



Start Your Quest!



HG Institute's
The Coaching Elements Quest

hg-institute.com

Greetings, Traveler!



Dear Future Coach,

Welcome to HG Institute's **Coaching Elements Quest**. I'm thrilled that you're considering joining our community of forward-thinking coaches who are dedicated to addressing the unique mental health challenges of our digital age.

In today's increasingly connected world, the need for qualified coaches who understand the intersection of wellness and technology has never been greater. Our program stands at the forefront of this evolution in coaching, combining traditional wellness approaches with innovative solutions for modern challenges.

As you embark on this journey, you'll be joining a supportive community that values empathy, hope, and authenticity. Our program isn't just about earning a certification – it's about becoming part of a movement that's reshaping how we approach mental wellbeing in the digital era.

Whether you're transitioning from a gaming background, seeking to specialize in digital wellness, or expanding your existing coaching practice, our program provides the foundation, skills, and community support you need to make a meaningful impact.

We look forward to supporting you on your path to becoming a certified coach.



ALEXANDRA WAXER, LCSW-S
PROGRAM DIRECTOR, HG INSTITUTE





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Coaches, Assemble: The Rise of Coaching

WHAT IS A COACH?

A coach is a professional who empowers clients to take control of their health and well-being through personalized guidance, meaningful support, and compassionate accountability within a professional and ethical framework.

WHAT IS COACHING?

Coaching is a transformative partnership focused on helping people flourish and achieve their personal or professional goals. It's a structured approach to providing feedback and support, helping individuals develop essential skills, deepen self-awareness, and become more effective in navigating their lives and careers.

WHY IS COACHING MORE IMPORTANT THAN EVER?

In today's fast-paced world, coaching is more vital than ever, addressing rising chronic diseases, mental health challenges, and technology overload. Generic advice no longer suffices—people need personalized guidance, accountability, and support for sustainable lifestyle changes. As healthcare shifts toward prevention, wellness coaching bridges medical knowledge and real-life application, helping individuals turn health insights into actionable habits tailored to their unique needs and goals.

76%

was the increase in the number of combined US health coaches, health educators, and community health workers between 2010 and 2023.

SOURCE: MARKET RESEARCH

36%

of individuals actively seek or have already engaged with health and wellness coaches to improve their well-being.

SOURCE: CIVIC SCIENCE

63%

is the expected increase in the burden of noncommunicable conditions, such as cardiovascular disease, in low-income countries from 2020-2040.

SOURCE: MCKINSEY GLOBAL INSTITUTE

The Hero's Call: Why Become a Coach?



EMPOWER LIVES, CREATE CHANGE

If you're passionate about improving lives, fostering healthy habits, and creating meaningful change, coaching offers an ideal career path. As a coach, you'll empower individuals to overcome obstacles, facilitate genuine transformation, and provide expert guidance on their wellness journeys.



PERSONAL GROWTH AND FULFILLMENT

Coaching transforms both you and those you serve. As you support others, you'll gain self-awareness, master communication, and build confidence. Living what you teach fosters authenticity, while witnessing client breakthroughs brings deep fulfillment. More than a career, it's a journey of mutual growth and lasting impact.



FLEXIBILITY, AUTONOMY, AND FREEDOM

Coaching gives you the freedom to create a career that fits your life. You can work from home, set your own hours, and even build a client base from anywhere. You can also work for organizations and companies if you prefer built-in infrastructure and support. Whether you want to focus on a specific niche or work with different types of clients, you've got the flexibility to make it your own. It's all about creating a career that works for you and matches your lifestyle.



ANYONE CAN DO IT! HERE'S WHO CAN BECOME A COACH...

- You've overcome personal health challenges and want to help others do the same
- You're seeking a meaningful career change
- You're a wellness professional and want to expand your expertise and client offerings
- You're a healthcare professional (physician, nurse) drawn to holistic and functional approaches
- You're a Registered Dietitian looking to integrate coaching skills into your practice
- You're a recent graduate passionate about preventative health and wellness
- You're a stay-at-home parent ready for a flexible career
- You're entering retirement and want a fulfilling second career

“ The good life is a process, not a state of being.
It is a direction, not a destination. ”

~ CARL ROGERS



The HGI Nexus: Program Mission & Philosophy

HG INSTITUTE MISSION

HG Institute empowers professionals to address the emerging mental health challenges of the digital age through innovative coaching education, evidence-based practices, and collaborative community building. We cultivate transformative learning experiences that bridge traditional wellness approaches with modern digital realities, equipping our graduates to guide others toward sustainable mental wellbeing in an increasingly connected world.



Join us in transforming mental health for the **digital** generation.

HG INSTITUTE COACHING PHILOSOPHY

At HGI, we believe behavior change is about more than just making lists of do's and don'ts—it's about empowering clients and meeting them where they are. True change isn't just external; it's an internal process as well. We build upon five core principles...

- **Compassionate Understanding:** We believe effective coaching starts with deep empathy for the unique challenges individuals face in our digital world.
- **Hope-Centered Approach:** We focus on possibilities and potential, helping clients envision and work toward positive change while maintaining realistic expectations.
- **Authentic Practice:** We encourage genuine connection and transparent communication in the coaching relationship.
- **Mindful Engagement:** We emphasize the importance of presence and focused attention in both coaching sessions and digital interactions.
- **Continuous Evolution:** We support ongoing professional development and adaptation to emerging challenges in the digital age.

“ There's a core problem that we're dealing with as mental health clinicians where we're trying to help people develop healthy relationships with technology. The institutions that we rely on really need to adapt and change. ”

~ DR. ALOK KANOJIA, MD MPH



The HGI Nexus: Program Mission & Philosophy

PROGRAM OFFERINGS



THE COACHING ELEMENTS QUEST

Our comprehensive Health and Wellness Coaching program combines traditional wellness approaches with modern digital expertise, preparing you for NBC-HWC board certification with specialized knowledge in digital wellness.



SPECIALIZED CERTIFICATE PROGRAMS

Enhance your practice with focused training in high-demand areas including Digital Wellness, Content Creator Coaching, Career Coaching, and How to Raise a Healthy Gamer.



CONTINUING EDUCATION

Continue your learning and grow your expertise with our APA, ASWB, and NAADAC-approved courses designed for mental health professionals seeking to address technology-related challenges.



THE DIGITAL WELLNESS FELLOWSHIP

A supportive professional community fostering ongoing growth, networking, and collaborative learning.



Your Guides to Mastery: Program Faculty

We believe great coaching starts with transformative education. Our diverse faculty blends coaching, mental health expertise, and digital wellness, bridging traditional and modern approaches. They don't just teach—they're redefining wellness for today's connected world.



**ALEX WAXER,
LCSW-S**

Alexandra is a Licensed Clinical Social Worker (LCSW) with 10+ years of experience in Community and School Based Mental Health, and firsthand insight on the lack of access to qualified therapists and mental health resources.



**ALOK KANOJIA,
MD, MPH**

Widely regarded as the foremost expert on video game addiction, Dr. Kanojia's credentials include research, policy, teaching, and clinical expertise, as well as advising NGO's, such as the United Nations, on youth mental health.



**SARAH ALVES,
NBC-HWC**

Sarah is a National Board-Certified Health & Wellness Coach (NBC-HWC) with over a decade of experience in coaching. She combines her deep knowledge and passion for supporting caregivers and peer supporters to lead training programs and continuing education courses.



**DRAGON DING,
LPC**

Dragon is a Licensed Professional Counselor who aims to equip coaches with the knowledge to practice with a Client-Centered foundation, the skills and knowledge to help clients navigate feelings of 'in-between,' and the foundation to work with digital natives.

“Coaches are, at their essence,
experts in guiding behavior change.
It's not about giving directives—
it's about recognizing a person as whole and capable,
and helping them see that same strength within themselves.
Through this, they unlock the changes necessary
to create the life they truly desire.”

~ SARAH ALVES, NBC-HWC



The Journey Begins: Program at a Glance



DIGITAL WELLNESS EXPERTISE

As pioneers in modern coaching education, HG Institute empowers you to address emerging health challenges in our increasingly connected world.



CURRICULUM ALIGNED WITH INDUSTRY STANDARDS

Developed in alignment with the standards set by the National Board for Health and Wellness Coaching (NBHWC).



EVIDENCE-BASED APPROACH

Combine cutting-edge research with practical application to develop a nuanced understanding of behavioral change in the digital age.



LEARN FROM INDUSTRY LEADERS

Our faculty includes mental health professionals, certified coaches, and digital wellness specialists who bring diverse expertise to fast-track your coaching career.



INTERACTIVE LIVE TRAINING

Engage in real-time discussions, receive personalized feedback, and practice coaching skills in our dynamic, collaborative learning environment.



PERSONAL TRANSFORMATION

Develop coaching presence through our focus on congruence and self-awareness, growing alongside peers, instructors, and clients.



COMPREHENSIVE RESOURCES

Gain access to a professional toolkit including recordings, worksheets, and essential coaching materials designed for the modern coach.



FLEXIBLE ONLINE FORMAT

Complete your certification in as little as 20 weeks with just 5-7 hours per week, while learning at your own pace from anywhere.





The Healer's Journey: Program Structure

HG Institute's Coaching Elements Quest is a 20-week training program structured as an immersive quest through four elemental trials (Earth, Water, Fire, and Air), where you'll build your coaching abilities across five powerful domains. This curriculum combines live fellowship with other learners (synchronous training) and solo quests for knowledge (asynchronous learning).

TOTAL PROGRAM HOURS: 103 HOURS

- Synchronous Training: 76 hours
- Asynchronous Learning: 27 hours
- Weekly Commitment: 5 - 7 hours on average

QUEST STRUCTURE:

- Weekly live seminars and practice arenas for skill development
- The Reflection Hearth for integration and community building
- Four milestone practical skill assessments (Elemental Trials)
- Digital Wellness specialization included



| DOMAIN | CURRICULUM |
|---|---|
| Coaching Presence, Relationships, and Sessions | Aura of Acceptance: Creating a Supportive Environment Fellowship Foundations: Building Trust & Rapport |
| Theories, Models, and Approaches to Behavior Change | The Change Codex: Core Principles of Behavioral Change The Change Compass: Mapping Progress Through Stages |
| Skills, Tools, and Strategies | Strategic Cartography: Mapping SMART Goals Enhanced Perception: The Art of Deep Listening |
| Ethics and Professional Practice | Realm of Practice: Defining Your Domain Trust Bound: The Coach's Promise |
| Health and Wellness Knowledge | Atlas of Health: Understanding Wellness Dimensions Movement Arts: Physical Awakening |

DIGITAL WELLNESS SPECIALIZATION

Complete your journey with specialized training in Digital Wellness Coaching through the Digital Wellness Expansion Pack, empowering you to help clients find balance between their digital and physical lives in our increasingly connected world.

“ True digital wellness isn't about disconnecting—
it's about intentional connection. ”

~ ALEXANDRA WAXER



The Coach's Codex: Program Curriculum

ATLAS OF HEALTH: UNDERSTANDING WELLNESS

As a society, we often try to define or compartmentalize what it means to be 'well,' but is it really that simple? We'll help you explore wellness through a holistic lens, covering its many dimensions while challenging rigid societal definitions. This will allow you to better meet clients where they are and support them in a way that truly fits their needs.

WAVELENGTH: EMPATHIC UNDERSTANDING TECHNIQUES

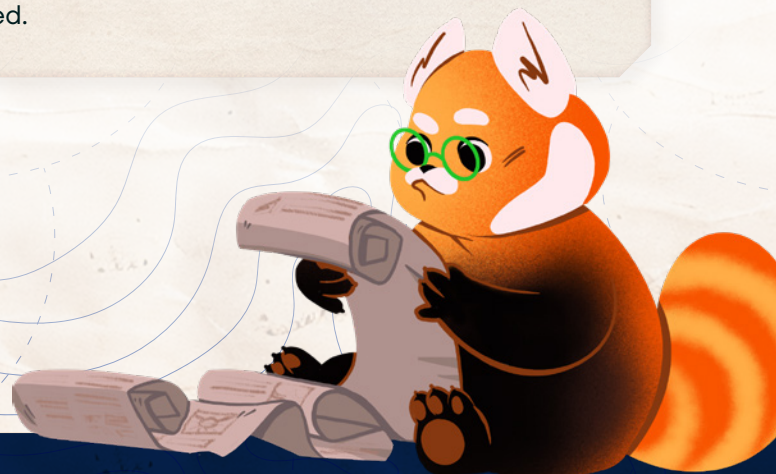
Having the right answers doesn't always matter if we're responding to the wrong questions. Too often, we speak before fully understanding, leading to frustration and miscommunication. In this program, you'll learn to tap into your empathy, develop practical skills to express it effectively, and create safe, supportive spaces for your clients.

QUEST SYNERGY: IDENTIFYING YOUR PERFECT CLIENT

Not every coach and client will be the right fit—and that's okay. What's important is understanding how to work with the client in front of you. Whether it's based on personal experience or a passion, we'll help you identify your strengths, navigate potential challenges, and develop a personal brand that aligns with your coaching style.

UNDERSTANDING TECHNOLOGY'S IMPACT ON PSYCHOLOGICAL WELLBEING

Technology can enhance our lives, but for some, excessive use leads to addiction and mental health challenges. We'll help you understand the neuroscience behind digital addiction, the psychological mechanisms that drive compulsive use, and the behavioral patterns that keep people hooked. You'll also learn how to recognize red flags for when professional intervention may be needed.





The Coach's Codex: Program Curriculum

CHAMPION'S ARSENAL: STRENGTHS- BASED COACHING

In today's world, many people struggle with comparison, often feeling inadequate or insecure. We aim to challenge those beliefs by helping clients recognize their strengths and approach growth from a place of possibility rather than deficiency.

THE CHANGE COMPASS: STAGES OF CHANGE

Everyone experiences life challenges differently, but have you ever wondered why people change at different paces? Our Stages of Change lesson will help you understand how individuals move through change, the obstacles they may encounter, and how to support them in building a fulfilling life.

WALKING WOUNDED PATHS: TRAUMA- INFORMED CARE

Conversations around trauma and how people experience it are growing. While this program is non-clinical, we'll help you understand how to support individuals who have endured experiences that deeply impact their inner world.

Game on or Game over?

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- ☐ Psychological Impact of Gaming 0/1000
- ☐ Behavior 0/1000
- ☐ Assessment 0/1000
- ☐ Assessment Tools 0/1000

Keeping up with a rapidly changing world



Earning Your Badges: Accreditation & Industry Recognition

The HG Institute Coaching Elements Quest Certification upholds the highest standards of professional education and is widely recognized in the industry:



1. INDUSTRY ALIGNED TRAINING

- 103-hour comprehensive curriculum (76 synchronous, 27 asynchronous)
- Four elemental trials (Earth, Water, Fire, Air) for skills assessment
- Specialized Digital Wellness certification included



2. PROFESSIONAL PARTNERSHIPS

- Exclusive partnership with HG Coaching for practicum hours
- Access to a robust alumni network and professional community
- Ongoing resources and professional development through the Digital Wellness Fellowship



3. QUALITY ASSURANCE

- Instruction by NBHWC-certified coaches and licensed clinical professionals
- Regular program evaluation and curriculum enhancement
- Adherence to and advancement of industry standards
- Program refinements based on comprehensive student and alumni feedback



4. INDUSTRY RECOGNITION

- Recognized leader in digital wellness methodologies
- Pioneer in specialized gaming and technology-focused coaching approaches



5. BACKED BY SCIENCE, FOCUSED ON RESULTS

Our Scientific Advisory Board and faculty team of psychiatrists, therapists, and NBHWC-certified coaches ensures our curriculum reflects the latest research and best practices. We maintain the highest educational standards while delivering practical, real-world coaching skills you can apply immediately.

“Vulnerability sounds like truth and feels like courage.
Truth and courage aren't always comfortable,
but they're never weakness.”

~ BRENÉ BROWN



Endgame: Life as a Certified Coach

JOIN A PROFESSION WHERE PASSION MEETS PROSPERITY!

Your certification isn't just a credential—it's your passport to a meaningful career where making a profound difference in people's lives goes hand-in-hand with exceptional financial rewards and personal freedom!

WHERE WILL YOUR CERTIFICATION TAKE YOU?

- Launch Your Dream Private Practice
- Transform Corporate Culture
- Partner with Healthcare Innovators
- Energize Fitness Communities
- Revitalize Community Wellbeing
- Pioneer Virtual Coaching Frontiers
- Power Up Wellness Brands
- Inspire Academic Excellence



EXCEPTIONAL EARNING POTENTIAL!

- **Thriving Financial Rewards** - The International Coaching Federation reports that coaches in North America earn an average of \$62,500 annually, with top performers commanding six-figure incomes and beyond!
- **Design Your Financial Future** - Unlike careers with fixed salary structures, your coaching's financial growth is limited only by your ambition and vision.
- **Create Multiple Revenue Streams** - Combine different types of coaching, speaking, and teaching, and more to build a diverse and resilient income portfolio.



Achievement Unlocked: Student Testimonials

“ I was able to connect with very kind, supportive people and instructors from diverse backgrounds in which we were able to support each other in the learning experience and provide valuable feedback and knowledge that will last my entire coaching career. ”

~ G. H.

“ I think I have changed and grown tremendously as a person through being a coach, my clients and peers constantly teach me lessons that apply to my own life. I love connecting with people and seeing them find their way. ”

~ T. H.

“ My actual experience was not surprising intellectually, emotionally it was striking how open minded the instructors were. It amazed me how much the curriculum prepared me for my first client. One thing I had not considered much as helping others is such “serious work”, is just how much fun the curriculum and learning with my colleagues was. ”

~ A. S.

“ I would say how much this has impacted my life, as a whole, at all levels. My marriage, relationship with my family, my friends, my co-workers, neighbours and community. I am giving more back to those in need. I am more effective at my career. I can honestly say I feel like I am living my full life. ”

~ R. K.



Quest Rewards: Investment and Opportunities

AT HGI, WE DON'T JUST TRAIN COACHES – WE EMPOWER CHANGEMAKERS.

HGI emerged from a powerful collaboration between experienced coaches, clinical professionals, and wellness experts who identified a crucial gap in the industry. We built the certification program we wished existed when we started our journeys.

Your personal experiences aren't just valuable – they're your greatest asset. Our program transforms your lived experience into professional expertise, giving you the tools to create profound, lasting change in your clients' lives.

PREMIUM CERTIFICATION AT AN UNBEATABLE VALUE: \$4,999

Why pay \$7,000-10,000 elsewhere when you can receive superior training at just \$4,999? No hidden fees. No surprise costs. Just exceptional value that respects your investment in your future.

WHAT SETS HGI APART:

- Accelerated Excellence
- Immersive Learning Experience
- Specialized Expertise
- Opportunity for Practicum
- Career-Ready Training
- Lifelong Professional Community

THE TIME TO ACT IS NOW

The coaching industry is growing exponentially, but the window for getting established in specialized niches won't stay open forever. Our next cohort is filling quickly – secure your place today and begin your journey toward a meaningful, flexible, and financially rewarding career helping others transform their lives.



1 PAYMENT OF
\$4999

5 PAYMENTS OF
\$1049

FIRST PAYMENT DUE UPFRONT



Expansion Packs: CEs & Specialty Tracks

At HGI, we believe that learning is a continuous process. As global trends evolve, it's crucial for professionals to stay ahead in order to meet their clients' needs. That's why we provide best-in-class continuing education, ensuring your coaching certification stays up to date while offering specialty training to help you advance your career and keep your skills aligned with modern trends.



CONTINUING EDUCATION

Continuing Education (CE) is a vital component for health coaches to update their knowledge and skills, ensuring they maintain certifications and stay current with industry standards. At HGI, we collaborate with subject-matter experts and align our courses with guidelines from bodies like ICF and NBWHC. By incorporating feedback from alumni and integrating emerging research, we ensure that our CE offerings remain relevant, comprehensive, and in line with the latest industry developments.



SPECIALTY COACHING CERTIFICATIONS

Specialty coaching certifications are designed for coaches who want to specialize in a specific area, allowing them to deepen their expertise and cater to niche client needs. Pursuing a specialty certification allows you to stand out, boosting your credibility, and increasing your earning potential by offering tailored support in high-demand areas. HGI will soon offer three specialty curriculums: **Creator, Family, and Career.**



Start Your Coaching Journey Now

Gain the skills and knowledge to make a lasting impact.
Build a coaching career that aligns with your passions and lifestyle.
Shape a brighter future for yourself and those you serve.

If you have any questions,
please feel free to email hgisupport@hg-institute.com.

