

ICF CONVERGE

OCTOBER 23-25, 2025 • SAN DIEGO



The Mental Well-Being Imperative: Coaching Beyond Burnout

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Ellen



H  l  ne

Objectives



Differentiate

mental well-being, stress, burnout, & depression



Assess

your mental well-being & coaching skills around it



Create

safe, non-judgmental space for exploring mental well-being



Implement

LIVE CASE!
evidence-based strategies:
**Detect,
Prevent
Sustain**
(™)

Today

1

Coaching
Landscape

2

Mental
Well-being
Imperative

3

Mental
Health
Spectrum

4

Causes of
Stress

5

Strategies:
Prevention
@Home

6

Strategies:
Prevention
@Work

LIVE!

1. Coaching Landscape

Coaching Mental Health & Burnout

Why?

85% of coach practitioners reported clients seeking support for mental well-being

Mental Health & Burnout significant workplace issues

Coaches can play a crucial role supporting resilience & stress management

Many coaches lack formal training

Organizations increasingly seek trained coaches

Coaching Landscape

- 109,200 professional coaches worldwide
- 2025 projection ~167,300)
- > 60% since 2019
- 50,065 ICF-certified coaches
- 143 countries
- Industry thriving, expanding rapidly

**ICF 2023 Coaching Study*

What we hear from coaches...



Standing Out in a Crowded Market



2. Mental Well-Being Imperative

The Growing Mental Health Crisis

- **77%** experience work-related stress
- **75%** report having experienced burnout symptoms
- **60%** say stress negatively impacts their mental health
- Depression & anxiety contribute to **12 billion lost workdays/yr/world**
- **41%** of employees report high stress daily
- Burned-out employees nearly **3x** more likely to be job hunting
- **1 million workers** absent daily due to stress-related issues
- **750,000 deaths / yr/globally** linked to overwork-related conditions
- **74%** report negative mental health at work

Why Mental Health Coaching is the Future

- **74%** of companies increasing investment in workplace well-being
- **94%** of employees **expect** mental health, stress management support
- Burnout coaching **reduces stress, boosts productivity, enhances job satisfaction**
- Leaders receiving coaching report **lower burnout, greater resilience**
- Mental Health and Burnout coaching is a **strategic investment in retention, productivity, employee well-being, & long-term success**

***Mental Health Coaching is no longer optional —
it's a strategic necessity***

The Business Case for Coaching

- Coaching delivers a **7x ROI**
- **70%** of coached employees improved performance
- Coaching significantly **reduces** burnout, emotional exhaustion
- Strong coaching cultures **drive engagement, retention**
- Coaching improves stress management by **39%**.

Investing in mental health coaching gives a competitive advantage

Mental Health Coaching: Bridging the Gap

- Generic wellness programs fail to address individual needs
- HR and leadership require scalable, proactive well-being solutions
- Mental Health coaching provides personalized, high-impact strategies
- Coaches empower employees and leaders to prevent, detect, and manage burnout effectively

Coaches who are knowledgeable bridge the gap between well-being initiatives and real results

Coaching vs. Therapy

Coaching:

- Future-focused: Solutions, goal-setting, accountability
- Resilience-building: Supports mindset shifts, stress management
- Action-driven: Encourages self-awareness, productivity strategies
- Work-life balance: Helps create sustainable habits, professional well-being

Therapy:

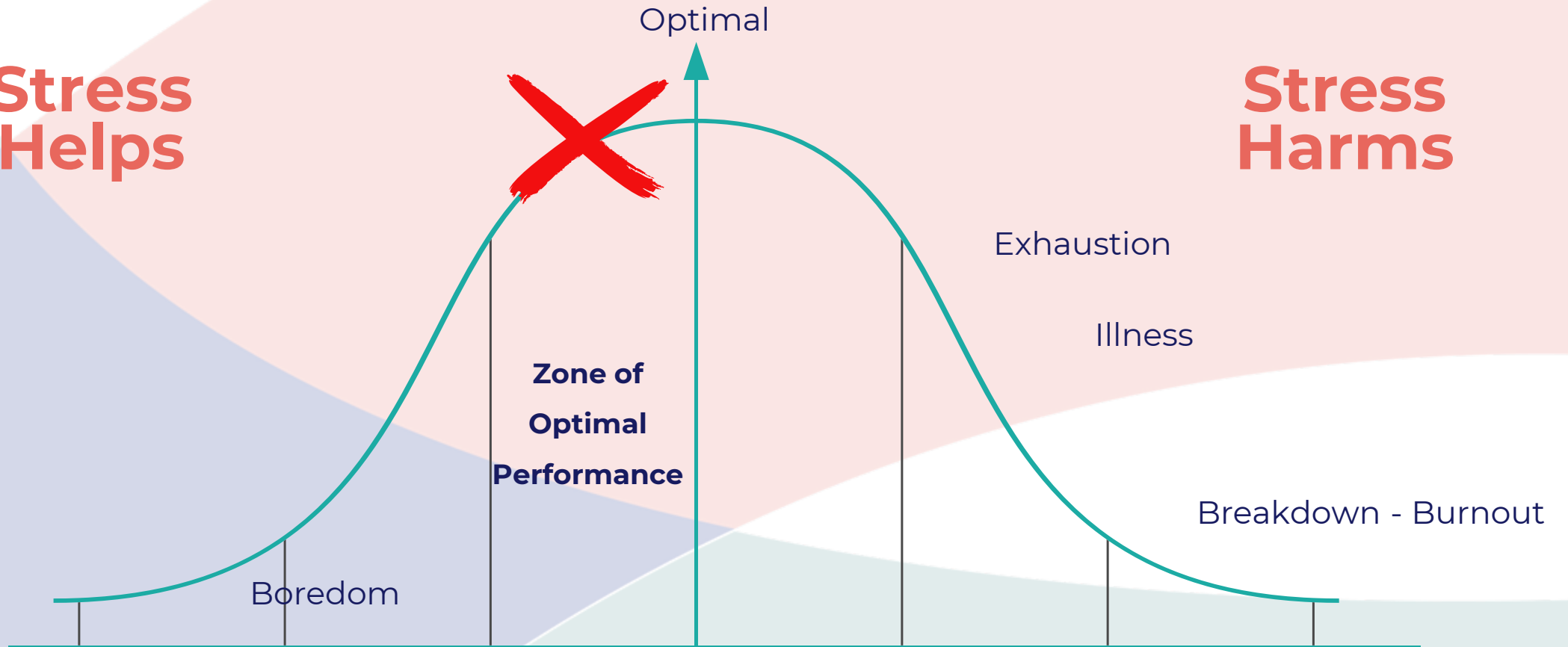
- Past-focused: Addresses trauma, emotional distress, mental disorders
- Healing-oriented: Provides coping mechanisms, psychological support
- Licensed professionals: Delivered by mental health experts
- Treatment-based: Focused on emotional recovery, mental wellness

3. Mental Health Spectrum: Self-Assessment

Yerks Dodson Law

Stress Helps

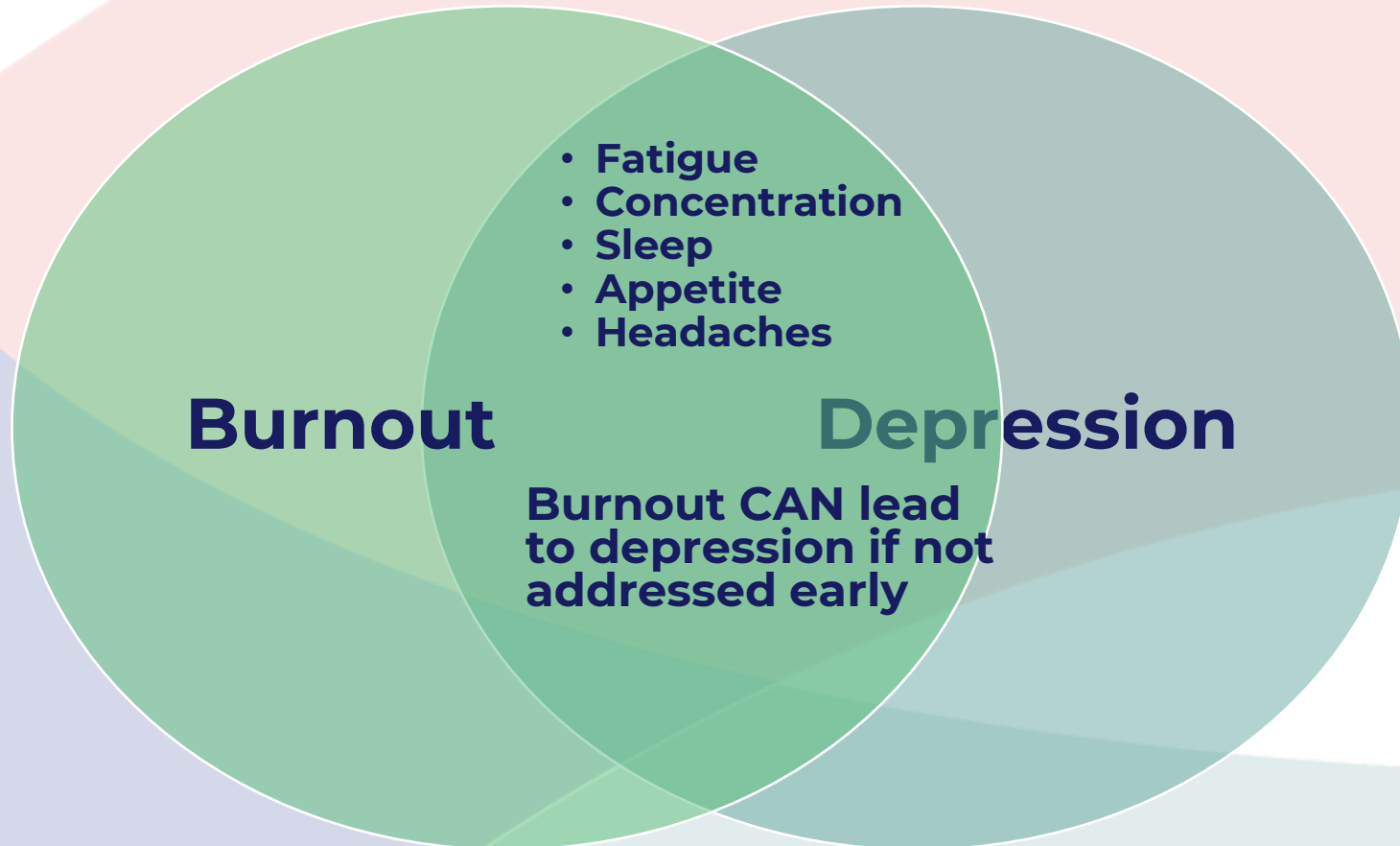
Stress Harms



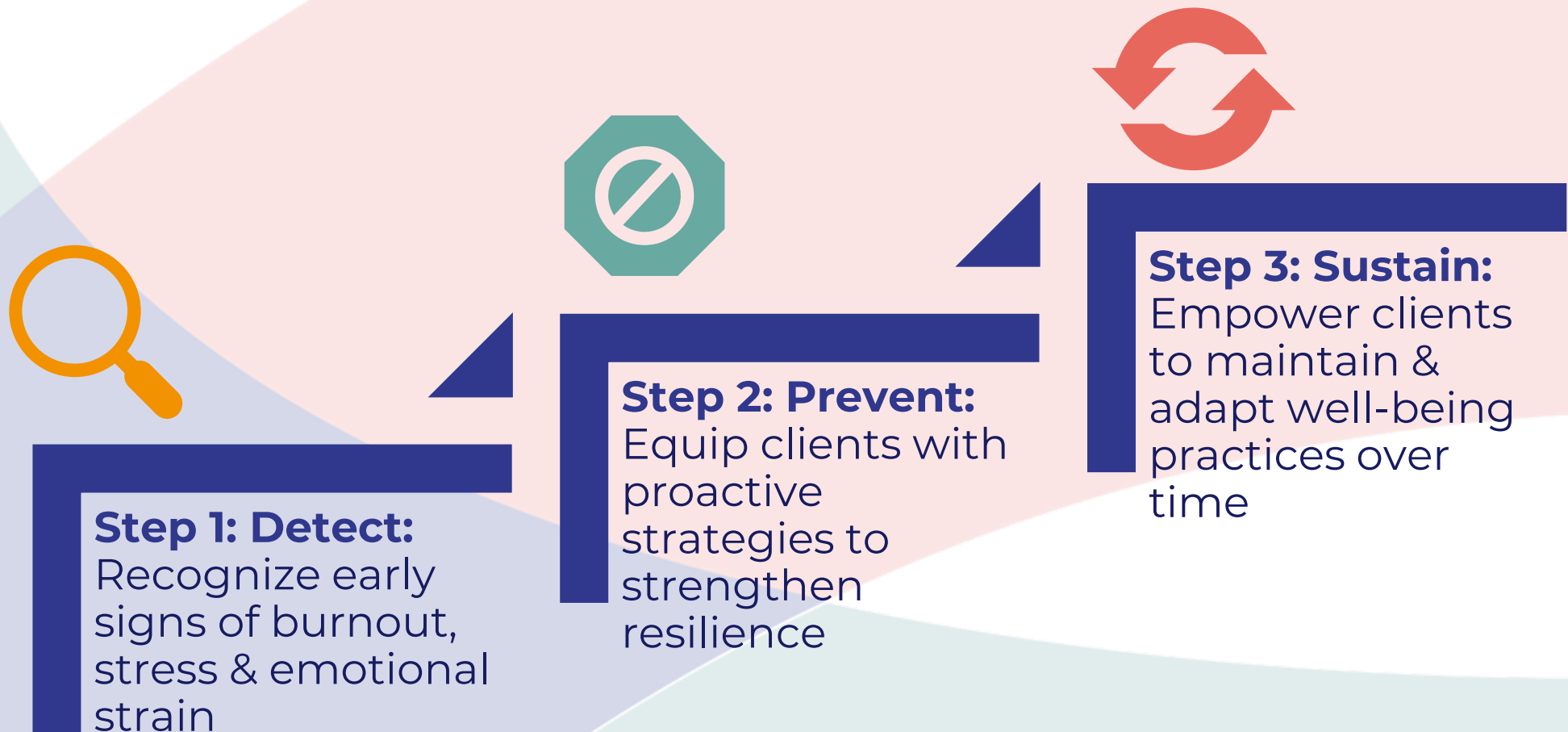
5 Stages toward Burnout



Depression vs. Burnout



Detect-Prevent-Sustain™ Framework



Mental Health Coaching Skills Self-Assessment

Yes - Somewhat - No



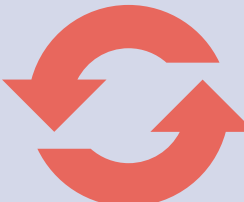
Detect: Recognizing Early Signs of Mental Health Challenges

1. Can you list the three characteristics of burnout?
2. Can you spot early red flags that may signal burnout, prolonged stress, and potential depressive symptoms that impact work-life balance?
3. Do you know when to refer?
4. Can you support clients in exploring their patterns of chronic stress or imbalance?
5. Are you skilled in guiding structured self-reflection around well-being and energy levels?



Prevent: Equipping Clients With Proactive Strategies for Mental Well-Being

6. Do you partner with clients to explore and apply evidence-informed strategies for managing stress?
7. Can you facilitate mindset shifts that enhance resilience and reduce vulnerability to burnout or low mood?
8. Are you skilled in coaching clients to set and uphold healthy boundaries to facilitate client growth?
9. Do you support clients in making sustainable behavior changes that align with their well-being goals?
10. Can you partner with clients to prioritize and cultivate healthy work-life integration?



Sustain: Empowering Clients to Maintain Mental Well-Being Over Time

11. Can you support clients in identifying and refining the practices that help them stay grounded and emotionally balanced?
12. Are you skilled in helping clients monitor their energy, motivation, and mood patterns over time?
13. Do you co-create personalized check-in strategies that help clients adapt when challenges arise?
14. Can you help clients recognize when their mental well-being strategies need adjusting or reinforcement?
15. Do you foster sustainable accountability while honoring rest, compassion, and the ebb and flow of change?

Mental Health Coaching Skills Interpreting your Results

Mostly “Yes”

You're well-equipped to support clients using a coach approach around burnout, stress, and well-being. Keep building your skills through continued education and reflective practice.

Mostly “Somewhat”

You're on the right path. Consider targeted learning or mentorship in areas where you'd like to build more confidence.

Mostly “No”

This may be a signal to deepen your training before coaching in this area. Look for foundational resources, peer learning, or expert guidance to support your development.

4. Causes of Stress and Mental Un-Wellness

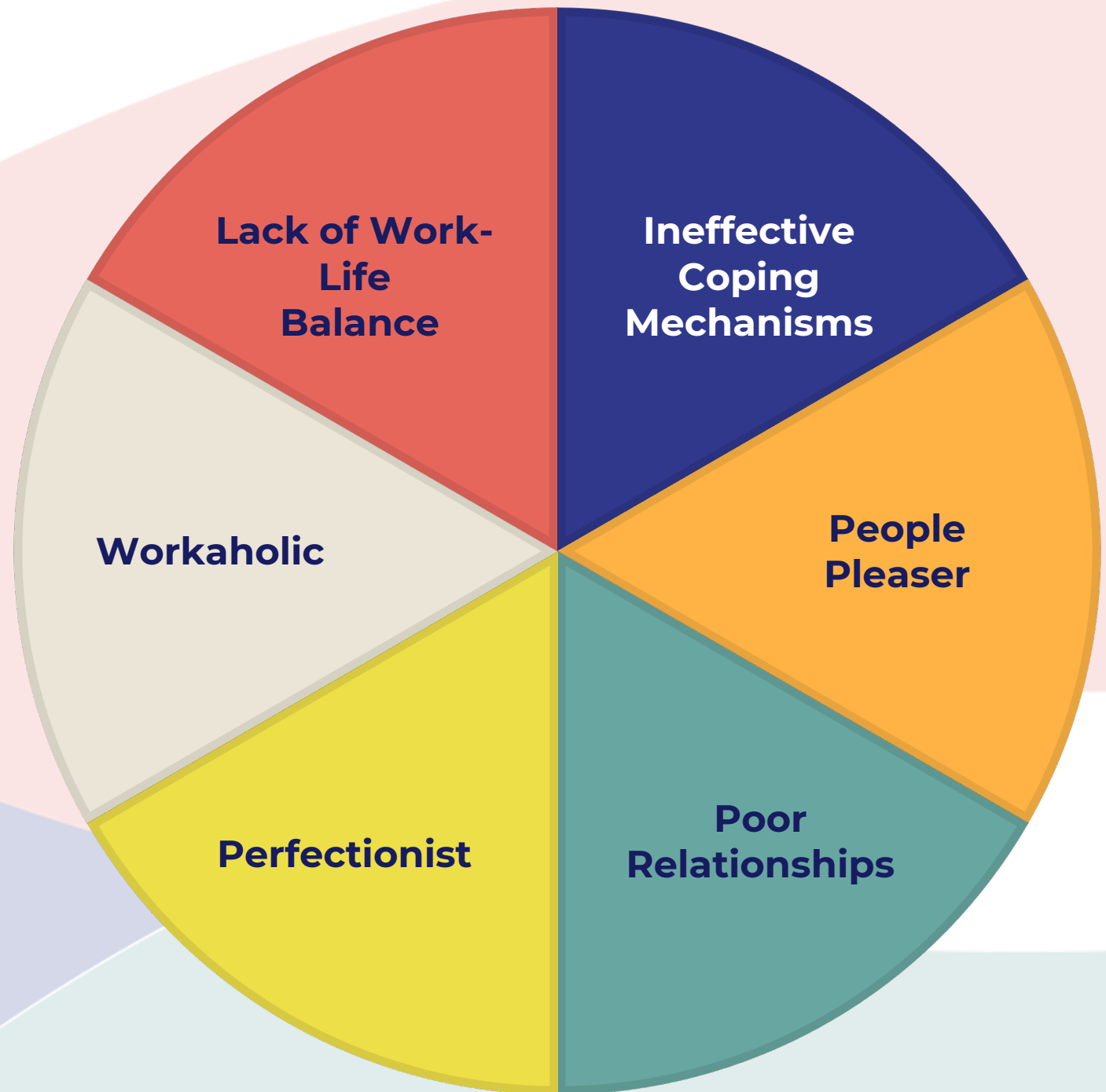
6 Top Causes: @Home

1. Lack of Work-Life Balance
2. Ineffective coping
3. Workaholic
4. People-pleaser
5. Perfectionist
6. Poor Relationships



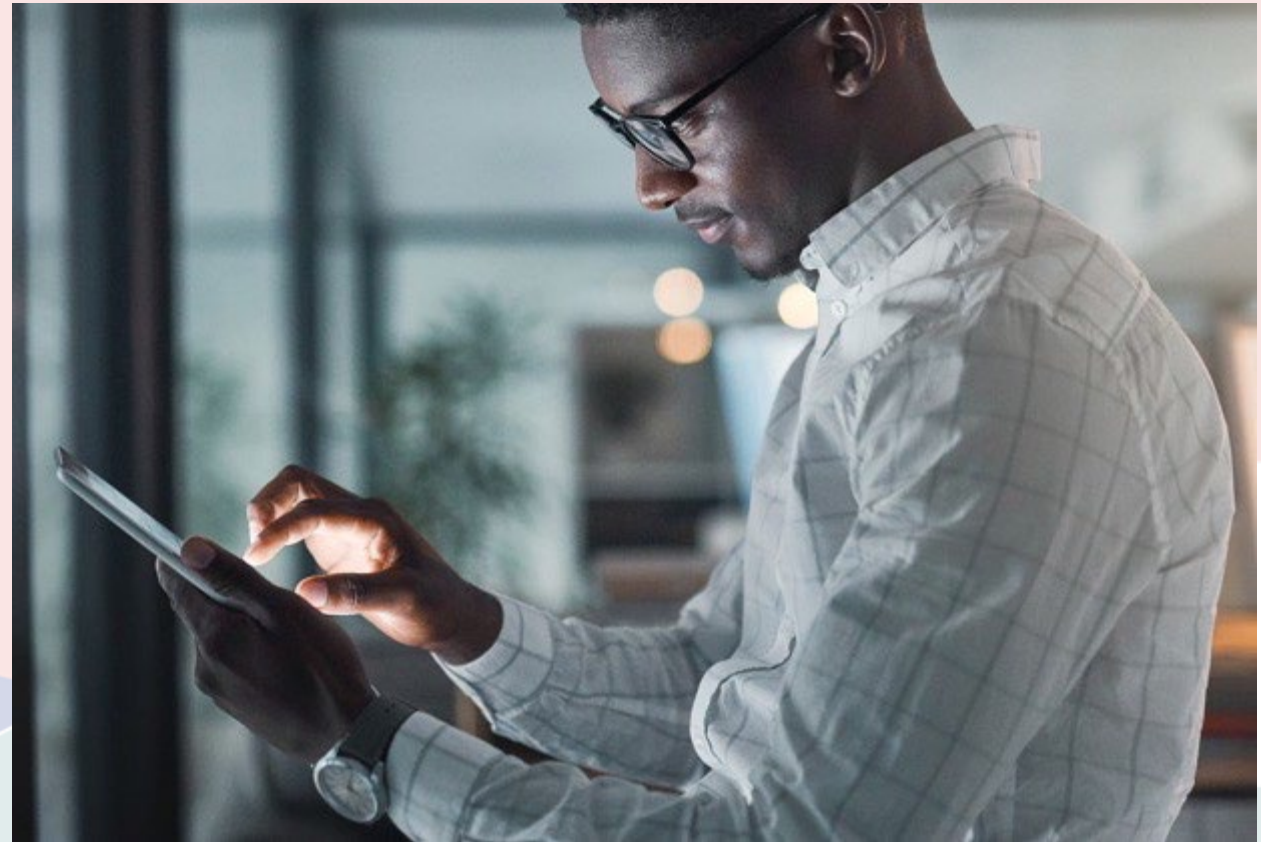
And you?

Exterior for satisfaction
Interior for dissatisfaction



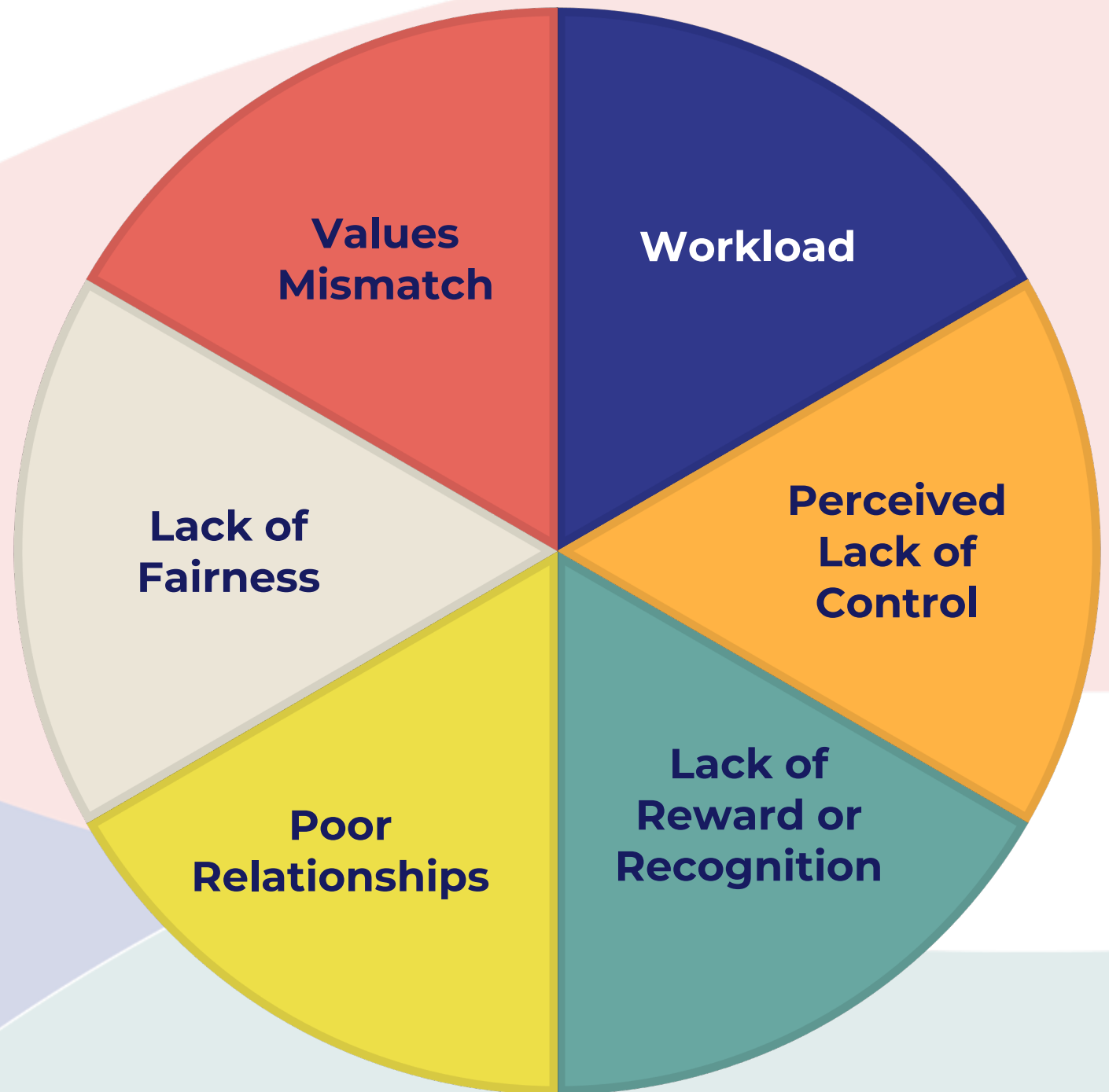
6 Top Causes: @Work

1. Workload
2. Perceived Lack of Control
3. Lack of Reward or Recognition
4. Poor Relationships
5. Lack of Fairness
6. Values Mismatch



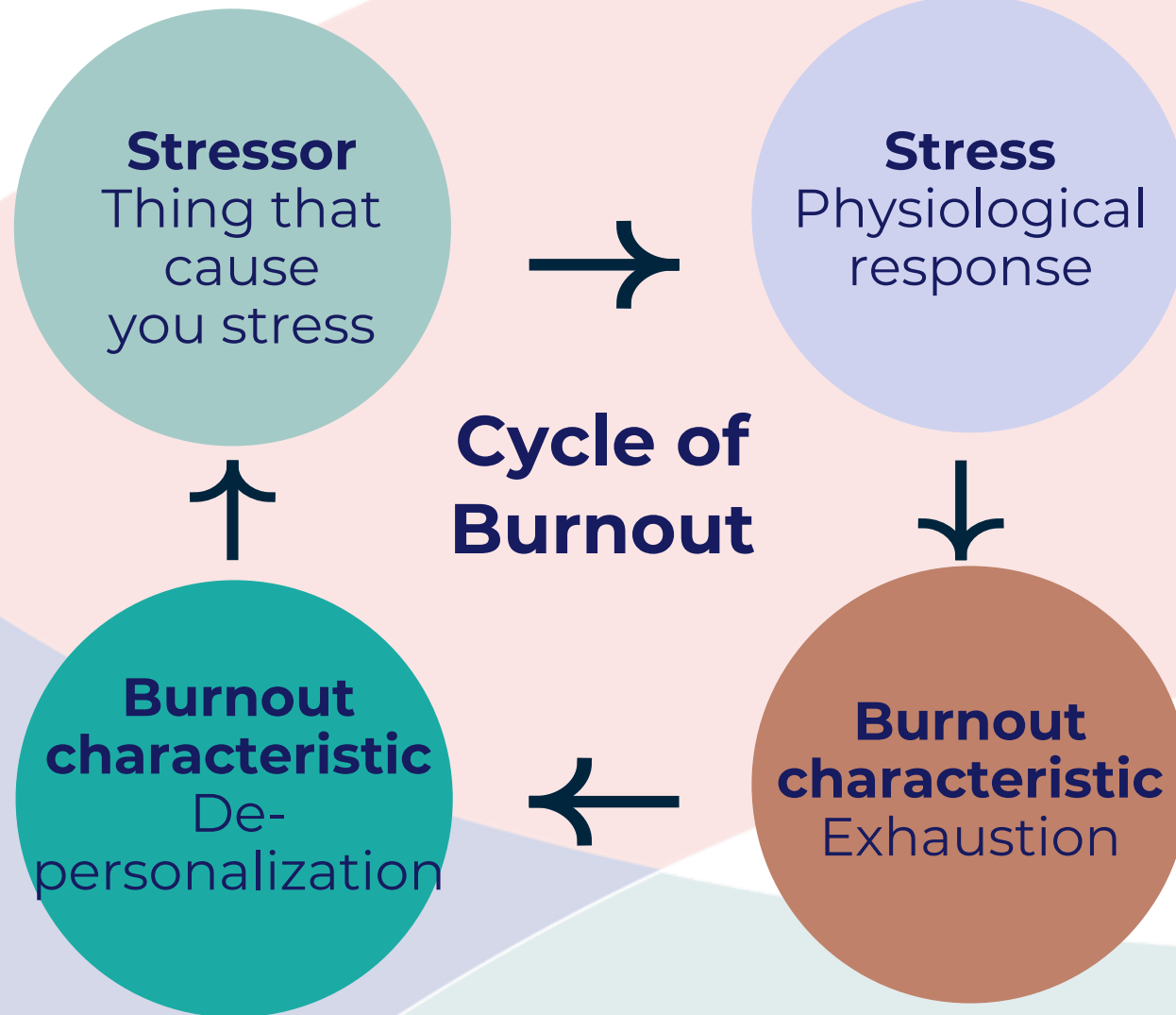
And you?

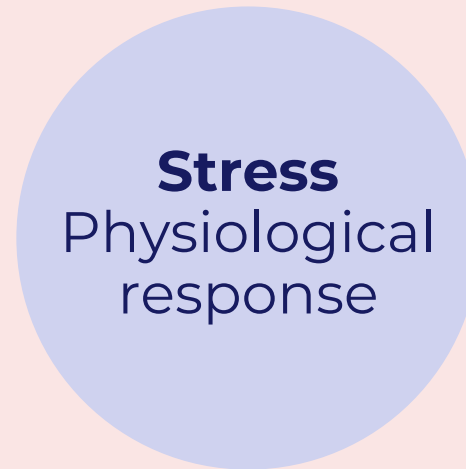
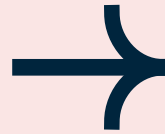
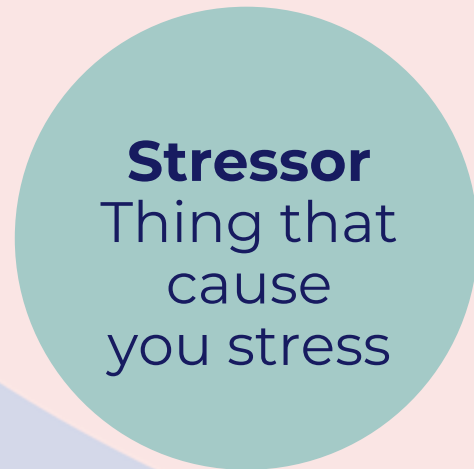
Exterior for satisfaction
Interior for dissatisfaction



A woman with dark hair, wearing a dark blue tank top and red boxing gloves, is shown from the chest up. She has a determined expression and is holding her hands in front of her chest. The background is a blurred gym setting. Overlaid on the image is a semi-transparent dark blue circle and a semi-transparent dark red circle. The text "Stress vs. Stressor" is written in a bold, dark blue font across the center of the image.

Stress vs. Stressor





Overcoming Burnout

1.
Awareness
Recognize
when
your body is
feeling stressed

2.
Understand
your stressor

3.
**Go through the
tunnel**
6 evidenced
based
strategies





**What are your top current stressors?
How does your body respond?**

5. Strategies: Prevention @Home

The 60 Second Strategy



6 Strategies for mental well-being

- 1. Deep Breathing**
- 2. Physical Activity**
- 3. Positive Interactions**
- 4. Laughter**
- 5. Affection**
- 6. Creative Expression**



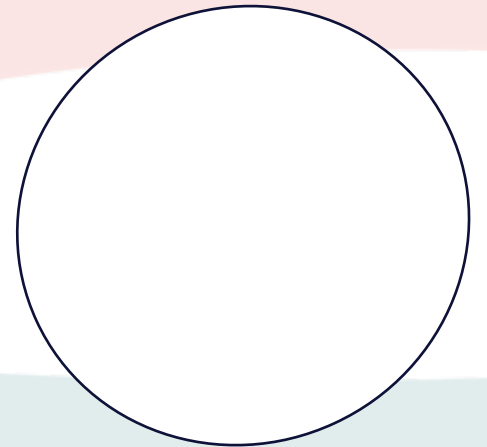
Mental Well-Being Self-Assessment

Score 0: you experience **rarely**

Score 1: you experience **occasionally**

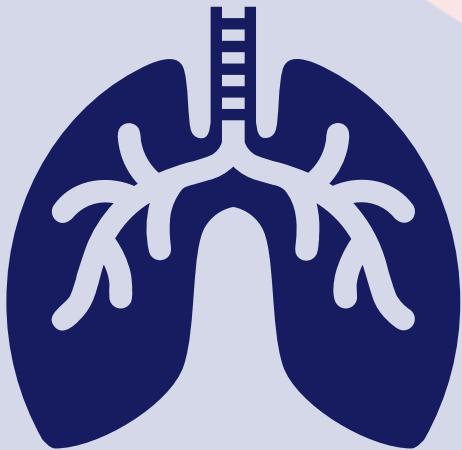
Score 2: you experience **often**

Score

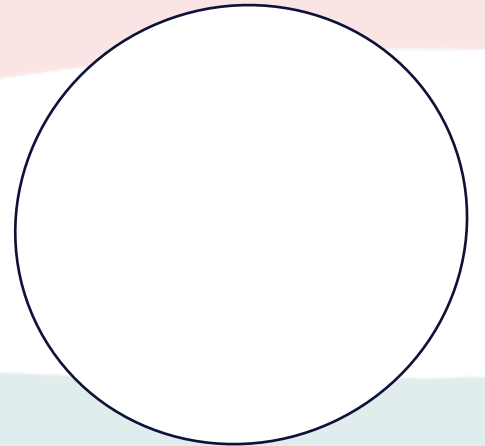


1. Deep breathing: Did you know?

A single five-minute session of deep, slow breathing notably calms the nervous system, increases heart rate variability, and lowers anxiety—especially among older adults .



Score

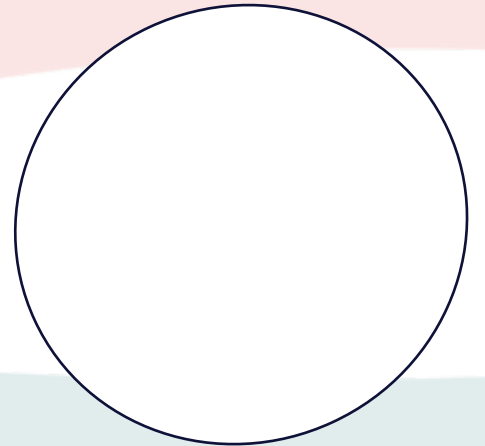


2. Physical activity: Did you know?

Even brief walks or simple movement significantly increase cerebral blood flow and oxygenation in the brain—boosting focus and resilience under stress



Score

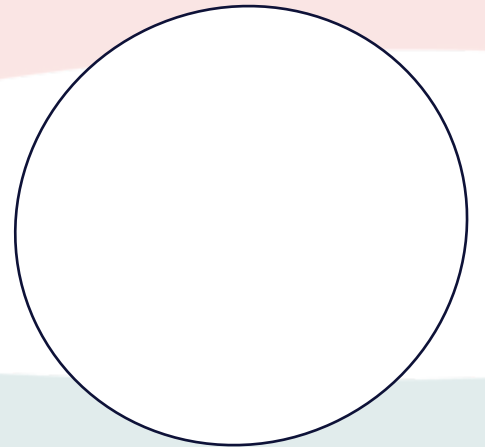


3. Positive Interactions: Did you know?

Engaging in supportive conversation or connection releases serotonin and oxytocin, countering cortisol and enhancing emotional resilience — a key buffer against chronic stress.



Score

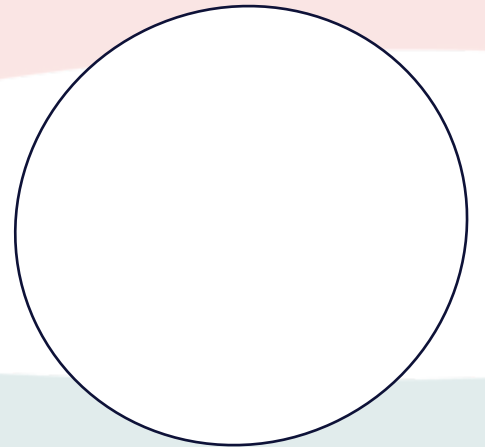


4. Laughter

Genuine laughter can reduce cortisol (the stress hormone) by more than 30%—even in a single session—while also boosting endorphins and immune function.



Score



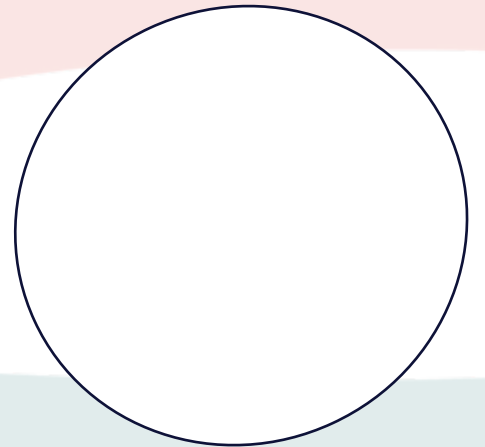


5. Affection

Physical affection—hugs, touch, close presence—counteracts stress by enhancing parasympathetic activity, reducing blood pressure, and releasing feel-good oxytocin, supporting emotional stability.

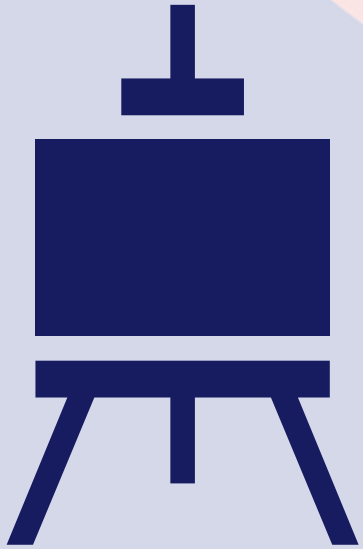


Score

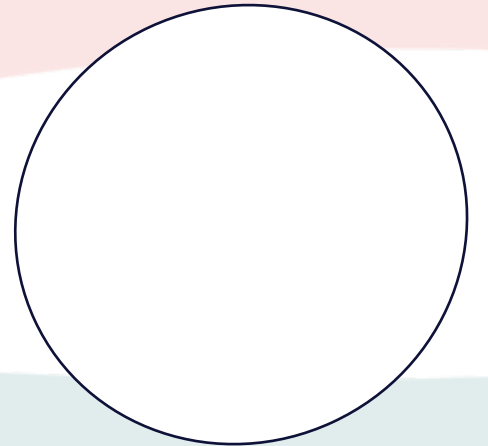


6. Creative Expression

Activities like journaling, drawing, or music stimulate early sensory processing in the brain, boosting cerebral oxygenation and providing a neural reset under stress.



Score





Your Overall Score?

Stressor
Causes

VS.

Stress
Response

Go through the tunnel



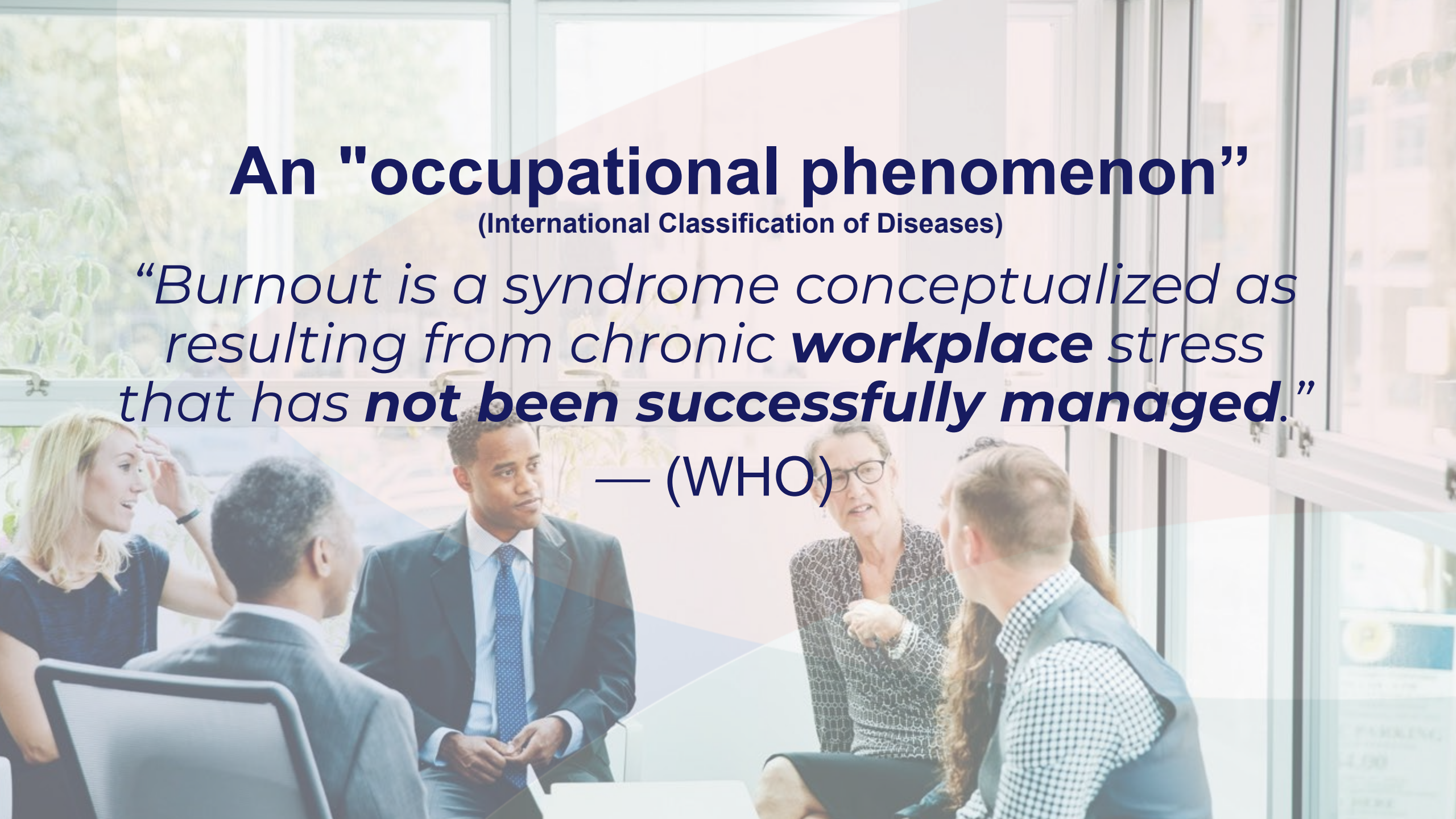
6. Strategies: Prevention @Work. Coaching Beyond Burnout!

An "occupational phenomenon"

(International Classification of Diseases)

*"Burnout is a syndrome conceptualized as resulting from chronic **workplace** stress that has **not been successfully managed.**"*

— (WHO)



What we hear & See



Strategy @Work: A Coach Approach

- 1) Open-ended questions
- 2) Listening without attachment or judgment
- 3) Empathy

Why?



1) Open-Ended Questions

richer and more nuanced understanding, trust, uncovering root causes and solutions



2) Listening without judgment:

promotes safe space, self-reflection, trust, self-awareness, empowerment, trust, and accountability



3) Empathy

establishes connection, validates feelings, encourages openness, enhances trust, facilitates understanding, promotes emotional regulation, and strengthens resilience.



A Coach Approach In Action

Name: Sarah

Position: Marketing Manager

Age: 34

Tenure: 5 years at the company

Scenario: Sarah has scheduled a meeting with you because she has been feeling increasingly overwhelmed and exhausted at work. She is responsible for managing a team of five, overseeing multiple marketing campaigns, and ensuring that all projects meet tight deadlines. Recently, she has noticed a significant drop in her energy levels and motivation, both at work and at home. She feels disconnected from her team and has been experiencing difficulty sleeping, frequent headaches, and a general sense of irritability.

A Coach Approach In Action

Name: Alex

Position: Sales Executive

Age: 29

Tenure: 3 years at the company

Scenario:

Alex's manager, Jamie, has noticed some concerning changes in Alex's behavior over the past few weeks. Alex has been missing deadlines, appears fatigued, and seems disengaged during meetings. Jamie decides to use a coach-approach to address these observations and support Alex.

Debrief



WWW?

Strategies: Prevention @Work

LEAD

through,
autonomy &
empathy
fostering a
positive work
environment
that shows &
promotes well-
being

PRIORITIZE

employee well-
being, open
communi-
cation &
psychological
safety

NORMALIZE

seeking
professional
support

RECOGNIZE

for
achievements,
opportunities
for
advancement,
& fair compen-
sation can
enhance job
satisfaction &
reduce
burnout risk

“Gratitude is not just about giving credit where it is due, it’s actually knowing where it’s due”



Gratitude: Did you Know?



67%
of Managers believe they are above
average at appreciating good work.

30%
of employees agree.

**Our thanks... your
Resource Bundle!**



ICF CONVERGE

ICF CONVERGE 2025

**Mental Health Coaching Skills
Self-Assessments & Resources
Bundle**

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Connect with us!



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Further Mental Health Training

“From Burnout to Balance: Spot It, Stop It, Solve It.” 2-hour course equips coaches with the knowledge, strategies, tools, and confidence needed to deliver impactful workshops and coaching sessions focused on burnout. **(2CE ICF and NBHWC).** <https://ellenkocher.podia.com/3942b40e-d191-449d-838d-54697c5c19f5>

Energy Balance Blueprint: Approved by the National Board for Health & Wellness Coaching and the American Occupational Therapy Association, this course gives you a ready-to-use, evidence-based tool to guide six structured client sessions and build your coaching skills. <https://www.functionfirstcoaching.com/resource/energy-balance-blueprint/> (11 CE HBHWC)

Resilience Coaching for Stress and Burnout by The Institute for Life Coach Training: This course delves into coaching clients dealing with chronic stress and burnout, emphasizing the development of resilience and effective stress management strategies. lifecoachtraining.com

Burnout Coach Certification Programs: Life Coach Magazine provides a curated list of top burnout coach certification programs, detailing various options suitable for different needs and budgets. lifecoachmagazine.com

Certified Health and Wellness Coach Program by AFPA: This comprehensive program covers holistic health topics, including stress management and burnout prevention, equipping coaches with the skills to support clients in achieving optimal well-being. afpafitness.com

Well-Being Coach Certification Program by Anthropedia: Approved by the National Board for Health & Wellness Coaching, this program focuses on promoting well-being and preventing burnout through a holistic coaching approach. anthropedia.org

Functional Medicine Coaching Academy (FMCA): FMCA offers training that integrates functional medicine principles with health coaching, emphasizing the prevention and management of chronic stress and burnout. functionalmedicinecoaching.org

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coachingfederation.org