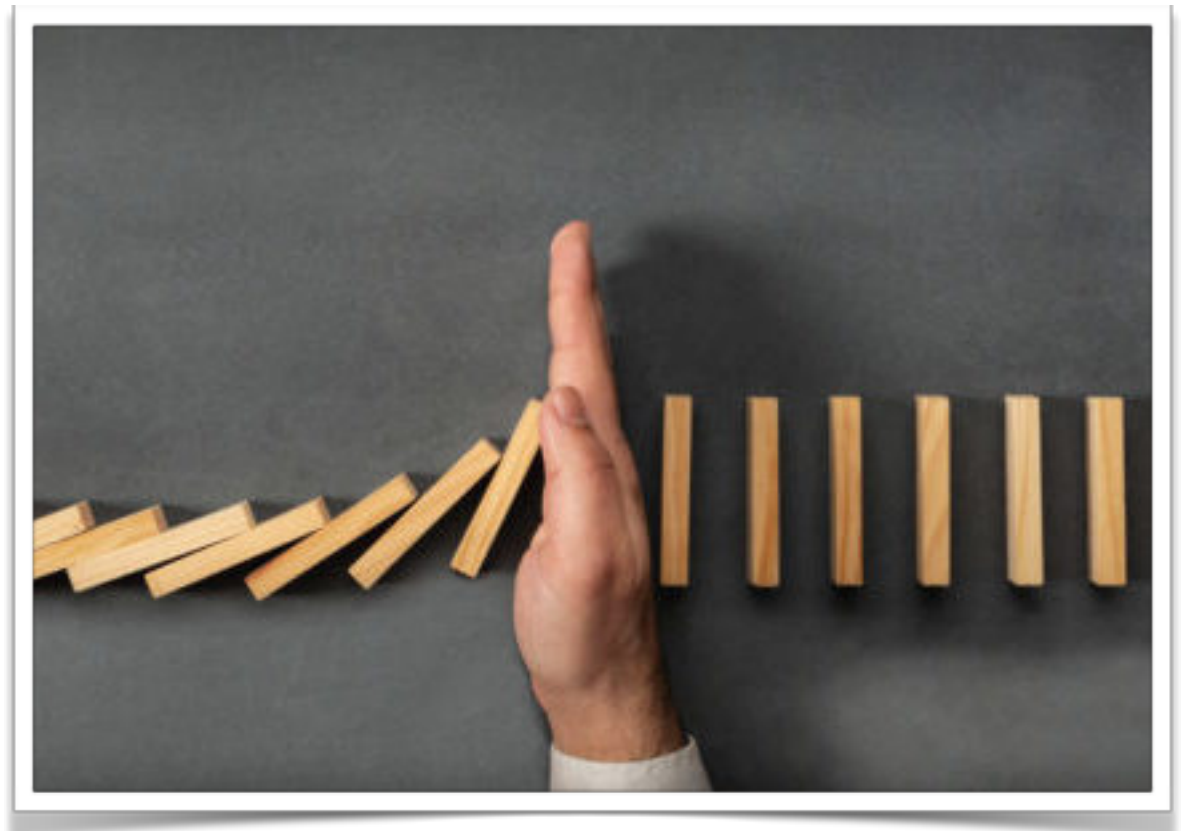


# Module 5: Creating Accountability & Establishing Healthy Boundaries

As a health coach you most likely want to give your all to every single client you work with, but there are problems with that...

In time, you will find that you are spending many hours each day on email and quickly burning out. Since without you, none of your clients can get the results they need, we will be teaching you how to set health boundaries with your clients and work.

This will enable you to also build a stronger, more sustainable health coaching business.

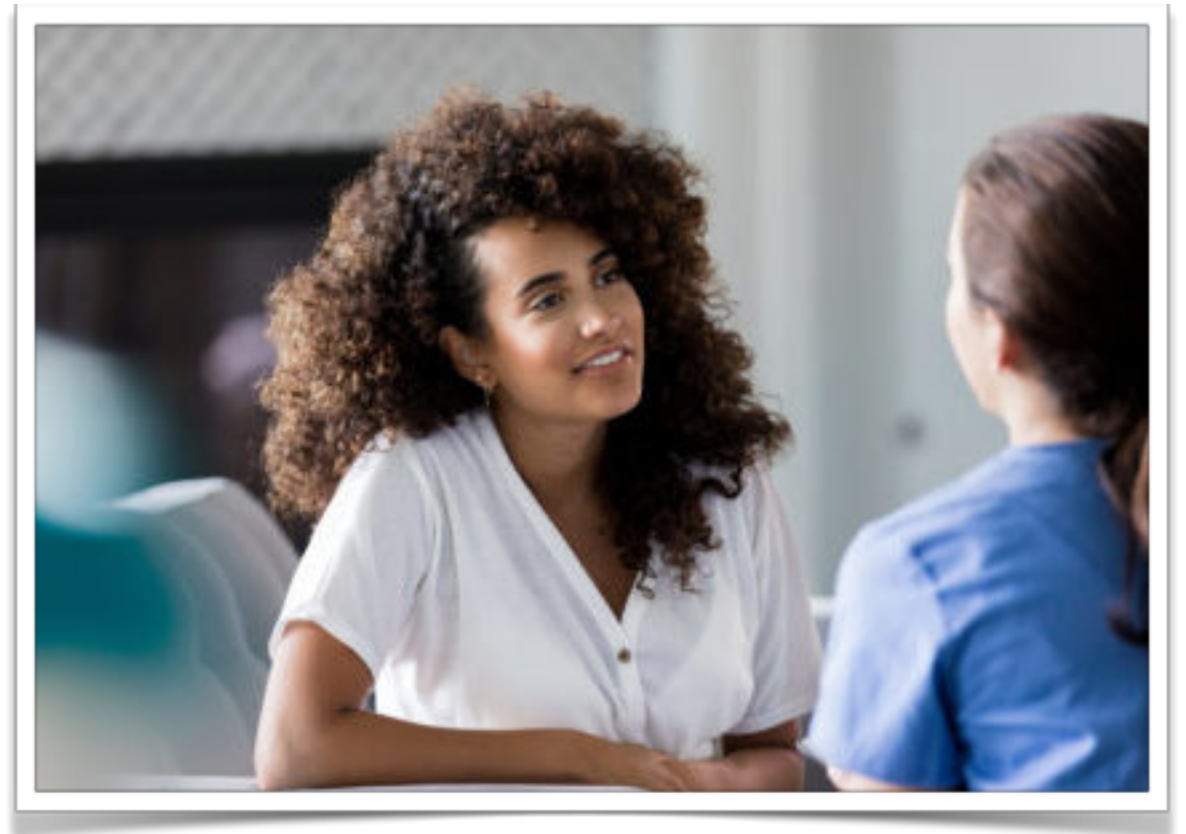


# Module 6: Effective Communication and Active Listening

All change happens in relationship, and relationships depend upon great communication.

How can you deeply listen to your client and communicate with them in a way that shows you accurately understand their meaning, care about their desires and support their goals?

In this module you will learn the art of active listening as well as how to effectively communicate in a way your client can relate to.



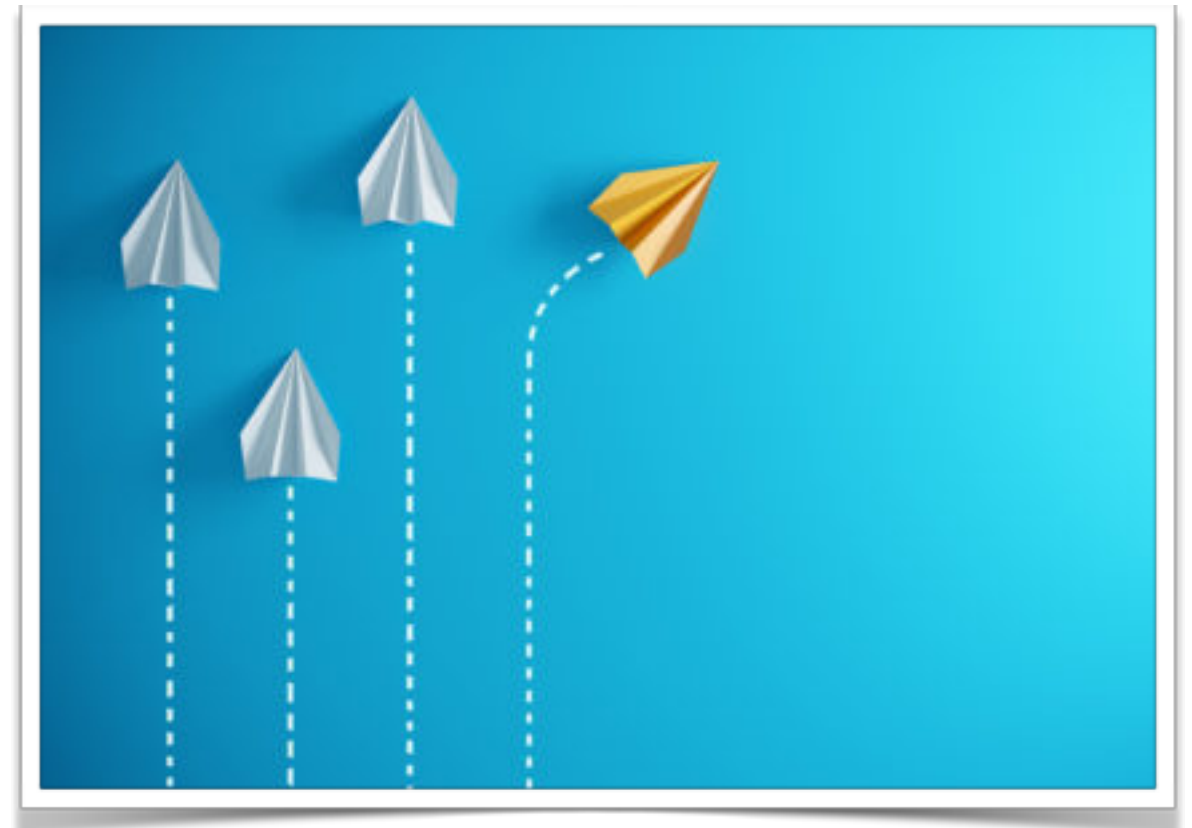


# Module 7: Facilitating Behavior Change to Get Results

In this module we will be building off of the psychology of behavior change.

We will be teaching you how to implement a program that helps your client progress up a ladder that eventually moves them to their goals.

By asking the right questions at the right time you will quickly be able to assess where that client is in terms of behavior change and you will know where to place them in the progression model.

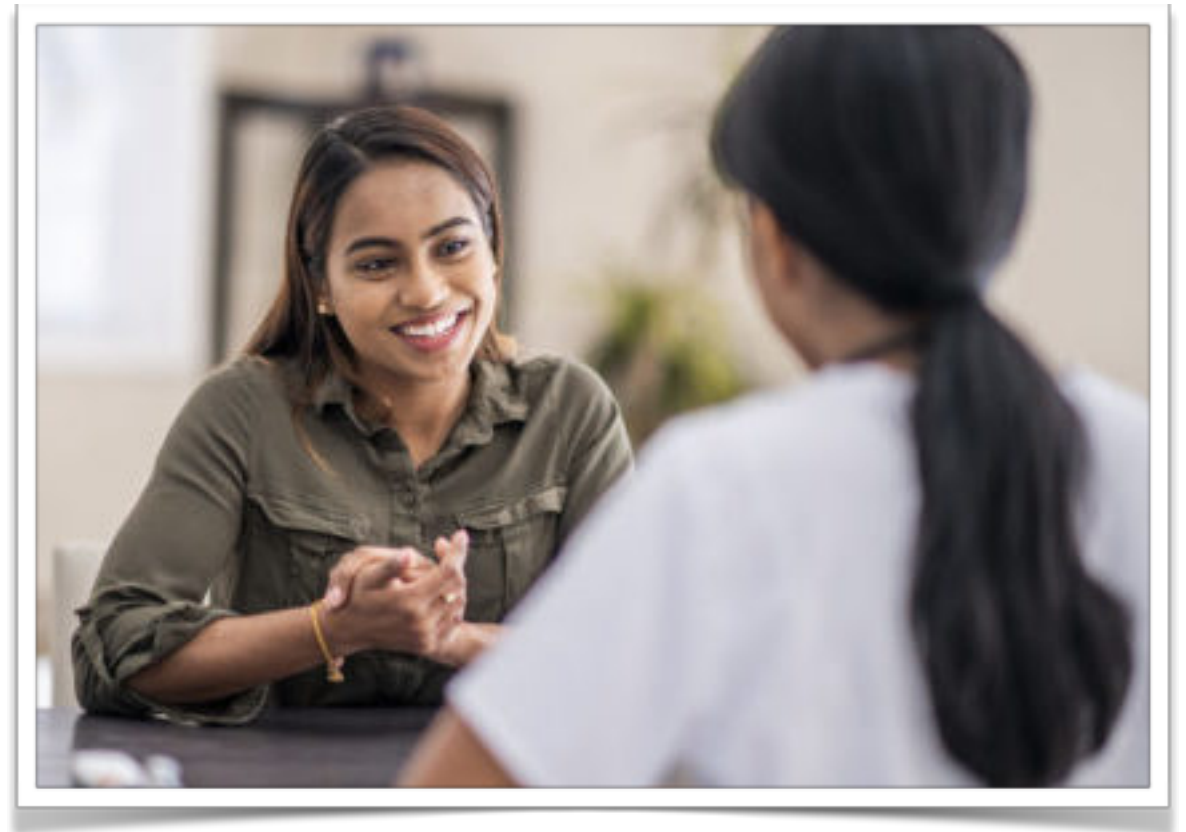


# Module 8: Creating a Powerful Coaching Agreement

How do you lay the groundwork for an effective coaching relationship with your client?

How do you set the stage right from the beginning as to how the coaching relationship will work?

We discuss what you can do in your coaching interactions to facilitate a mutual understanding between you and your client about the optimal coaching process and coaching relationship.



# Module 9: Creating Trust & Building Rapport

How do you guide your client from the initial handshake to a trusting partnership with you?

As a successful health coach, it's crucial to create a safe, supportive environment that leads to sustained mutual respect and trust between you and your client.

Not only does this foster long-term professional relationships, but can lead to them being an evangelist for your practice.



# Module 10: Coaching Challenging Clients

How do you work with a client who is helpless, hostile, skeptical or just pushes your buttons?

Learn pro tips and best practices for how to navigate challenging client interactions with skill, grace and compassion.

It is these clients that not only need you the most, but seeing their success stories can be some of the most rewarding work you will ever do.



# Module 11: Stepping into Your Personal Power & Overcoming Imposter Syndrome

One of the hardest parts of moving into your new role as an industry leading IHP health coach is stepping into your own personal power.

You have so much more potential than you are sometimes willing to show that we need to empower YOU to let it shine.

Part of this will be overcoming the “imposter syndrome” that many of us face. This module will help you to become who you were meant to be!





# How You Will Learn & Grow



# Video Modules

- 2-3 hour bi-weekly lessons
- Specific book recommendations
- Specific module follow up podcasts linked
- End of Module case studies
- Peer led Q&A
- Partner matching “study buddy” (optional)



# Support

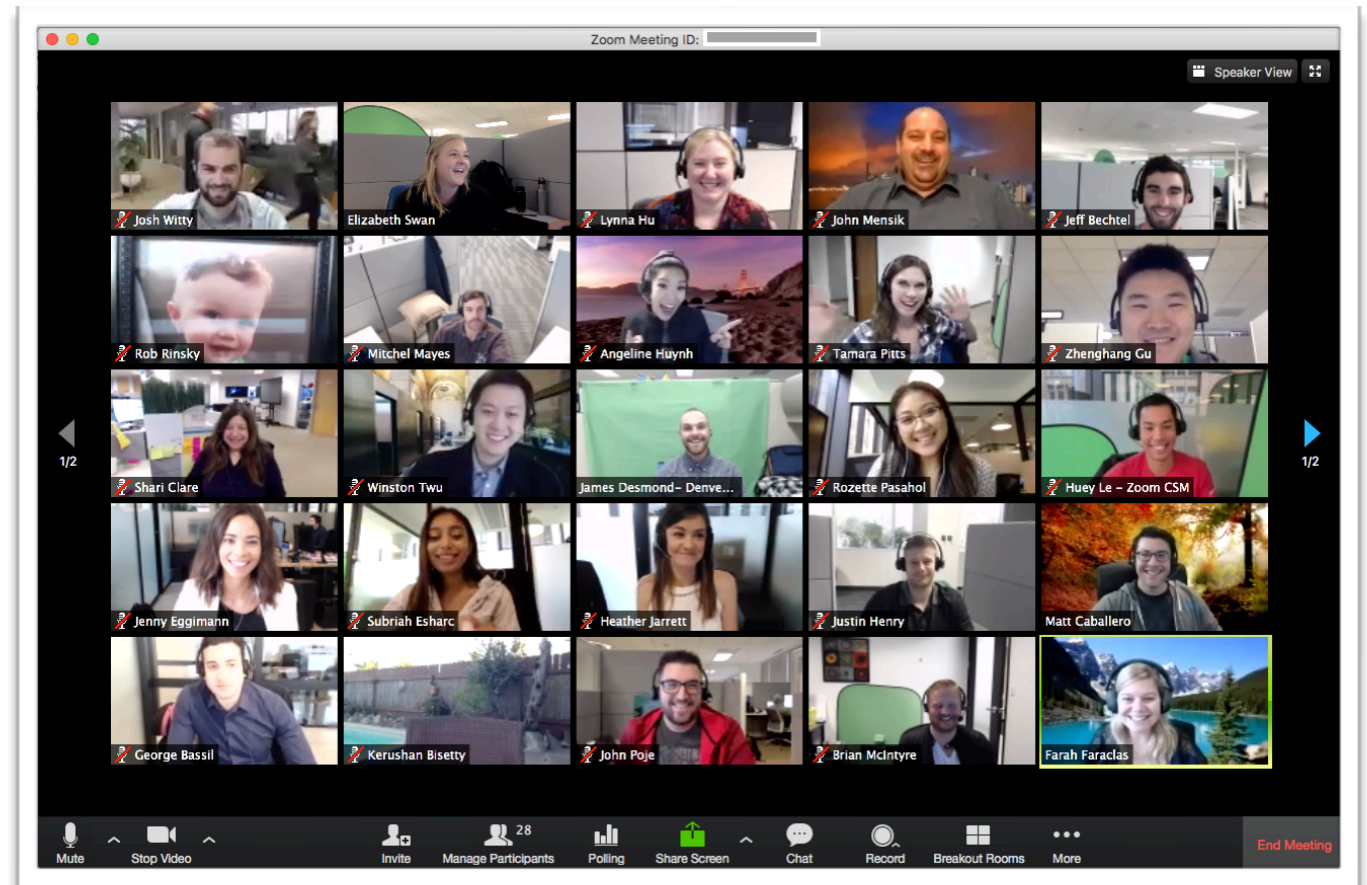
- New private IHP Mastery FB Group
- Daily (M-F) answers to Mastery material
- Peer led Q&A
- Partner matching “study buddy” (optional)





# Bi-Weekly Workshops

- Live online workshops taught by Dr. Crimmins or Dr. Cabral & IHP Faculty
- Actual case studies reviewed
- Direct Q&A with Mastery Members
- Approximately 2x/month
- Recorded on Zoom
- Attendance required for majority in order to achieve additional International Certification status



*Our IHP Mastery Charter Members!*

# Guided Course Modules

- 11 modules
- Every 2 weeks a new module opens
- At the end of that 2 weeks a live workshop enables review of case studies, homework questions, fine tuning of material, and Q&A
- The course will last approximately 6 months, but Charter Members will still have lifetime access to the material



# Graduate with Mastery

- With approximately 3-5 hours a week of material, this course will deliver over 100 hours of course work
- *Mastery* also has a live component to it, which now allows us to apply for additional International Health Coaching Certifications that you may be eligible for
- In 6 months you could graduate with your *IHPM* or *IHP2M* credentials!



# IHP Mastery

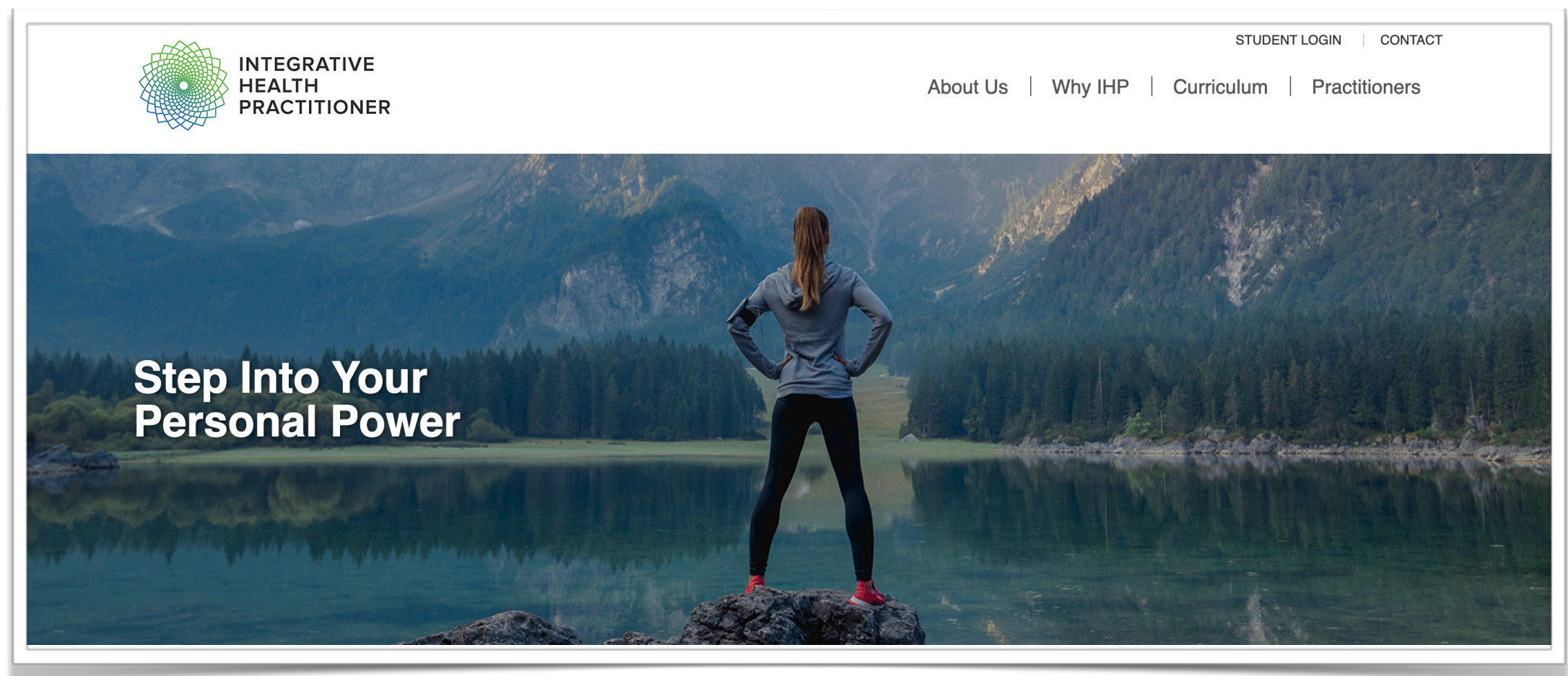
## Charter Member Benefits

- Earn the Highest IHP Mastery Credential, *IHPM* & *IHP2M*
- Master the Art of Virtual Coaching & the Psychology of Success
- Lifetime Course Access
- Exclusive IHP Mastery FB Community & Peer Support
- Become the Go-To Health Coach Locally & Virtually
- Improve Your Confidence & Effectiveness as a Coach
- Peer & Mentor Guided Support
- Live Online Workshops & Case Studies
- Take the Work You Love to the Next Level
- Save \$1000 and be 1 of the 100 Charter *Mastery Members*

**We're Excited About the  
Debut of *Mastery* & We  
Hope You'll Join the New  
IHP Mastery Community!**



# [IntegrativeHealthPractitioner.org/](https://IntegrativeHealthPractitioner.org/) Mastery





# Thank You

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 @IHP\_Certification

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