Financial Coaching Network
Bi-Monthly Peer Call

April 18, 2019, 3:00-4:30pm ET

Today’s Topic:
Core Competencies for Financial Coaches: Navigating Identity Differences
Welcome

Hiba Haroon
Senior Program Manager, Savings & Financial Capability
Prosperity Now
Housekeeping

- This call is **being recorded** and will be mailed to registrants and available online within one week.

- **This is a group discussion!** However, all webinar attendees are muted at the start to ensure sound quality.

- **Share comments** or **ask questions** at any time by **raising your hand** to be unmuted or typing the question into the text box on the control panel.

  *Tip: Phone audio works best. Be sure to enter your audio PIN!*

- If you experience any technical issues, email **gotomeeting@prosperitynow.org**.
Getting the Most Out of Today’s Call

- Join from a **quiet space**
- Grab a **coffee** or snack and settle in
- **Engage!** Send us your questions and comments as you listen
- **Reflect** on ways to apply what you learn today to your own work
Updated Objectives of the Financial Coaching Network

- **Create** intentional space for programs to discuss strategies they have adopted to develop and deliver participant-centered and participant-driven financial coaching programs.

- **Challenge** practitioners to think critically about how racial equity can be centered and advanced in the design and implementation of financial coaching programs.

- **Elevate** financial coaching programs’ innovations and challenges.

- **Connect** programs to share resources, expand partnerships and grow networks.

- **Identify** strengths and limitations of financial coaching and the role financial coaching can play in addressing racial economic inequalities.
Reminder: Take the Pre-Survey!

- To help you hold us accountable to these objectives, we will administer pre- and post-surveys at the beginning and end of the year. With these surveys, you can let us know whether the Network calls were useful and how we can improve them.

- You’ll find the link to the FCN pre-survey in the chat box during today’s webinar. We’ll also send out a link to the pre-survey after the call. This is the last week to complete the survey—be sure your voice is heard!
Today’s Agenda

✓ Introduction of Today’s Guests
✓ Anchoring Exercise – Personal reflection question
✓ Exploring Today’s Topic – Navigating identity differences between coaches and participants
✓ Panel Discussion – We’ll hear from a few of your peers
✓ Group Discussion – What’s your experience?
✓ Next Steps & Close
Warm-Up: Lens Activity

Fran Rosebush Baylor
Director, Field Engagement
Prosperity Now
Who do we think we are?

How do you define yourself in terms of...

- Race
- Gender identity
- Economic status
- Religious identity
- Other important identity(ies) for you
Reflection

Take a moment to jot down your responses to the following questions:

- How might your identities play out when you interact with people of similar identity?
- How might your identities play out when you interact with people of different identities?
# Identity Reflection Exercise

<table>
<thead>
<tr>
<th>How do you define yourself in terms of...</th>
<th>How does this affect how you connect, engage or relate to people of similar identity?</th>
<th>How does this affect how you connect, engage or relate to people of different identity?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race</td>
<td></td>
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<td>Gender identity</td>
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<td>Religious identity</td>
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<tr>
<td>Other important identity(ies) for you</td>
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</tbody>
</table>
Poll Question #1

How do you identify?

- Black or African American
- Latino or Hispanic
- Native American, Pacific Islander, or Alaska Native
- Asian or Asian American
- White
- Other (share in comments)
Poll Question #2

Are the clients you serve…?

- Majority people of color (51% or more)
- Majority white (51% or more)
- I don’t know
Poll Question #3

Differences in identities, values, lived experiences, etc. between coaches & participants can impact their relationship.

- Strongly disagree
- Disagree
- Agree
- Strongly agree
- I still don’t know
Understanding Your Target Audience

“Target audience” refers to the types of participants your organization intends to serve through the financial coaching program (e.g., young people, refugees, immigrants, parents of young children, etc.). Your target audience may be your current participants (e.g., if you will be integrating coaching into an existing program, your target audience refers to the current participants in that program) or a new set of participants (e.g., a specific group of people you’ve identified in your community). Understanding your target audience’s financial needs, interest in financial coaching and life circumstances will help your organization design a financial coaching program that is both relevant and sustainable. This information will help inform key design decisions such as how and when coaching should be delivered, the programmatic metrics you will track and the partnerships you will establish.

In this chapter, you will explore the following questions:

1. **Target Audience**: Who is your target audience?
2. **Information to Collect**: What do you need to know about your target audience to design a tailored financial coaching program?
3. **Collecting Information**: How will you collect information about your target audience?
What do you need to know & center in financial coaching?

- Demographics
- Strengths and values
- Goals and dreams
- Barriers and current needs
[CHAPTER 7]

Selecting & Supporting Coaches

When creating your financial coaching program, you will also have to consider your selection criteria for new coaches and how you will recruit, onboard and support your financial coaches.

By the end of this chapter, you should be able to answer the following questions:

1. Coaching Competencies: What are the core competencies you will look for in financial coaches? Are there other skills your financial coaches should have to meet the needs of your target audience(s)?

2. Recruitment: How will you recruit financial coaches? Will you reach out to community partners, former participants or both?

3. Application Process: What will be included in your application process?

4. Onboarding and Training: What will your onboarding procedure for new coaches include? What kind of financial coaching training will you provide? Will you offer onboarding and training concurrently or separately?

5. Supporting Coaches: What type(s) of learning opportunities will you offer your coaches? What factors will impact coaches’ success?

“A good coach has the personality and ability to coach and empower someone. In addition to technical expertise, they are participatory and have the ability to engage and respond to clients’ needs. The coach should be caring and have compassion for clients.”

ANDREA SORCE
FORMERLY WITH THE INTERNATIONAL RESCUE COMMITTEE—SAN DIEGO
## What do financial coaching programs look for in coaches?

### Soft Skills
- Compassion, humility & empathy for the target audience
- Communication & interpersonal skills
- Flexibility & creativity

### Other Considerations
- Experience with and/or understanding of low- to moderate-income communities
- Experience with and/or understanding of diverse cultures & populations
- Experience working in a fast-paced environment
- Passion for working w/people
- Passion for collaboration
- Experience working on long-term engagements
Today’s Guest Speakers

Pilayne Franklin  
Financial Counselor  
Bedford Stuyvesant Restoration Corporation  
pfranklin@restorationplaza.org

Robert Armstrong  
Program Manager  
San Diego Second Chance  
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Jane Eastwood  
Volunteer Financial Coach/ Consultant  
Prepare + Prosper/ Government Alliance on Race and Equity  
janedeastwood@gmail.com

Sue Rogan  
Director of Strategic Partnerships  
CASH Campaign of MD  
Sue@cashmd.org
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Audience Q & A

What questions do you have?

Share them in the Questions box!
Poll Question #4

Differences in identities, values, lived experiences, etc. between coaches & participants can impact their relationship.

- Strongly disagree
- Disagree
- Agree
- Strongly agree
- I still don’t know
Poll Question #5

What actions around identity differences do you plan to take after this webinar?

- Engage in personal reflection about issues of identity
- Discuss what I heard/learned with colleagues
- Explore how identity differences manifest in our program
- Explore tools/resources for org-wide conversations re. race and other identities
- I don’t plan to take any action around identity differences
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Sue Rogan
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Next Steps

▪ Please complete the survey!
▪ Sign up for other Networks and Campaigns to stay in the know about issues you care about
▪ Let us know your suggestions for future call topics
▪ Volunteer to lead a future call!
Expand Your Networks with the Prosperity Now Community

Sign up for listservs and working groups, volunteer to facilitate peer discussions, serve in a leadership role—and more!

- Affordable Homeownership Network
- Campaign for Every Kids Future (Children’s Savings Accounts)
- Financial Coaching Network
- Innovations in Manufactured Housing (I’M HOME) Network
- Medical Financial Partnerships (Health/Wealth)
- Racial Wealth Equity Network
- Savings Network
- Taxpayer Opportunity Network (VITA/community tax prep)

Visit any of the above Networks at prosperitynow.org/get-involved to get started.
Take action with Prosperity Now Campaigns!

Sign up to stay informed about the latest developments and opportunities to take action by joining one of our four federal policy campaigns.

**AFFORDABLE HOMEOWNERSHIP**

Homeownership is key to building wealth. Together, we will advocate for products and policies that provide more affordable homes to more people.

**CONSUMER PROTECTIONS**

Consumer protections create more fair, more transparent financial markets. Together, we will ensure consumers keep the safeguards they deserve.

**FINANCIAL SECURITY**

Safety net programs help protect vulnerable individuals and families from falling deep into poverty. Together, we will protect programs like SNAP, IDAs and more to help those in need when they need it most.

**TURN IT RIGHT-SIDE UP**

The vast majority of tax incentives go to those at the top, not to those who need it most. Together, we will turn our upside-down tax code right-side up.

Visit any of our Campaigns at [https://prosperitynow.org/take-action](https://prosperitynow.org/take-action) to learn more and join.

@ProsperityNow

[prosperitynow.org](http://prosperitynow.org)
Thank You!

Please complete our survey and we’ll see you on the next call!