Health Coaches
AUSTRALIA & NEW ZEALAND ASSOCIATION

CONFIDENT COACH KICKSTART

Student Welcome Pack



Introduction



Welcome to the Confident Coach Kickstart! This is HCANZA's flagship program to build confidence in starting a business.

A team of experienced coaches help you build skills and confidence in starting a coaching business. You'll gain practical tools and skills to position your value, develop clear messaging, and speak confidently to win prospective clients.

Learning Outcomes

The key learning outcomes for this program include:

1 **Clarity**
A defined niche, clear messaging and confidence in connecting with clients

2 **Structure**
A structured offer and startup pricing strategy

3 **Confidence**
A communication strategy and plan to start sharing the offer

4 **Strategies**
Strategies to help you build authority and enhance your perceived value



Activities & Support

Each monthly module includes:



01 Live Sessions (Thur 6pm AEST)

A 90-minute teaching session that:

- raises self-awareness and/or
- teaches a practical business concept

A 60-minute implementation session to:

- guide application in real time
- encourage & support confident action

Session recordings are uploaded to the member portal through the course.

02 Resources

Each module includes one or more resources or worksheets to give you clarity and support implementation.

Some are provided at live sessions; others are pre-loaded into the portal.

03 WhatsApp

Stay connected between sessions in our WhatsApp group!

Program Curriculum

Each Module runs for 1 month, with 2 x live sessions on Thursdays @6pm Sydney time

Module 1 (May)

Presenter: Melanie White
Title: Your Value & Professional Identity

Summary: Get clear on your worth as a coach so you can talk about your business with more confidence & clarity.

Module 2 (June)

Presenter: Mel White/Tristan Fahey
Title: Define Your Niche & Ideal Client

Summary: Deeply understand your ideal client, learn their language and draft key messages that resonate.

Module 3 (July)

Presenter: Ree George
Title: Confident Client Conversations

Summary: Initiate meaningful client conversations and authentic invitations to work together.

Module 4 (August)

Presenter: Christine Boucher
Title: Authority & Visibility with Workshops

Summary: Increase your visibility, build trust and create real opportunities with engaging workshops.

Module 5 (September)

Presenter: Mel White, Sue Cosgrove
Title: Elevate Your Coaching Offer

Summary: Increase the perceived value of your services; design a simple offer; price with confidence.

Module 6 (October)

Presenter: Sharon Curtain, Ruth Kent
Title: From Insight to Action

Summary: Translating insights into action: experienced coaches share stories, develop a 90-day plan.

Program Timetable

This is the meeting link for all events: https://us02web.zoom.us/j/82424122739

Click here to add all events to Calendar OR Download calendar file.

Module	Presenter	Learning Session	Q&A / Implementation Session
Your Value & Professional Identity	Melanie White	May 14 (Join here)	May 28 (Join here)
Define Your Niche & Ideal Client	Melanie White & Tristan Fahey	June 11 (Join here)	June 25 (Join here)
Confident Client Conversations	Ree George	July 16 (Join here)	July 30 (Join here)
Build Authority with Workshops	Christine Boucher	August 13 (Join here)	August 27 (Join here)
Elevate Your Coaching Offer	Melanie White & Sue Cosgrove	September 10 (Join here)	September 24 (Join here)
From Insight to Action	Sharon Curtain & Ruth Kent	October 15 (Join here)	October 29 (Join here)

Getting Started

Block your calendar

- Schedule all webinar dates
- Schedule 1 hour per week of non-negotiable time to complete tasks

Come prepared

- Some modules include pre-work; download this and listen before the live session/s

Be open

- Ask questions, ask for help
- Share experiences

Prioritise action

- After the sessions, use your scheduled time to either action what you've learned, or book a slot to do so

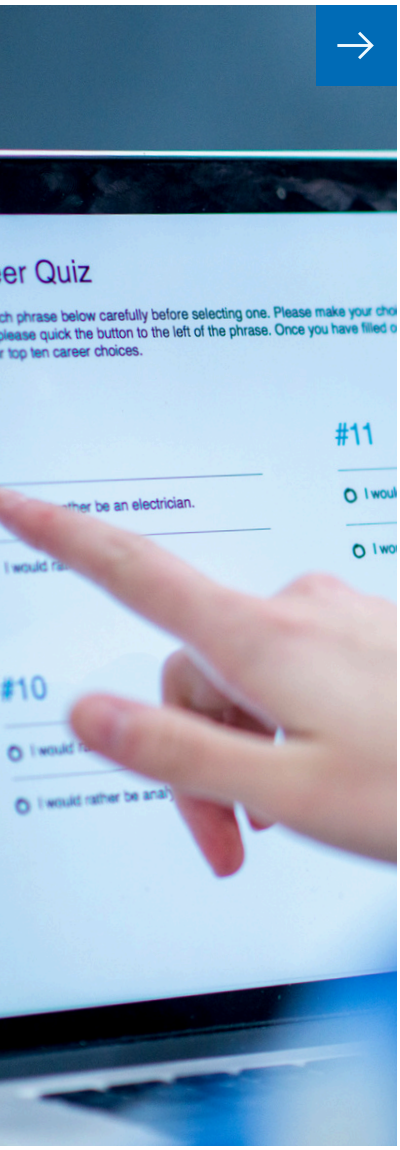
Stay Connected

- Scan the QR Code on the right to **join the WhatsApp support group!**



Completion & CPD

This program is eligible for 15 CPD (Business Skills) when:



01 Completion means finishing all of these tasks:

1. Attend at least 4/6 Education sessions
2. Attend at least 4/6 Implementation sessions
3. Submit a quiz for each Module
4. Submit feedback for each Module
5. Submit overall course feedback

02 Attendance

Attendance is marked at each session by the Facilitator.

Active engagement (chatbox, breakout rooms, polls, discussion) is encouraged.

03 CPD Allocation

CPD points will be allocated when all completion tasks are finalised.

Concerns & Grievances

HCANZA is committed to a respectful and psychologically safe environment. All concerns will be handled confidentially and professionally.

Professional Standards

All presenters are committed to:

- Complying with their Agreement
- Maintaining professional boundaries
- Operating within scope of practice
- Representing HCANZA with professionalism.

Feedback

- Your feedback will be requested after each session via Google forms (this is a completion activity).

Participant Concerns

If you have concerns on session content, delivery or conduct:

- Concerns should be directed to Melanie White or HCANZA directly
- Concerns will be reviewed confidentially
- Where appropriate, the presenter will be consulted or informed and given the opportunity to respond where appropriate.
- Resolution will focus on fairness, learning and professionalism.



Contact Information

Technical Challenges

Contact Susan on
admin@hcanza.org

Program Queries or Concerns

Contact Melanie on
melanie@melaniejwhite.com