

# A Tale of Two Twins:

LISC Twin Accounts as a Strategy to Build Long-Term Client Engagement



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# Starting Out on the Right Foot

- ▶ Strong Client-Coach Relationship = Strong Outcomes

## Coaching Ethos

- ✓ Creative
- ✓ Resourceful
- ✓ Whole

Remember: If you treat someone like they are broken, they will behave like they need to be fixed.

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## Informal Register

KISS principal

Remember: The initial meeting isn't the time to get technical, it's time to build trust.

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## Check Yourself

Body Language and Appearance

Remember: Actions speak louder than words.

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## Sharing is Caring

You are not alone.

Remember: Boundaries must be maintained as well as client confidentiality

# Getting Down to Business

In 2017, 26% of individuals engaging in financial counseling services at the ONE Village FOC have identified homeownership as a long-term goal



LISC Twin Accounts: The most powerful tool in your credit repair toolbox.



► A Tale of Two Twin Accounts: Brianna and Luana

Brianna's Story

Luana's Story