



Transformational Health Coaching: Advancing Your Professional Practice

Beyond surface-level goal setting, working with core beliefs and values enables deep and sustainable lifestyle and health behaviour change



OUR EXPERIENCE & VISION

Goals and efforts at level of behaviour without addressing deeper aspects often end up abandoned or unfulfilled

Lasting behavioural change arises from deep, often internal shifts in beliefs, values, identity and relationships

Lasting change comes when we connect with who we really are and bring meaning and purpose into our lives

WellDOING



Inside Out



WellBEING

A deeper dive...
Health Coaching
approach

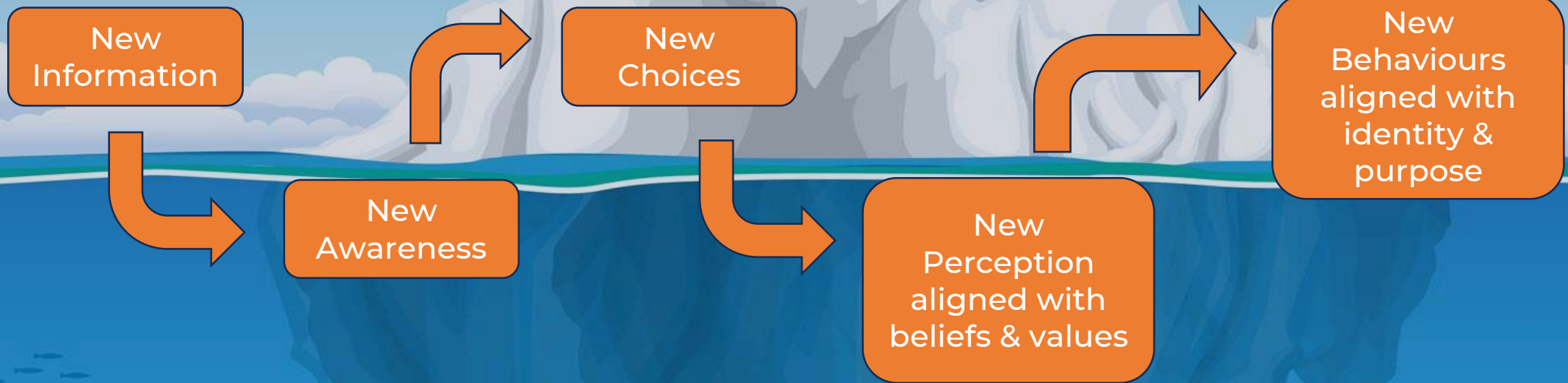


Design
Your Life
Coaching



UKIHCA

THE CLIENT'S JOURNEY



Levels of Awareness

COGNITIVE | SOMATIC | EMOTIONAL

THE LOGICAL LEVELS OF CHANGE

Based on Robert Dilts' Model

The Iceberg Model & Exploration

ENVIRONMENT

What is happening - places, people, surroundings

BEHAVIOURS

What am I doing/not doing?

CAPABILITIES

Skills & knowledge

BELIEFS & VALUES

Core principles & assumptions

IDENTITY

Who a person believes they are

SPIRITUALITY/PURPOSE

Meaning & connection beyond oneself



Design
Your Life
Coaching



UKIHCA

ENVIRONMENT

- External conditions and surroundings that influence behaviour
- Internal conditions such as pain, fatigue, emotions strength
- Includes people, places, circumstances and material elements



The Question:

How does your environment support or detract from what you want to achieve in this situation/issue?

BEHAVIOURS

- Visible actions and reactions
- Habits and responses to the environment
- What you are doing or not doing in this situation



The Question:

What behaviours help or hinder you in this situation?

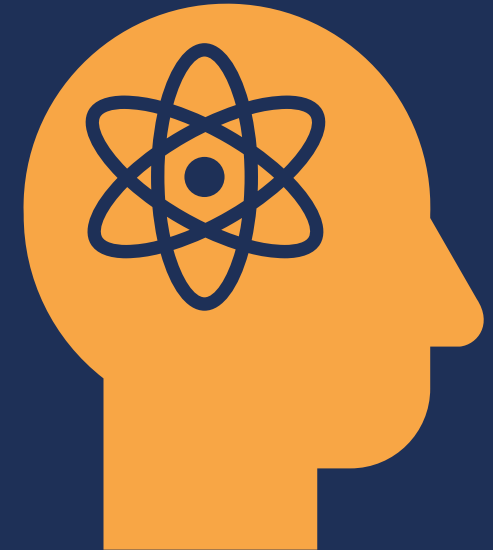
CAPABILITIES

Skills & Knowledge

- Skills, strategies, and abilities a person can use influences how actions are planned and executed

The Question:

What skills and/or capabilities do you rely on or might be useful to add?



BELIEFS & VALUES

- Drive motivation, priorities, and judgments
- Core principles and convictions that shape perception



The Question:

What beliefs and core values guide you in this situation?

IDENTITY

- Who you believe you are in this situation
- Core self-concept and personal identity
- Shapes decisions, actions and long-term life outcomes
- Behaviour becomes secondary because this is just who you are, it's just what you do, when change happens at the level of identity its embedded lasting change



The Question:

Who are you when xxxx ? (in this issue/situation)

SPIRITUALITY / PURPOSE

- The deepest/highest level in the model
- Reflects a sense of meaning and connection beyond individual identity
- Focuses on purpose in life and connection to the greater whole



The Question:

What is your highest purpose in this situation?

EXAMPLE CASE STUDY

Healthy Eating: “Liam’s Plate - Nutrition Beyond the Calorie”

(An illustration of how Logical Levels uncovers deeper drivers for lasting change)

Part 1 – The Surface Struggle

Profile

- Liam, 29-year-old software developer
- Heavy fast-food consumer (~3 drive-thru meals/week) and frequent desk snacker

Stated Goal

- **Goal:** “I want to lose 10 kg, have sustained energy, and better health.”
- **Existing Strategy (that hasn’t worked):** “I’ll track calories and cut carbs.”

Efforts & Roadblocks

- Followed a 1,500 kcal/day app plan for 6 weeks
- Skipped weekend tracking “because it’s social time”
- Felt failure when friends ate pizza; binged late at night

Key Insight

- External rules and his existing strategies clashed with his social identity and stress cues → plan collapsed → self-label “weak”

EXAMPLE CASE STUDY

Healthy Eating: “Liam’s Plate - Nutrition Beyond the Calorie”

Part 2 – Mapping through Logical Levels

LEVEL	SURFACE INDICATORS	DEEPER DRIVERS
Environment	Busy desk job; fridge and snacks within arm’s reach	Associates food with short mental breaks during coding marathons
Behaviour	Quick grabs - drive-thru, vending or desk snacks	Uses sugar/fat for immediate stress relief
Capabilities	Knows about macros; shops for groceries	Lacks simple batch-prep strategies that fit his unpredictable schedule
Beliefs & Values	“I should eat clean.”	Belief: “I deserve a reward after a hard coding sprint.” Anchor values: Vitality, Presence
Identity	“I’m a busy developer who works hard.”	Unconscious: “I’m not someone who plans meals and snacks in advance.”
Purpose / Spiritual	Wants to lose weight, sustain energy and mental clarity	Core purpose: “To feel creatively energized for work and life.”

EXAMPLE CASE STUDY

Healthy Eating: “Liam’s Plate - Nutrition Beyond the Calorie”

Part 3 – Transformation by Working Backward

1. Purpose → Identity

- Reframe Purpose: Eating as fuel for creativity & connection
- New Identity: “I am a creative problem-solver who honours my body.”

2. Identity → Beliefs & Values

- Replace “reward foods” with “nourishing experiences”
- Continue to anchor values: Vitality & Presence

3. Beliefs & Values → Capabilities

- Master two 15-minute batch-prep recipes (meals + snacks) for Sundays
- Develop a simple weekly meal-planning template to guide grocery shopping and prep

4. Capabilities → Behaviour

- Swap drive-thru for midday “power-bowls” at home
- Use a kitchen timer as a creative break cue

5. Behaviour → Environment

- Create a “Fuel Station”: pre-chopped veggies, portioned snacks, visible recipe cards
- Manage energy & blood sugar by planning meals and snacks in advance

EXAMPLE CASE STUDY

Healthy Eating: “Liam’s Plate - Nutrition Beyond the Calorie”

Outcome – Lasting Benefits

- **Objective Results (3 months):**
 - Weight Loss: –7 kg toward his 10 kg goal
 - Fast-food meals: 3→0 per week
 - Blood-sugar dips: daily crashes → none reported
- **Subjective Benefits:**
 - Energy: 4/10→8/10 average daily rating
 - Mental clarity: “Sharper focus, fewer mid-afternoon slumps”
 - Mood: “Less guilt, more enjoyment of food and work”
- **Sustainable Shift:**
 - No rigid calorie counting - meals and snacks flow naturally from his identity and values
 - Liam feels creatively energised, deeply aligned, and effortlessly nourished

THE EXERCISE IN SUMMARY

Decide Your Focus

- Issue, Problem, Situation, or Goal

This could be a situation you are in, something you are already living, a goal or dream situation you would like to have

In relation to the above...

- What is your highest purpose?
- How do you define your identity
- What beliefs guide you?
- What capabilities do you rely on or might you need?
- What behaviours help or hinder you?
- How does your environment support your goals?

INTEGRATED MODEL

The Logical Levels in Context

- Change can occur at any level, but **deeper levels** often drive lasting transformation
- True wellbeing (not just 'welldoing' for a while) is what we believe leads to **lasting sustained change**
- Alignment across levels leads to **congruence** and **clarity**

CONSIDER...

- Health Coaching at the level of behaviour can create **change**
- Health Coaching at the level of beliefs and values **sparks transformation**
- Health Coaching at the level of identity and purpose is **liberation**



UK & INTERNATIONAL
HEALTH COACHING ASSOCIATION

www.ukihca.com

info@ukihca.com



Design
Your Life
Coaching

www.designyourlifecoaching.ie

shane@designyourlifecoaching.ie