ICAA Career Path For Wellness Professionals

A model for curriculum design, talent management, staff retention and career planning

A wellness professional has considerable education and experience in at least one discipline, and is knowledgeable about all 7 dimensions of wellness.

Adapt the path for your job titles and organization

Responsibility Examples

Wellness professionals

work in:

Seniors centers Community centers **Retirement communities** 55+ housing Wellness centers Aging services Parks & rec

> Skills & Knowledge Examples

Staff member Works with people

- Follows defined processes
- Contributes skills in discipline
- · Leads activities, teaches classes

Middle manager Directs program

- · Designs and implements programs
- · Sets goals, tracks outcomes
- Contributes to strategies
- Markets program
- Recommends budget

Senior manager Directs programs & people

- · Helps develop organization's strategic plan
- Oversees direction, plans, budgets and people for one or more departments and/or locations
- Provides leadership and builds collaborations

Senior Management

executive

Entry Level

Wellness

assistant



Wellness

Wellness

Wellness director coordinator

Strategic planning

- Supervisory & team building skills
- Financial & resources management
- Collaboration to build culture and services
- Marketing and communication

It's the role, not the title:

Health education

Recreation

Physical activity

Activities

Lifestyle

Nutrition

Spirituality

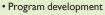
Therapy

Program management

Wellness philosophy

- · Physiology and psychology of aging
- Medical conditions, special
- Expertise in discipline





- Financial management
- Outcomes monitoring
- Relationship building
- · Marketing and communication





More information

- Wellness Career Path: responsibilities, SKAs, development
- · Webinar on designing curriculum, job descriptions and development plans

ICAA Career Center: www.icaa.cc/careercenter.htm

Development

3 work groups -- 2 advisory groups 2 think tanks -- 2 quantitative surveys

many subject matter experts