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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- Strong Client-Coach Relationship = Strong Outcomes

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.
Starting Out on the Right Foot

- Strong Client-Coach Relationship = Strong Outcomes

**Sharing is Caring**

You are not alone.

Remember: Boundaries must be maintained as well as client confidentiality
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