

## Reimagining Wellbeing Training Overview and Outline

### Overview

The wellbeing industry is in the midst of a significant evolution. Many wellbeing professionals are thinking differently about health, human nature and behavior change – and doing their best to figure out how to apply this new thinking to increase the impact they can have on the lives of those they serve. As this transformation is occurring, there's much conversation about how wellbeing initiatives need to change in order to better align with the realities of human nature and become more meaningful and relevant to those who might benefit from them.

What's often missing in these conversations though is how wellbeing professionals *themselves* need to grow and adapt not just keep up with the change, but to confidently lead their companies or communities into the next generation of wellbeing. Changing the status quo in an industry, company or community requires that we do important inner work to develop the knowledge, skills and courage that effectively leading transformation demands.

This intensive training seminar will focus on both these essential elements of health promotion work – evolving our industry's approach to wellbeing and evolving ourselves to become stronger catalysts for change within our circles of influence.

In part one, we focus on the transformations that need to occur in the wellbeing industry more broadly in order to have greater impact on the health and quality of life of those we serve. We'll explore the following topics through the latest research and share practical, real-life strategies for addressing each:

- Moving from a biomedical model to an interconnected approach to wellbeing
- Rethinking change – updated thinking on how humans are motivated and how they move through the change process
- Correcting for incentives – what the research says about the efficacy of incentives and what to do instead
- Shifting from a weight-centric model to a weight-neutral approach to health

In part two, we'll focus on growth and transformation for the wellbeing professional themselves. We'll discuss a variety of key issues that many wellbeing professionals struggle with and offer strategies for expanding their value proposition and more confidently eliciting change, including:

- Broadening knowledge and skillset
- Building relationships and alliances
- Developing a powerful communication style
- Practicing courageous leadership

## Detailed Outline

### Part 1: Shifting the Status Quo in the Health Promotion Industry

What	Learning Modalities/Approach
<b>Welcome and Introductions</b> (30 minutes) <ul style="list-style-type: none"><li>• Setting the tone</li><li>• Reflection activity: What brings you here? Identify intention</li><li>• Meet others in the room</li><li>• Facilitator introductions</li><li>• Admin</li></ul>	<ul style="list-style-type: none"><li>• Quick written reflection to set intention (“I give myself permission to ...”)</li><li>• Activity: Icebreaker activity with participants physically moving and greeting a few other people in the room</li><li>• Group share – who I am and why I’m here</li></ul>
<b>Biomedical to Interconnected</b> (60 -75 minutes) <ul style="list-style-type: none"><li>• Research and theory</li><li>• Practical application</li></ul>	<ul style="list-style-type: none"><li>• Lecture with discussion embedded</li><li>• Activity: 5 stations, brainstorming with groups on how to apply in their environments</li></ul>
<b>Rethinking Change</b> (60 – 75 minutes) <ul style="list-style-type: none"><li>• Research and theories</li><li>• Practical application</li></ul>	<ul style="list-style-type: none"><li>• Lecture with discussion embedded</li><li>• Video: What’s under the surface?</li><li>• Written reflection and activity</li><li>• Group activity – share</li></ul>
<b>Correcting for Incentives</b> (60 – 75 minutes) <ul style="list-style-type: none"><li>• Research</li><li>• Practical application</li><li>• Case study</li></ul>	<ul style="list-style-type: none"><li>• Lecture with discussion embedded</li><li>• Written reflection and activity – redesign a program in your organization</li><li>• Group activity – share redesign ideas and get feedback</li></ul>
<b>Weight to Wellbeing</b> (90 minutes – 2 hours) <ul style="list-style-type: none"><li>• Research: why not weight?</li><li>• Introduction to HAES</li><li>• Practical application</li></ul>	<ul style="list-style-type: none"><li>• Lecture with discussion embedded</li><li>• Video: understanding the experience of people in larger bodies</li><li>• Pair activity – Reactions? Challenges? Ideas?</li><li>• Written reflection and activity – where can you start?</li><li>• Group share flip chart</li></ul>

## Part 2: Transformation for the Wellbeing Professional and Team

What	Learning Modalities/Approach
<p><b>Broaden knowledge and skillset</b> (30 – 45 minutes)</p>	<ul style="list-style-type: none"> <li>• Lecture with discussion embedded</li> <li>• Written reflection</li> <li>• Pair share</li> </ul>
<p><b>Build relationships and alliances</b> (30 – 45 minutes)</p>	<ul style="list-style-type: none"> <li>• Lecture with discussion embedded</li> <li>• Written reflection</li> <li>• Pair share</li> </ul>
<p><b>Develop a powerful communication style</b> (90 minutes – 2 hours)</p>	<ul style="list-style-type: none"> <li>• Video – demonstration of how not to communicate</li> <li>• Combination: content/ideas shared by facilitator; participants reflect and share how this applies to a specific communication opportunity they have; we repeat this process many times as we work our way through the content to keep it personal and applicable</li> <li>• Role play in pairs: Intention setting and active listening</li> </ul>
<p><b>Practice courageous leadership</b> (90 minutes – 2 hours)</p> <ul style="list-style-type: none"> <li>• The role of empathy and vulnerability</li> <li>• Reckoning with uncomfortable emotions</li> <li>• Courage-building strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Video</li> <li>• Combination lecture and discussion</li> <li>• Written reflection activities</li> <li>• Pair activity</li> <li>• Group share</li> </ul>
<p><b>Team Talk: Making it Actionable</b> (60 – 90 minutes)</p> <ul style="list-style-type: none"> <li>• Group reflection on key points: priorities; challenges; next steps</li> <li>• Creation of a development plan and establishment of accountability for action items moving forward</li> </ul>	<ul style="list-style-type: none"> <li>• Guided discussion with written reflection designed to help audience laser in on meaningful and actionable items relevant to their team and themselves individually</li> </ul>

## Facilitators



**Rebecca Johnson** has been involved in the health promotion field her entire adult working life. Starting with work in exercise physiology and fitness during college, Rebecca quickly gravitated to understanding people and wellbeing holistically and her career has developed through many iterations since then. She has a master's degree in mental health counseling and worked for several years as a therapist. This experience, in conjunction with two decades of coaching individuals, facilitating groups and self-study in many different areas of health and wellbeing, have given Rebecca a breadth and depth of knowledge about human nature and behavior change that is unusual in the wellbeing field. In recent years, Rebecca has expanded her knowledge and skillset to include expertise in cultural transformation, leadership development and business performance. She understands the environments many wellbeing professionals are working in as well as the challenges they face when trying to evolve initiatives or change the status quo. Today, in addition to her work with wellbeing professionals, Rebecca works closely with business leaders who are concerned about the health and performance of their employees; she provides consulting and training services that further broaden her understanding of what it takes to support wellbeing holistically and connect wellbeing to business performance. Rebecca has a variety of relevant certifications from WELCOA, Salveo Partners (Thriving Culture Certificate), Judgment Index, Wellcoaches and other organizations. She has written or co-written nearly a dozen white papers and published articles and co-developed a unique training for wellness professionals that helps them expand their value proposition and have greater impact and influence.



**Natalie Johnson** has been in the health and wellbeing field for over 30 years. Her educational background is in Performance Nutrition, Exercise Physiology and Performance Psychology. After working in a university setting for over a decade she transitioned to healthcare specifically to work with self-insured employers and their carriers to create holistic wellbeing initiatives. She has an extensive background in women's health, population health, medical integration and is considered an Obesity Specialist. Natalie is an award-winning consultant and speaker who recognizes the impact of leadership on the overall health of an organization. She is a Certified Dare to Lead Facilitator, Performance Coach, Wellness Coach and Fitness Trainer. Today Natalie works with organizations globally to create thriving cultures through courageous leadership and purpose-driven wellbeing approaches.

For more information on the Reimagining Wellbeing training for yourself or your team,  
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