

Thank you for joining us for today's webinar:

## Financial Coaching: A Webinar Presentation of National Training Models

The webinar will begin promptly at 11:30am CT  
(12:30pm ET, 10:30am MT, 9:30am PT)



# Financial Coaching: A Webinar Presentation of National Training Models



August 23, 2017

11:30am-1pm CST

Brought to you by:

Center for Financial Security

at the University of Wisconsin- Madison



**Hallie Lienhardt**  
Outreach Specialist  
Center for Financial Security  
University of Wisconsin-Madison

## Financial Coaching: A Webinar Presentation of National Training Models

- Welcome
- Presentations
  - UW-Madison
  - AFCPE
  - Sage Financial Solutions
  - CNM
  - NeighborWorks
- Q & A
- Sign off

# Our Presenters



**Peggy Olive**  
Financial Capability Specialist  
Center for Financial Security  
The University of Wisconsin-Madison



**Rebecca Wiggins**  
Executive Director  
Association for Financial Counseling &  
Planning Education® (AFCPE®)



**Sandra Davis**  
Executive Director  
Sage Financial Solutions



**Peggy Garcia-Marquez**  
Financial Coach Training Program Manager  
Central New Mexico Community College  
CNM Ingenuity, Inc.



**Jayna Bower**  
Senior Director  
NeighborWorks Center for Homeownership  
Education and Counseling (NCHC)  
NeighborWorks America

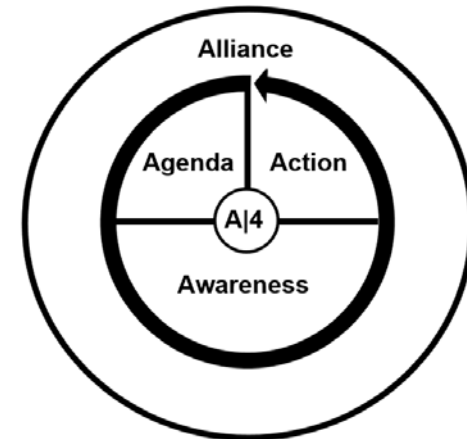
# A|4 Financial Coaching Foundations

*Coaching involves facilitating **self-directed learning** designed to **increase personal awareness** and **improve performance**.*

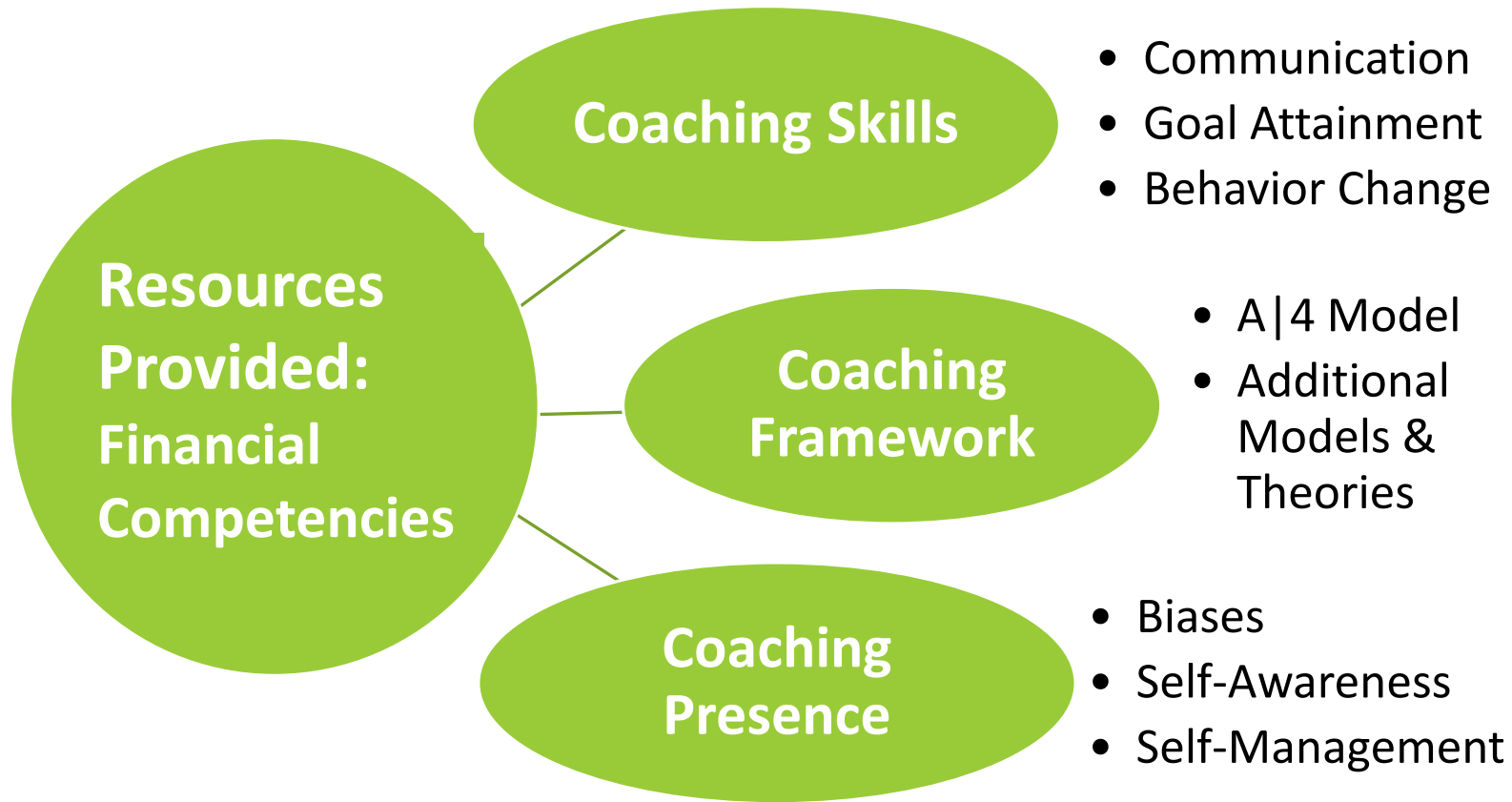


# A|4 Financial Coaching Workshop

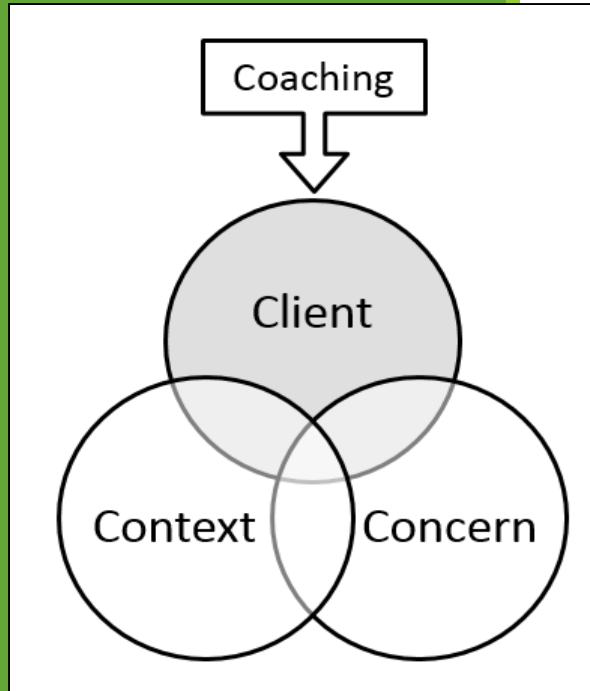
- 12-hour / 2-day training
- 2-3 workshops per year in Wisconsin
- In-person instruction only
- Participants include: financial services professionals, educators, volunteers, and others
- \$245/person
- 1.2 CEU's from UW



# Workshop Focus



# A|4 Financial Coaching Foundations

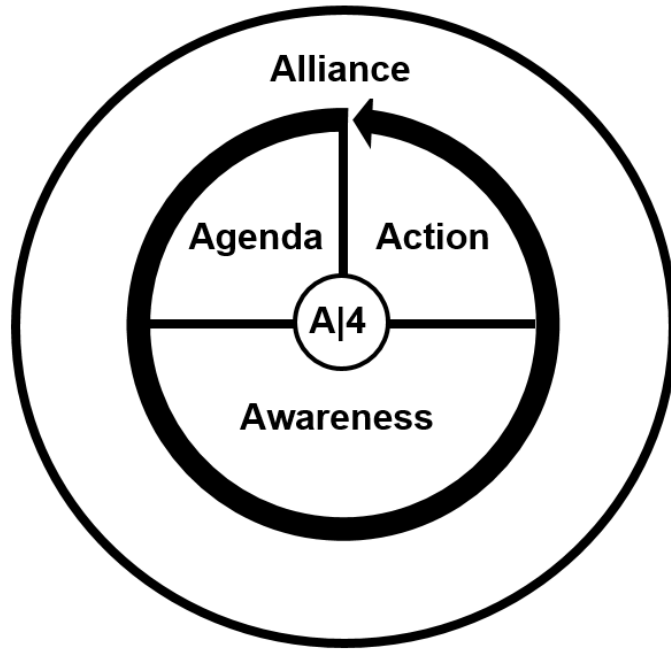


## Objectives: Participants will...

- Learn and apply financial coaching communication skills
- Practice facilitation skills associated with positive goal attainment
- Gain strategies to increase client motivation
- Increase awareness of personal biases and ability to self-manage
- Gather resources for coaching sessions, assessment, recordkeeping

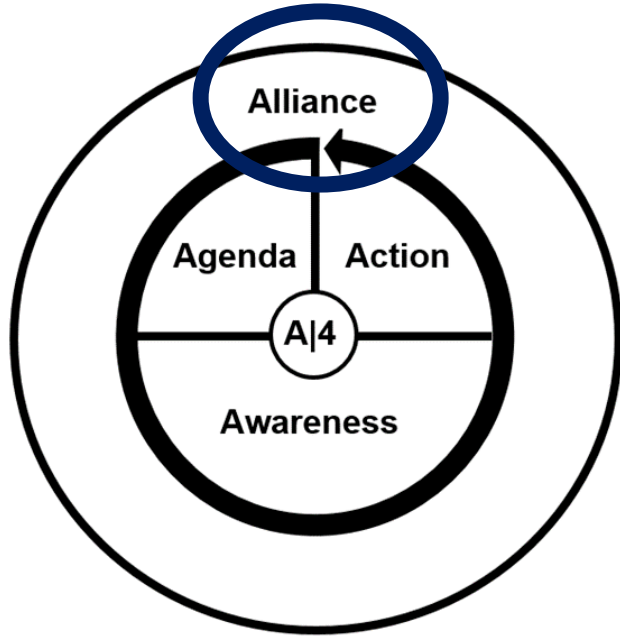


# A|4 Financial Coaching Process



- **Alliance:** Relationship-based goal attainment
- **Agenda:**
  - Client picks the goal
  - Coach facilitates process
- **Awareness:** Explore insight & motivation
- **Action:** Increase new behaviors

# A|4 Financial Coaching Process



## Alliance

- Ongoing relationship-building.
- Coach is not an expert in the client's life.
- Client is creative, resourceful & possesses strengths.
- Coach maintains mindful presence and self-management.

# A|4 Financial Coaching Process

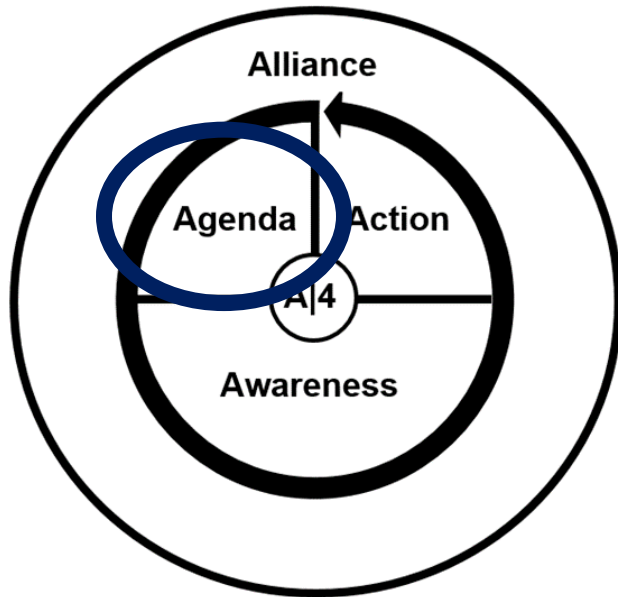
## Agenda

**Goals** provide:

- Direction for coaching
  - Long-term *vision*
  - Short-term *action steps*
- Baseline for effectiveness

**Coach** facilitates goal-refinement:

- Neuroscience & Positive Psychology
- Learning & Approach Goals
- Goal Conflict

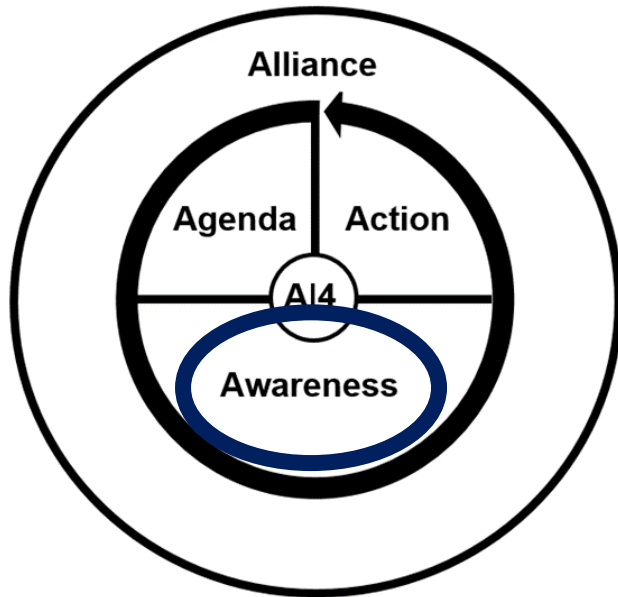


# A|4 Financial Coaching Process

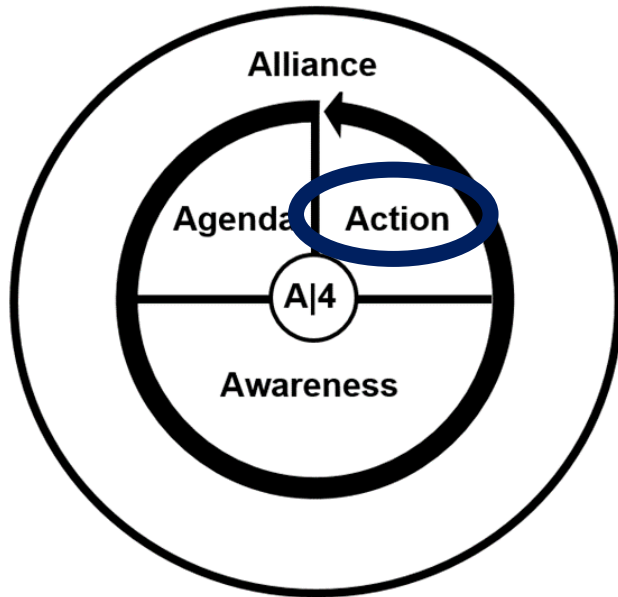
## Awareness

Examine research & practice strategies to:

- Increase client's insight around goal or problem
- Increase motivation around goal
- Decrease ambivalence
- Explore perspectives
- Provide foundation for action steps



# A|4 Financial Coaching Process



## Action

- Move from exploration to planning
- Establishes benchmark for progress

**Client:** designs own action steps & how to be held accountable

**Coach:** Facilitates process, reviews resources and supports needed for success

# A|4 Financial Coaching Workshop

Financial Coaching Toolkit & Videos

<http://fyi.uwex.edu/financialcoaching/>

Continuing the learning:

- Provide practice worksheets
- Field follow-up questions
- Next steps - distance education practice



# **BUILDING THE BRIDGE**

---

WHO WE ARE

WHAT WE DO

WHY IT MATTERS

# Who We Are: History

## **Rich History**

- 30+ years setting the standard
- Rooted in decades of research
- Rigorous training and professional development

## **Comprehensive Support**

- Researchers, educators, and practitioners
- Build, advance and ensure the integrity of the Personal Finance profession
- Inform consumers, professionals and policymakers about personal finance issues



# Who We Are: Mission



To ensure the *highest level* of knowledge,  
*skill and integrity* of the personal finance profession by  
certifying, connecting and supporting diverse and capable  
professionals who serve *communities worldwide*.



# Who We Are: Vision



# What We Do

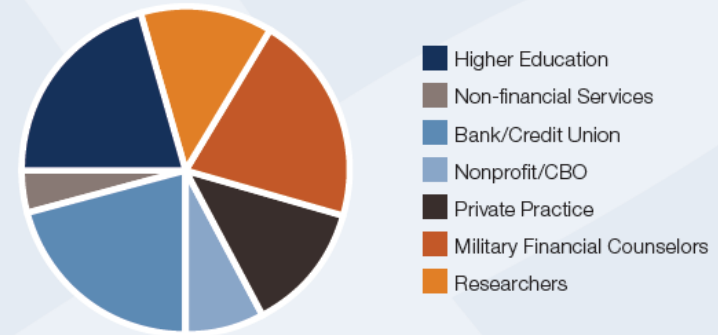


## MEMBERSHIP

A diverse community of professionals working together to advance the field of personal finance. Membership provides access to a professional network, professional development and resources that support work and career.

## CERTIFICATION

AFCPE certifications set the standard for the field of financial counseling, coaching and education. The AFC®, which is NCCA accredited, is the standard on which all our certifications are based. Each certification is structured, rigorous and highly focused on professional development and continuing education.



# What We Do: Impact

- FINRA Foundation Military Spouse Fellowship
- SECU
- CFPB Financial Coaching Initiative
- Building the Bridge Community Events

## IMPACT

- **FINRA Foundation Military Spouse Fellowship:** Offering military spouses the opportunity to earn a career-enhancing credential – the AFC® – while providing financial counseling and education to the military community.



- **State Employees Credit Union (SECU) Partnership:** Helping its members overcome financial hurdles and achieve their goals by committing to certify up to 1,000 employees as AFC professionals.
- **CFPB Financial Coaching Initiative:** Placing 60 financial coaches at locations throughout the country to work with recently-transitioned veterans and the economically vulnerable to help them with their financial goals. All coaches are AFC and FFC certified and receive ongoing financial education through AFCPE.

# What We Do: Impact



- CFPB Project
- 60 Financial Coaches
  - Economically vulnerable and Veterans
- AFC® + FFC required

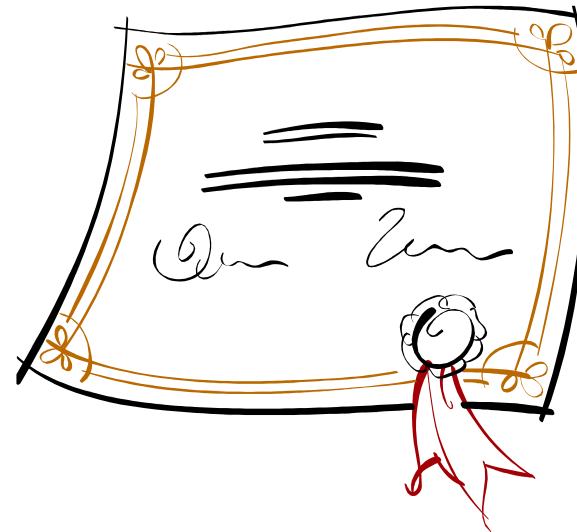


# What We Do: Certification



AFC® (Accredited Financial Counselor®)

FFC™ (Financial Fitness Coach)





# What We Do: Training



## Professional Development

NEW:

## Money Management Essentials

### Building Your Financial Foundation

A professional development course that takes you through the essential steps of money management. Providing you with a firm financial foundation - for you and those you serve.

Coming Early 2018



# The AFC® Certification Program

- **Education.** AFC® Core Competencies in personal finance, financial counseling and debt management
- **Exam.**
- **Experience.**
  - 1000 hours of field experience
  - 3 letters of reference
- **Ethics.** Sign & adhere to AFC® Code of Ethics

## And...

- A commitment to ongoing professional development





# Pathways to AFC® Certification



- Self-Paced Study
- Challenge Option
  - Designation
  - Education
- Approved Education Program
  - 18 Top Personal Financial Planning Programs
  - Distance Learning via Texas Tech



# Why It Matters: Bridging the Gap



## Strengthening the Continuum of Care

- Setting standards for financial professionals
- Requires comprehensive financial knowledge
- Integrate approach with counseling and coaching

# Coming Up!



## **Exploring the Financial Continuum of Care**

September 27

12 PM ET

### **Panelists:**

Financial Counselor: PJ Gunter, AFC®

Financial Educator: Dottie Durband, PhD, AFC®

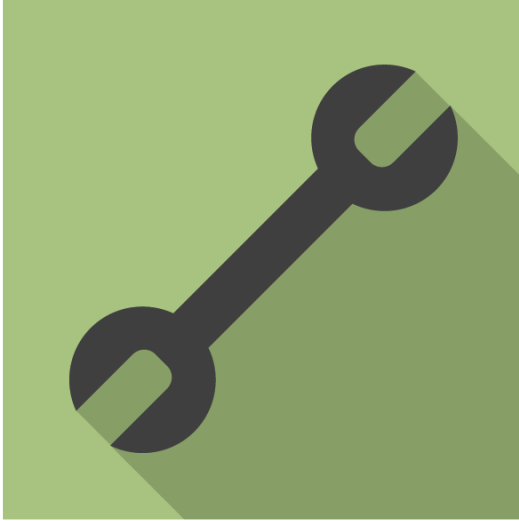
Financial Coach: Vivian Padua, AFC®, ACC, FFC™ candidate

Financial Therapist: Kristy Archuleta, PhD

Financial Planner: Dylan Ross, CFP®, AFC®

# AFCPE Symposium





**Build the skills.**



**Deepen the learning.**



**Focus on mastery.**



Financial Fitness Coach





# About Sandra

Sandra Davis, M.S., FBS is a US Navy veteran, financial coach, educator, and consultant who is nationally recognized as an expert in the financial coaching field and for her work on asset building for the working poor. She is founder of Sage Financial Solutions, an organization that develops comprehensive financial capability programs for low- and moderate-income communities. Her high energy presentations inspire audiences to actively engage and practice skills to improve client communication and outcomes.



# Our History



Another tool  
for your toolbox.



# Our Perspective





# Financial Coaching Is:

- An approach that builds upon a strong foundation of financial knowledge
- Client and coach co-create relationship
- Client-centered goal setting
- Focused on behavior change
- Accountability between client and coach





# Holding the Vision

Our training combines:

- Rigorous introduction to skills
- Ongoing learning labs
- Practice requirements
- Demonstration of skills
- Examination
- Continuing education requirements
- Continuing education support

# The Modules

## Coaching Essentials: Building the Skills

- 2 days, 12 Hours
- Live, in-person or web-based
- Experiential and interactive

Upon completion of this engaging and interactive live training, you'll be able to take the core essentials of financial coaching and begin to put them into practice.



## Coaching Applications: Deepening the Learning

- 10 online Learning Labs
- Office Hours
- Application & feedback

This professional development training builds upon the Coaching Essentials training, taking a deeper look at each skill and technique while providing guidance as you develop your coaching skills.



## FFC Certification: Focusing on Mastery

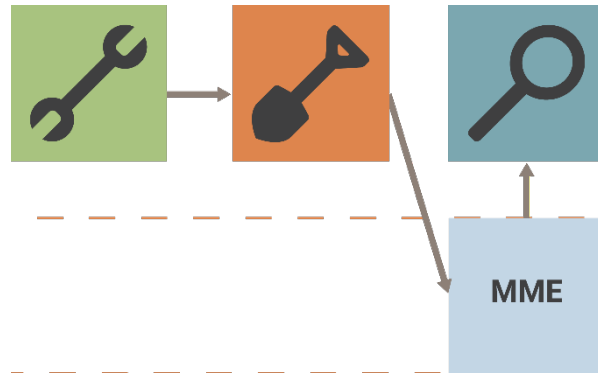
- Education
- Exam
- Experience
- Ethics

Taking your training to the next level through exam, experience, ethics and a commitment to ongoing professional development to continually enhance your coach skills and knowledge.

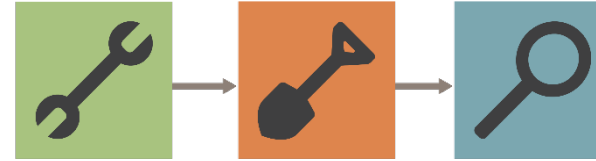


# Possible Paths to Certification

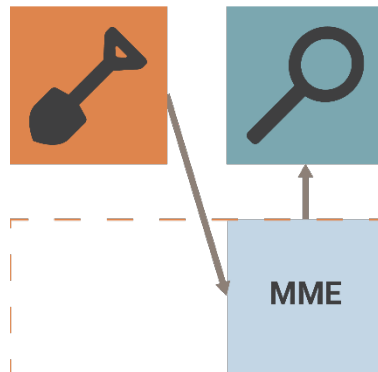
## 1. Fresh Start



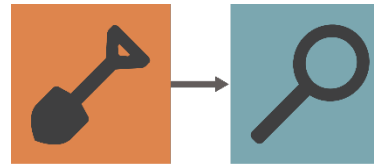
## 2. Financial Professionals



## 3. Coaching Professionals

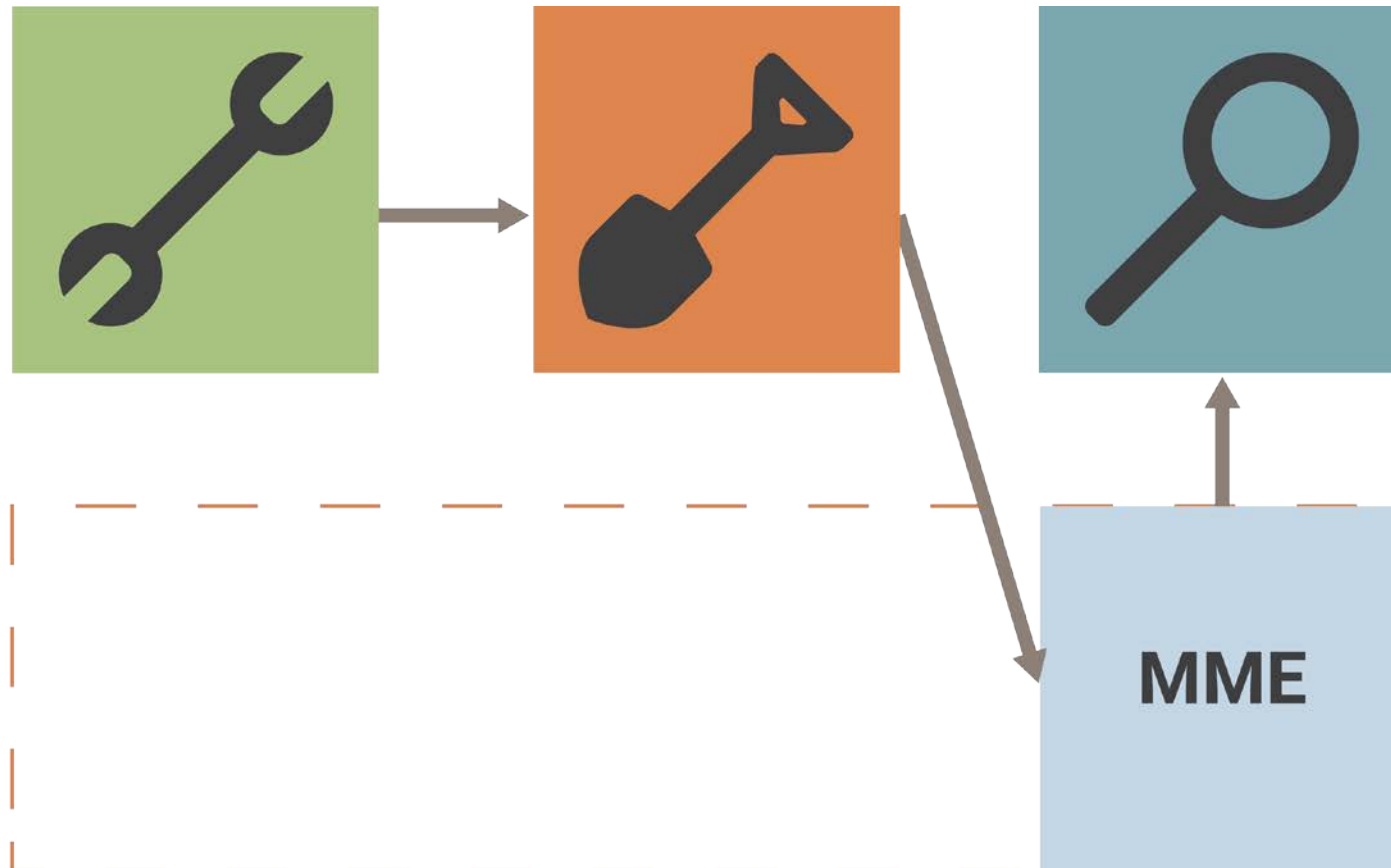


## 4. Head Start



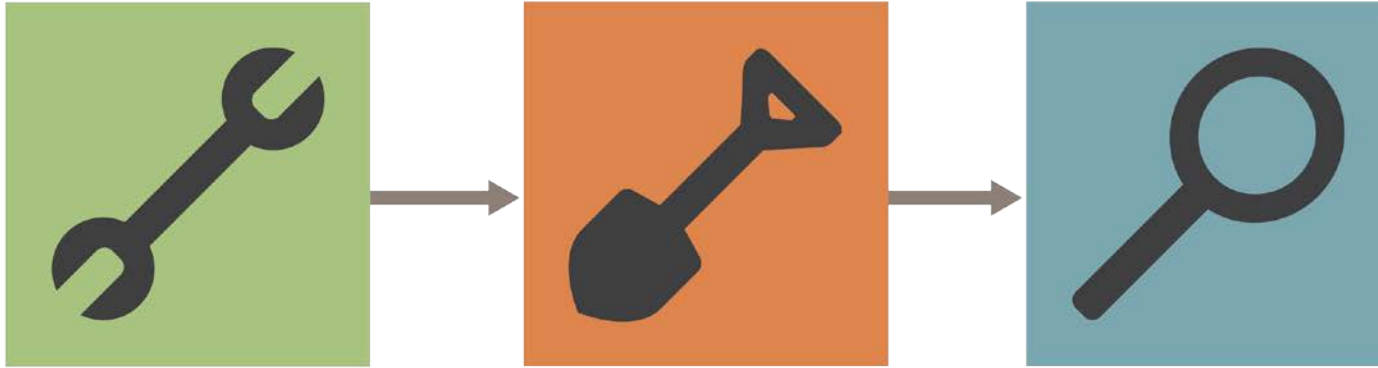
# 1. Fresh Start

Build financial content and coaching skills.



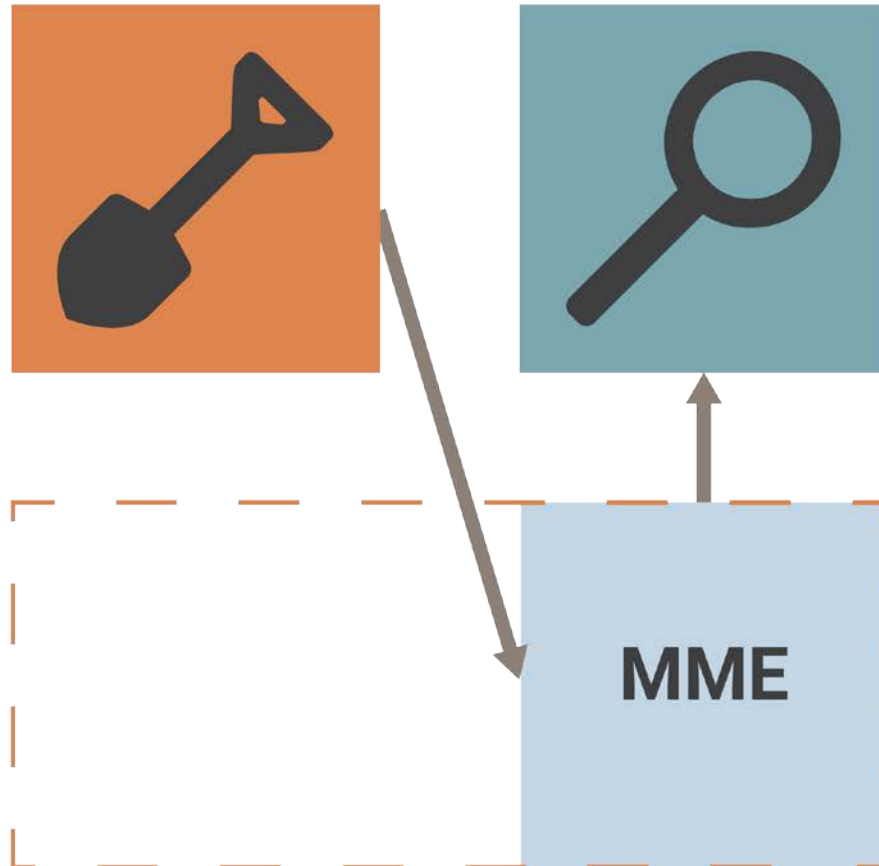
## 2. Financial Professionals

Already a financial expert? Build coaching skills.



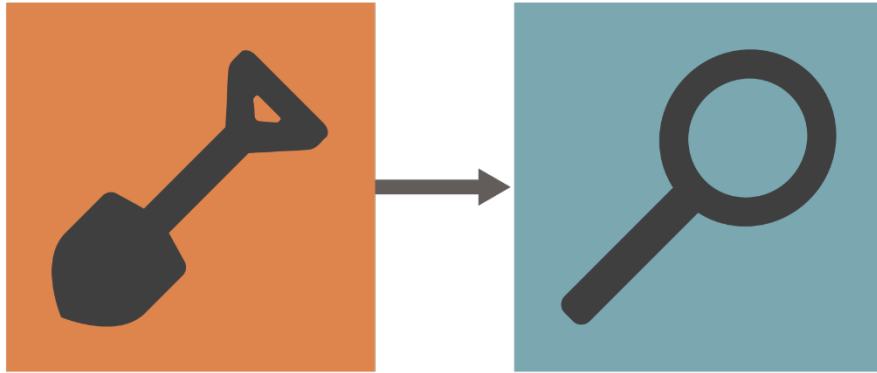
# 3. Coaching Professionals

Already have a coaching certification (from approved programs) and need financial focused coaching training + financial content.



## 4. Head Start

Already have financial content and a coaching certification and need financial focused coaching training.



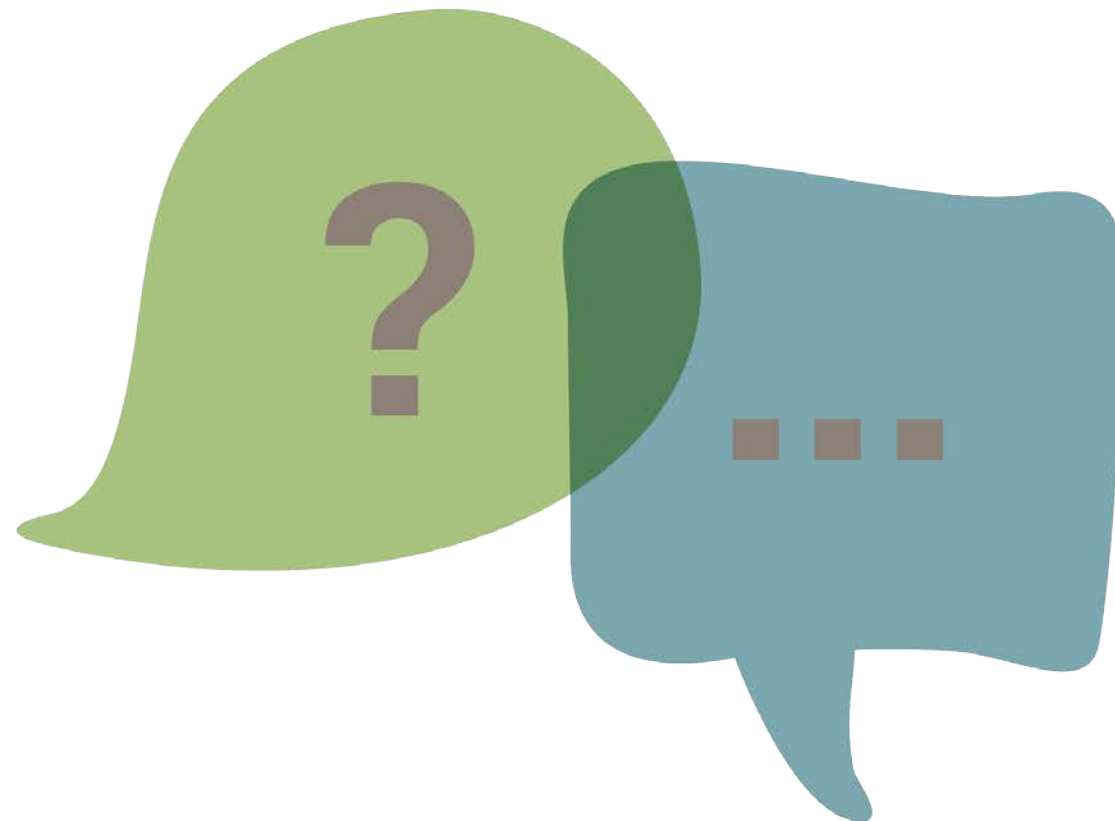




# What, When, Where?

- Coaching Essentials Training
- November 13-14
- AFCPE Symposium
- Sunny San Diego, California (you know you want to go!)

# Questions?



# Next Steps...



Visit [www.afcpe.org](http://www.afcpe.org) to learn more and get enrolled!



# CNM Financial Capability Coach®

## Certification Course

Our transformational *Coach Approach* creates an environment which fosters long lasting *behavior change* in us and the people we work with.



Peggy Garcia-Marquez, M.A., B.C.C.  
August 20, 2017





Bank of America



THE ANNIE E. CASEY FOUNDATION



United Way of Greater Houston



W.K.  
KELLOGG  
FOUNDATION®

THE  
KRESGE  
FOUNDATION

Center for  
Financial Security



UNIVERSITY OF WISCONSIN-MADISON

COMMUNITIES  
FOUNDATION of TEXAS



POINTS  
OF LIGHT



Baltimore  
CASH  
CAMPAIGN



M McCUNE  
CHARITABLE  
FOUNDATION

United  
Way



United Way  
of Central New Mexico

WELLS  
FARGO

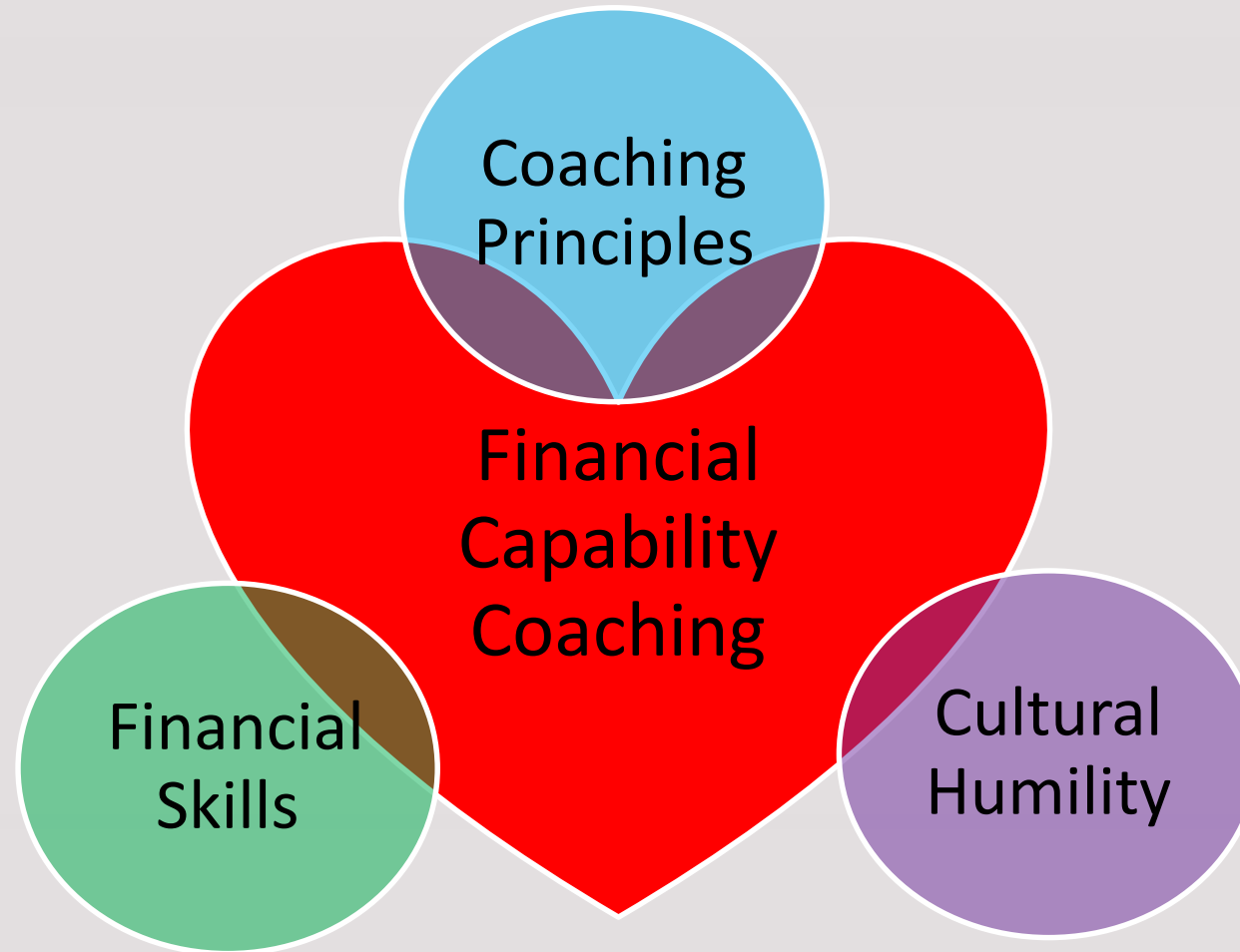
Achieving  
the Dream™

Opportunity Alliance  
Nevada

LISC

CNM In<sup>q</sup>enuity, Inc.

# Coaching with Corazón



# COACH Model

## Curiosity

Use natural curiosity to discover strengths and clarify what the person wants to achieve

## Opportunities and Obstacles

Explore possibilities to elicit person's self-generated solutions and plans

## Action Steps


Co-create actions in alignment with the person's goals

## Commitment

Hold the person responsible and accountable to their commitment to action steps

## Honor the Relationship

Demonstrate an attitude of cultural humility while offering guidance, encouragement and resources



Coaching  
Principles





## Financial Skills

- Values and Money
  - Critical Thinking/Priorities about money choices
- Cash Flow Management
  - Income/Expenses
  - Financial Record Keeping
  - Virtual Tools
- Credit
  - Understanding Credit Report and Credit Score
  - Strategies to repair Credit Score
- Debt Reduction
  - Strategies and Tools
- Saving with a Purpose
  - Financial Goal Setting
  - Large Purchases
- Advanced Hybrid Training:
  - Risk Management, Retirement, Investing, Estate Planning

- Instills the attitude and practice of working with people with a presence of humility while learning, communicating, and offering help.
- Incorporates a lifelong commitment to self-evaluation and self-critique to address power imbalances.
- Develops mutually beneficial partnerships based on trust.



Tervalon, M., & Murray-Garcia, J. (1998) Cultural humility versus cultural competence: a critical distinction in defining physician training outcomes in multicultural education. *Journal of Health Care for the Poor and Underserved*, 9(2), 117-125.



# CNM Financial Capability Coach

Certification Course: 60 hours

Part One: 20 classroom & 10 fieldwork

Part Two: 20 classroom & 10 fieldwork

1-Day or 2-Day Financial Coaching Basics

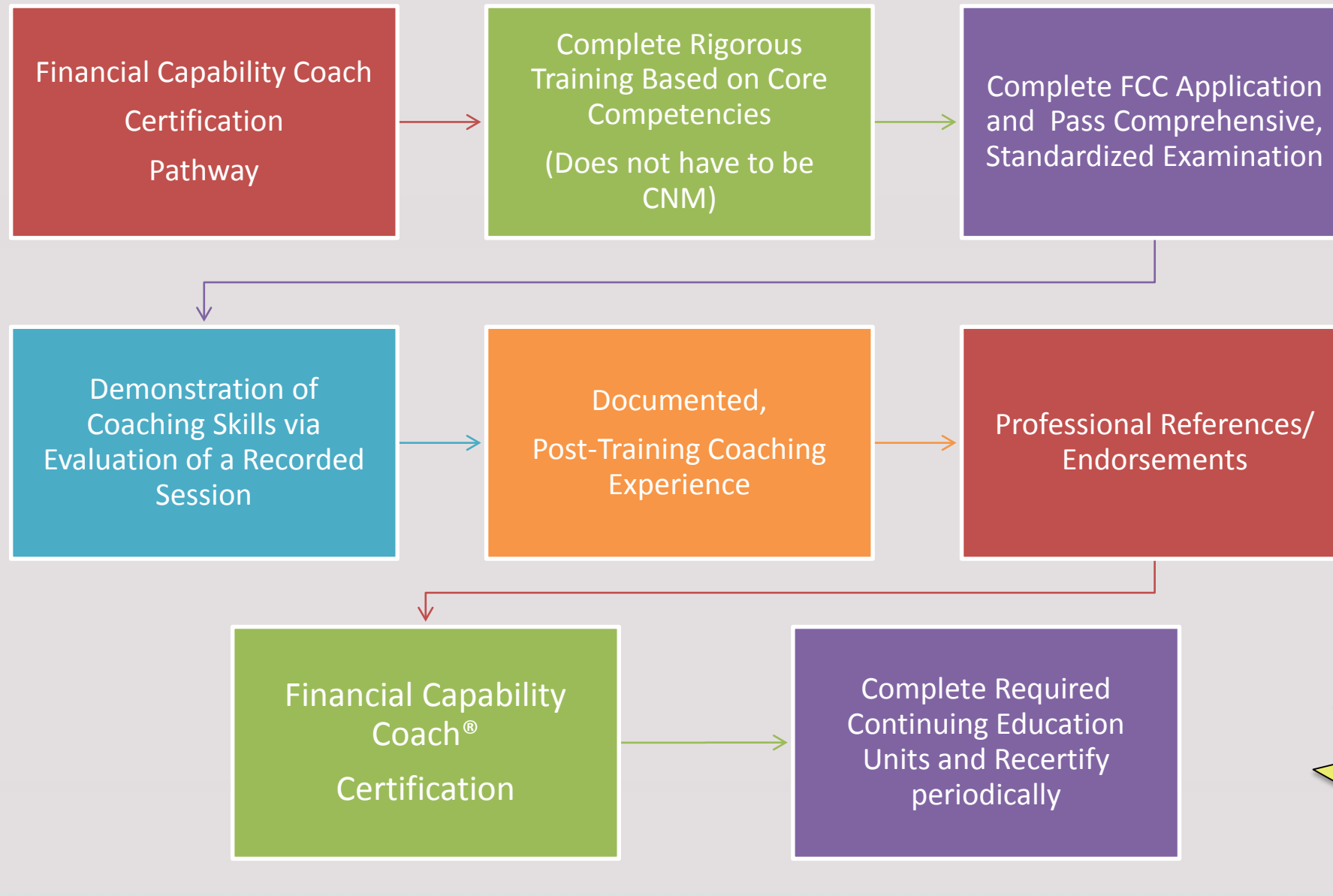
Academic Coaching

Career Coaching

Leadership Coaching

Customized Training Available





# Financial Capability Coach Certified Trainer®

## CNM Ingenuity, Inc.

- Provides the facilitator guide and pertinent training materials
- In-person facilitation skills training at your site
- In-person technical assistance at your first training session
- On-going professional development and quarterly webinars with training content.
- Student Management System
- Testing Services

## Certified Training Program

- The organization holds the curriculum license
- 4 Trainers: 2 Coach Educators and 2 Financial Educators with expertise and experience
- May facilitate training for other organizations and individuals at a price deemed appropriate
- Purchase participant manuals from CNM as needed

Upcoming 60 Hour Certification Course in Albuquerque:

Sept. 25-27 and Oct. 30-Nov. 1

\$699.00

*Or we'll come to you!*



Thank you. Please contact me for more information.

Peggy Garcia-Marquez

505.224.5210

[coaching@cnm.edu](mailto:coaching@cnm.edu)

# NeighborWorks America

## Financial Capability Training and Certification

Jayna Bower, Senior Director,  
NeighborWorks Center for Homeownership Education and Counseling (NCHEC)  
August 23, 2017



Working Together for Strong Communities®



# **NeighborWorks Creates Places of Opportunity**

**Our Mission:**

**Create opportunities for people to live in affordable homes,  
improve their lives and strengthen communities.**

**Guided by Our North Star...**

**Every Community is a Place of Opportunity**



# NeighborWorks Training

**NeighborWorks America: the leaders in community development and housing counseling training for over 30 years. Our work in financial capability training grew from:**

- Extensive work through our Network of 250+ organizations
- 2008 housing crisis
- The need to better prepare people for homeownership and serve those not ready for homeownership
- The desire to serve a broad audience of practitioners in expanded sectors – housing, social service, workforce, veterans, seniors

Working Together for Strong Communities®



# Approach to Financial Capability Training

NighborWorks offer an immersive training experience that prepares people to become professionals in the areas of:

- Financial education and counseling
- Financial coaching
- Developing and managing financial capability programs



Working Together for Strong Communities®

**NighborWorks®**  
AMERICA

# Approach to Financial Capability Training

**Our training courses help practitioners effectively engage and support their customers by equipping them with:**

- ✓ Financial content knowledge
- ✓ Skills and approaches to working with customers to successfully solve financial problems and achieve financial goals
- ✓ Tools to manage workflow, program design, and maximize customer engagement and success
- ✓ A supportive environment where practitioners can apply and test new skills and tools with instructor feedback

Working Together for Strong Communities®



# Our Training Pathways

## Financial Capability Certification:

*A blended approach to financial counseling and coaching*

**① Complete 3 core courses. ② Take Final Exam. ③ Apply for Certification**

### Required Courses:

Building Skills for Financial Confidence (H0208 or H0208el)

Delivering Effective Financial Education for Today's Consumer (H0209)

Financial Coaching: Helping Clients Reach Their Goals (H0310)

TOGETHER WE  
LEARN MORE

# Our Training Pathways

## Concentrated Specialization Training and Practice in Financial Coaching

- Financial Coaching: Helping Clients Reach Their Goals (H0310)
- Financial Coaching Advanced Practicum: Taking Your Coaching to the Next Level (H0370)



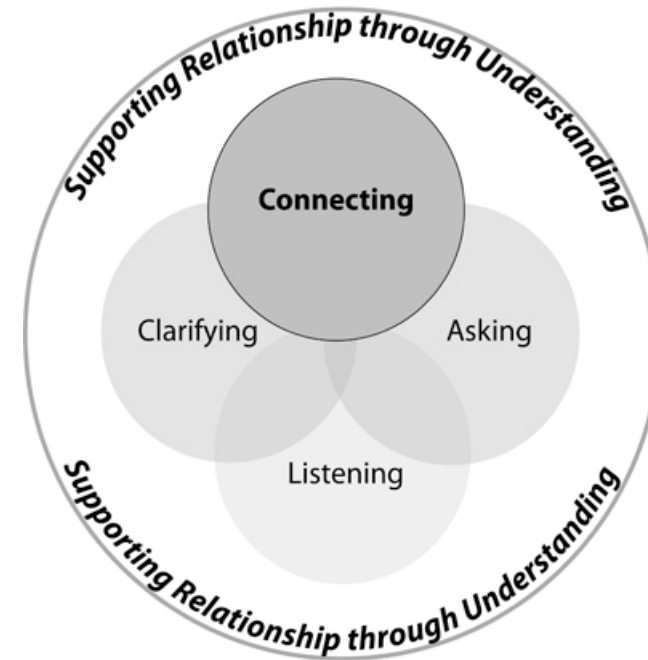
TOGETHER WE  
DO MORE

# COACH Framework

C	Client-driven goal setting What is your goal?
O	Ongoing assessment of current situation What is your current situation?
A	Action planning What steps will you take to get from here to there?
CH	Checking What mechanisms will keep you on track?

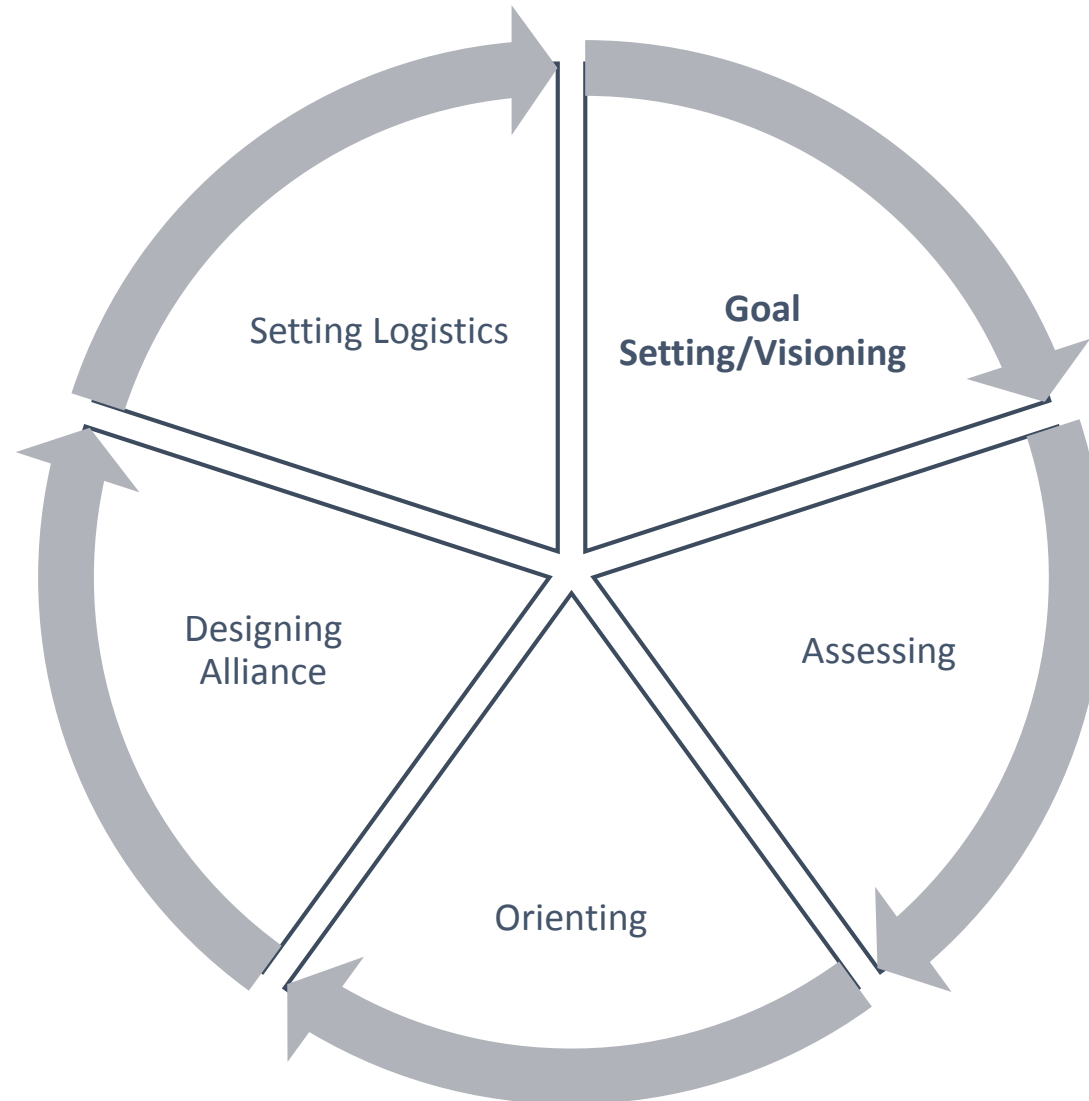
# Coaching Skills

- Asking powerful questions
- Active and reflective listening
- Self-managing
- Brainstorming
- Reframing
- Facilitating
- Motivating
- Creating accountability





# Framework for a Customer-Centric Coaching Alliance



# Our Training Pathways

Specialization in topics critical to achieving financial stability and homeownership and reaching key target audiences:

- Credit Counseling for Maximum Results (H0211)
- Effective Approaches to Student Loan Counseling (H0255)
- Engaging Older Adults in Financial Capability Programs (H0180el)



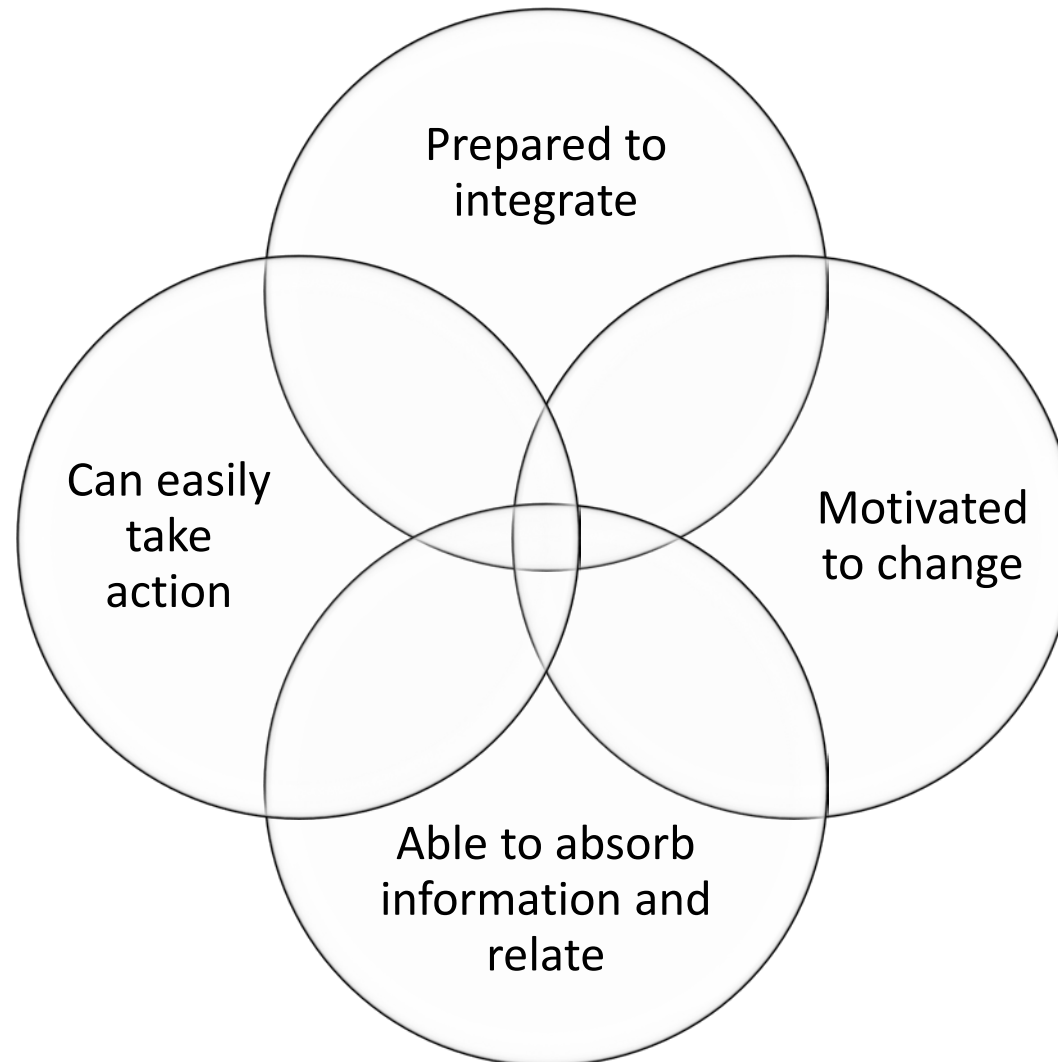
# Our Training Pathways

## Training Opportunities for Managers and Leaders looking to develop and support Financial Capability Programs:

- Financial Coaching: Helping Clients Reach Their Goals (H0310)
- Financial Capability Program Design for Managers (H0375)
- Coaching for Transformation (ML285)



# Teachable Moments for Effective Program Design



# Designing Programs Based on Customer Needs

## In Financial Capability Program Design for Managers (H0375) we begin with knowing your target audience:

**Demographic** - Age, income, gender, ethnic background, family size, family life cycle...

**Financial** - Household income, credit scores, debt-to-income ratios, amount of financial knowledge...

**Geographic** - Nuances of where audience lives, works, banks, shops...

**Psychographic** - Personality traits, values, attitudes, interests, goals, lifestyle, socio-cultural environment...

**What are their top financial goals?** - Homeownership, higher education, emergency fund, financial stability, debt reduction...

# Our Coaching-Centric Training Approach

- All of our courses are centered on a foundational coaching-centric approach that seeks to uncover and understand client needs in order to best align service delivery:

The key is to maintain a client focus within a holistic context

# Providing Training Grounded in Standards

- The **Financial Capability Standards**, currently in draft form, will offer a common roadmap for excellence and service delivery.
- The Standards will provide guidance in financial capability program design to strengthen existing programs or develop entirely new financial capability services.
- The new Standards will delineate between financial counseling, coaching, and group education in an effort to help individual agencies tailor their service delivery to the unique circumstances of their clients and communities.



# Financial Capability at NeighborWorks America



**Take part in financial capability training and certification.**

Visit [www.nw.org/FinancialCapabilityCertification](http://www.nw.org/FinancialCapabilityCertification).



**Use Success Measures®** for outcome evaluation, which is critical to sustainability and growth. Go to [www.successmeasures.org](http://www.successmeasures.org).



**Read our report,** "Scaling Financial Coaching: Critical Lessons and Effective Practices," at [www.nw.org/fincap](http://www.nw.org/fincap).



# NeighborWorks America

Jayna Bower  
Sr. Director, NCHEC

[jbower@nw.org](mailto:jbower@nw.org)

Working Together for Strong Communities®



# Q & A



**Peggy Olive**  
Financial Capability Specialist  
Center for Financial Security  
The University of Wisconsin-Madison



**Rebecca Wiggins**  
Executive Director  
Association for Financial Counseling &  
Planning Education® (AFCPE®)



**Sandra Davis**  
Executive Director  
Sage Financial Solutions



**Peggy Garcia-Marquez**  
Financial Coach Training Program Manager  
Central New Mexico Community College  
CNM Ingenuity, Inc.



**Jayna Bower**  
Senior Director  
NeighborWorks Center for Homeownership  
Education and Counseling (NCHC)  
NeighborWorks America

# Additional Financial Coaching Training Resources:

- The Prosperity Agenda

<http://www.theprosperityagenda.org/coaching-training>

- Mission Economic Development Agency (MEDA)

<http://medasf.org/>

Contact **Lucy Arellano**, Director of Asset Building Programs,  
to learn more: [larellano@medasf.org](mailto:larellano@medasf.org)

- The Financial Clinic, Change Machine

<https://change-machine.org/>

- Financial Coaching Strategies, UW-Extension Website  
Training opportunities:

<http://fyi.uwex.edu/financialcoaching/trainingopportunities/>



Thank you for joining the Center for Financial  
Security for today's webinar:

## Financial Coaching: A Webinar Presentation of National Training Models

Please remember that today's webinar was recorded and will be  
posted on our website: [cfs.wisc.edu](http://cfs.wisc.edu)  
within two business days.



Please contact Hallie Lienhardt with questions:

[Hallie.lienhardt@wisc.edu](mailto:Hallie.lienhardt@wisc.edu)

608-890-0229