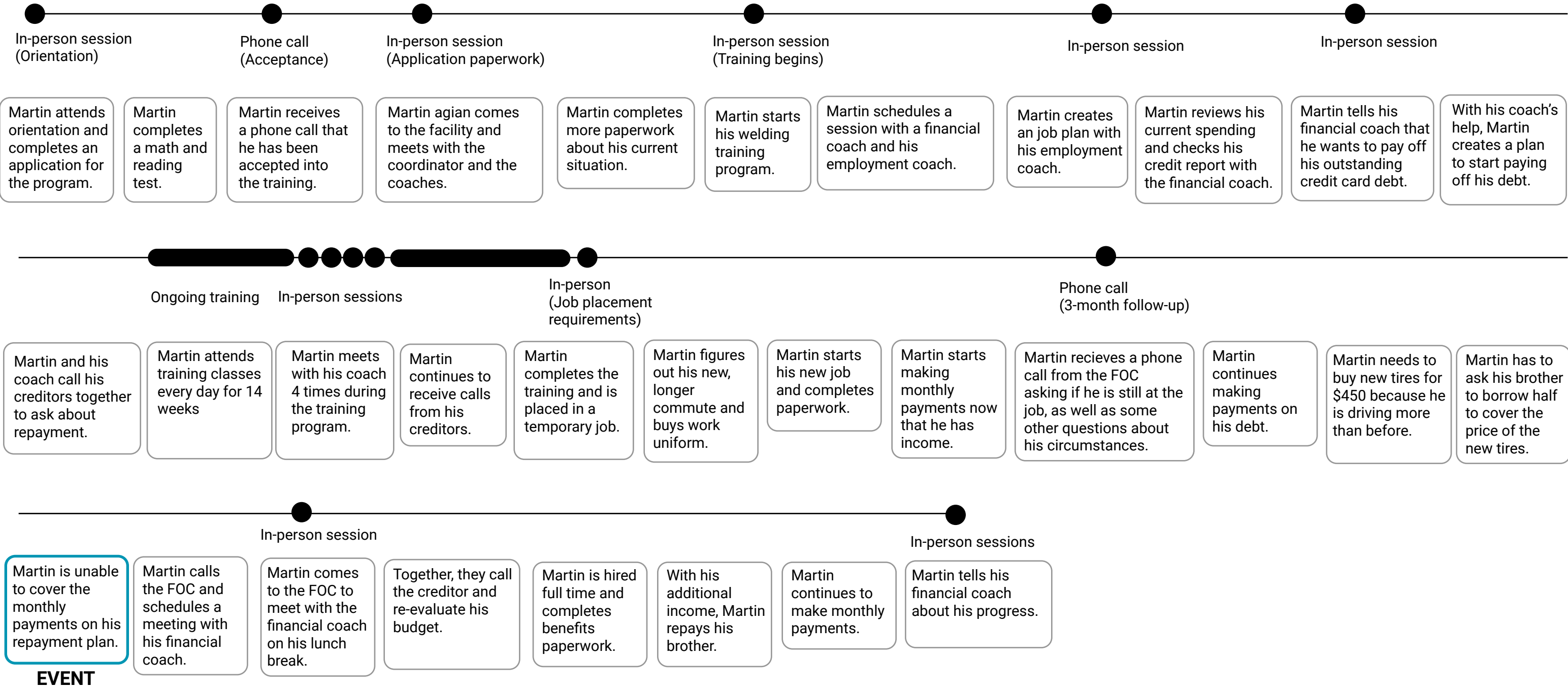


GOAL: MARTIN MEETS WITH COACH 2 TIMES AFTER SECURING EMPLOYMENT



Martin

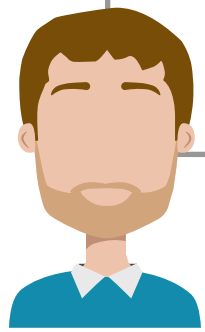
Martin recently lost his job working for a shipping and logistics company. He wants to earn his welding credentials. In the time between losing his job and enrolling at the FOC, Martin used his credit card to make ends meet. While he made progress towards repaying his debt, an unexpected car expense knocked him off course.



QUESTIONS

1. Where along the map are there barriers that Martin had to overcome in order to meet with his coach two times after securing employment? Think specifically about:
- frictions that might make it more difficult for Martin to meet with his coach.
 - steps where Martin may have been less motivated to meet with his coach.
 - steps where the benefits of meeting with the coach might not materialize until later in the future.

2. Where along the map could the FOC do more to stay in contact with Martin before he is unable to make his monthly debt payment?



Hi! Welcome to Behavioral Science for Working Clients

PURPOSE

I hope that you come away from this session with 2 main ideas:

- 1 To change someone's behavior, we either have to make engaging in the right behavior easier (reduce frictions) or we have to find ways to motivate them to do it even when it's hard (add fuel)
- 2 Even seemingly small factors and forces in the environment can shape a client's motivation to engage with the FOC and with coaching generally.

WHAT ARE THE WORKING SESSIONS?

I hope that this is an engaging, hands-on session. Most of the time will be spent alternating between a short-talk and a working session where you can turn around and immediately think about how to apply the learnings.

During the working sessions, you will work with the simplified "behavior map." A behavior map is a way of visualizing someone's experience and engagement with the FOC. A behavior map is a way of visualizing someone's experience and engagement with the FOC. Black dots represent each of the touch points and interactions they have with the FOC.

The behavior map represents an ideal journey that ends with them still engaged with the FOC after they have a job. In each case, the client encounters some "event" that drives them to re-engage with the FOC after a period of disengagement. We know this is not always the case — many people encounter challenges and do not turn to the FOC for help.

Your challenge is to think about the client's experience from their perspective and to brainstorm what would prevent the client from moving from one step in the map to the next. I'll give you a few ideas from behavioral science to keep an eye out for during the talks, but draw on your own experience with clients as well.

WHAT YOU SHOULD DO?

Take a 1 minute to quickly read through over the map.

During each working session...

At each table, you have 2 large post-it notes: The 1st is titled "Barriers." As a group, use the post-it notes to write down as many barriers as you can think of that could make it harder for your client to progress along the map.

The 2nd is titled "Ideas." Here, write down any ideas that come to mind for how you as an FOC might intervene to help ensure the client progresses along the map. This could mean re-thinking an existing touch point or introducing a new touch point.

Overview

(We have a tight session, so I'm going to try hard to stick to these times!)

- Introduction to Behavioral Science and Behavior Mapping. (10 minutes)
- Identifying Frictions: Talk. (10 minutes)
- Identifying Frictions: Working Session (20 minutes)
- Adding Fuel: Talk (10 minutes)
- Adding Fuel: Working Session (20 minutes)
- Group Share-outs (10 minutes)
- Conclusion (10 minutes)

There are no bad ideas! This is a chance to reflect on your experience and to be creative.

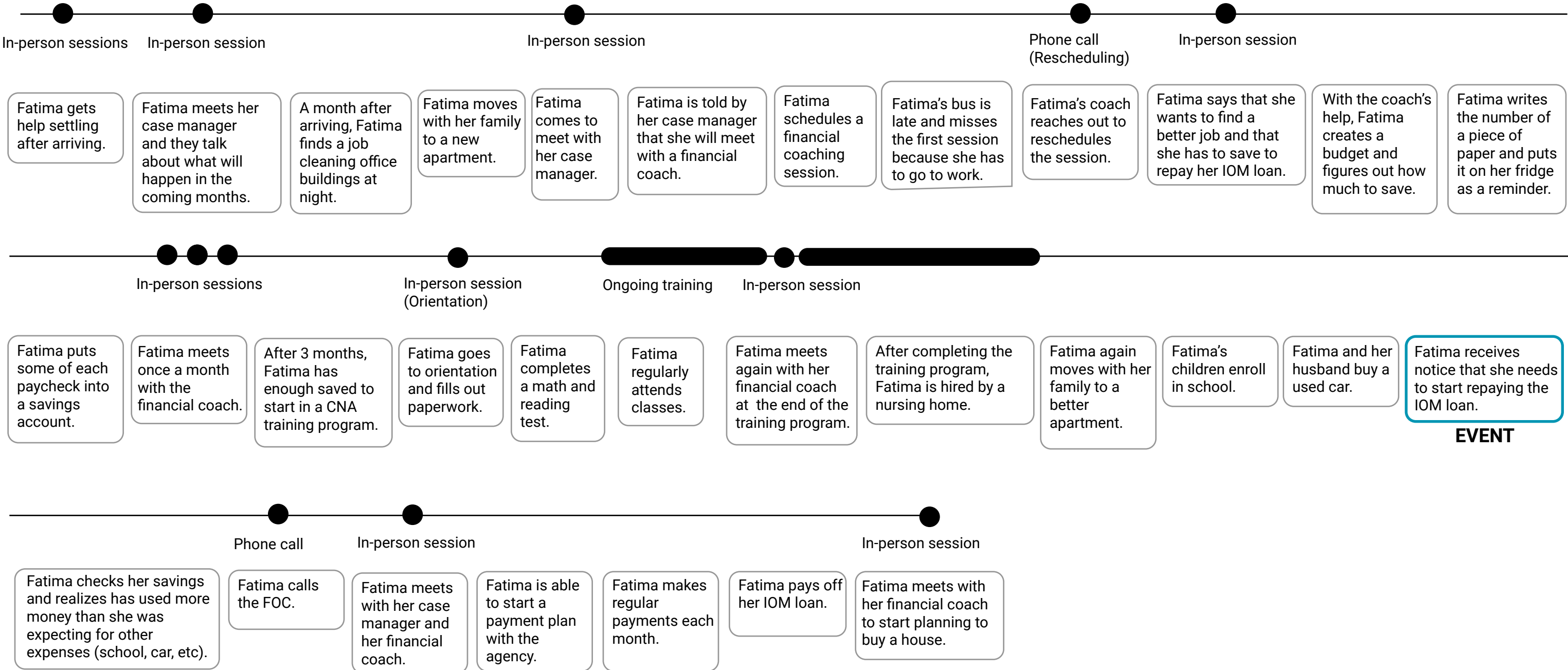
Also keep in mind that I will randomly select 2 tables to share out with the wider group. You won't want to have nothing to share if I select your table and I have fantastic prizes for the people who share out.

GOAL: FATIMA MEETS WITH COACH 2 TIMES AFTER SECURING EMPLOYMENT



Fatima

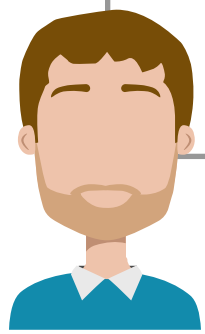
Fatima is a recent refugee that has come with her family to the United States from Syria. She is first connected with the FOC through the assisting resettlement agency. Like many refugees, Fatima and her family accepted an IOM travel loan to help with expenses associated with resettlement. Although there is a lot that Fatima and her family must do in the first 6 months, she must also be prepared to start making payments towards the IOM loan after 6 months.



QUESTIONS

1. Where along the map are there barriers that Fatima had to overcome in order to meet with her coach two times after securing employment? Think specifically about:
- frictions that might make it more difficult for Fatima to meet with her coach.
 - steps where Fatima may have been less motivated to meet with her coach.
 - steps where the benefits of meeting with the coach might not materialize until later in the future.

2. Where along the map could the FOC do more to stay in contact with Fatima before she is notified that she needs to start repaying her IOM Loan?



Hi! Welcome to Behavioral Science for Working Clients

PURPOSE

I hope that you come away from this session with 2 main ideas:

- 1 To change someone's behavior, we either have to make engaging in the right behavior easier (reduce frictions) or we have to find ways to motivate them to do it even when it's hard (add fuel)
- 2 Even seemingly small factors and forces in the environment can shape a client's motivation to engage with the FOC and with coaching generally.

WHAT ARE THE WORKING SESSIONS?

I hope that this is an engaging, hands-on session. Most of the time will be spent alternating between a short-talk and a working session where you can turn around and immediately think about how to apply the learnings.

During the working sessions, you will work with the simplified "behavior map." A behavior map is a way of visualizing someone's experience and engagement with the FOC. A behavior map is a way of visualizing someone's experience and engagement with the FOC. Black dots represent each of the touch points and interactions they have with the FOC.

The behavior map represents an ideal journey that ends with them still engaged with the FOC after they have a job. In each case, the client encounters some "event" that drives them to re-engage with the FOC after a period of disengagement. We know this is not always the case — many people encounter challenges and do not turn to the FOC for help.

Your challenge is to think about the client's experience from their perspective and to brainstorm what would prevent the client from moving from one step in the map to the next. I'll give you a few ideas from behavioral science to keep an eye out for during the talks, but draw on your own experience with clients as well.

WHAT YOU SHOULD DO?

Take a 1 minute to quickly read through over the map.

During each working session...

At each table, you have 2 large post-it notes: The 1st is titled "Barriers." As a group, use the post-it notes to write down as many barriers as you can think of that could make it harder for your client to progress along the map.

The 2nd is titled "Ideas." Here, write down any ideas that come to mind for how you as an FOC might intervene to help ensure the client progresses along the map. This could mean re-thinking an existing touch point or introducing a new touch point.

Overview

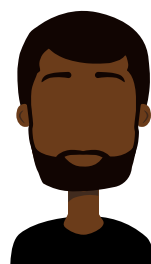
(We have a tight session, so I'm going to try hard to stick to these times!)

- Introduction to Behavioral Science and Behavior Mapping. (10 minutes)
- Identifying Frictions: Talk. (10 minutes)
- Identifying Frictions: Working Session (20 minutes)
- Adding Fuel: Talk (10 minutes)
- Adding Fuel: Working Session (20 minutes)
- Group Share-outs (10 minutes)
- Conclusion (10 minutes)

There are no bad ideas! This is a chance to reflect on your experience and to be creative.

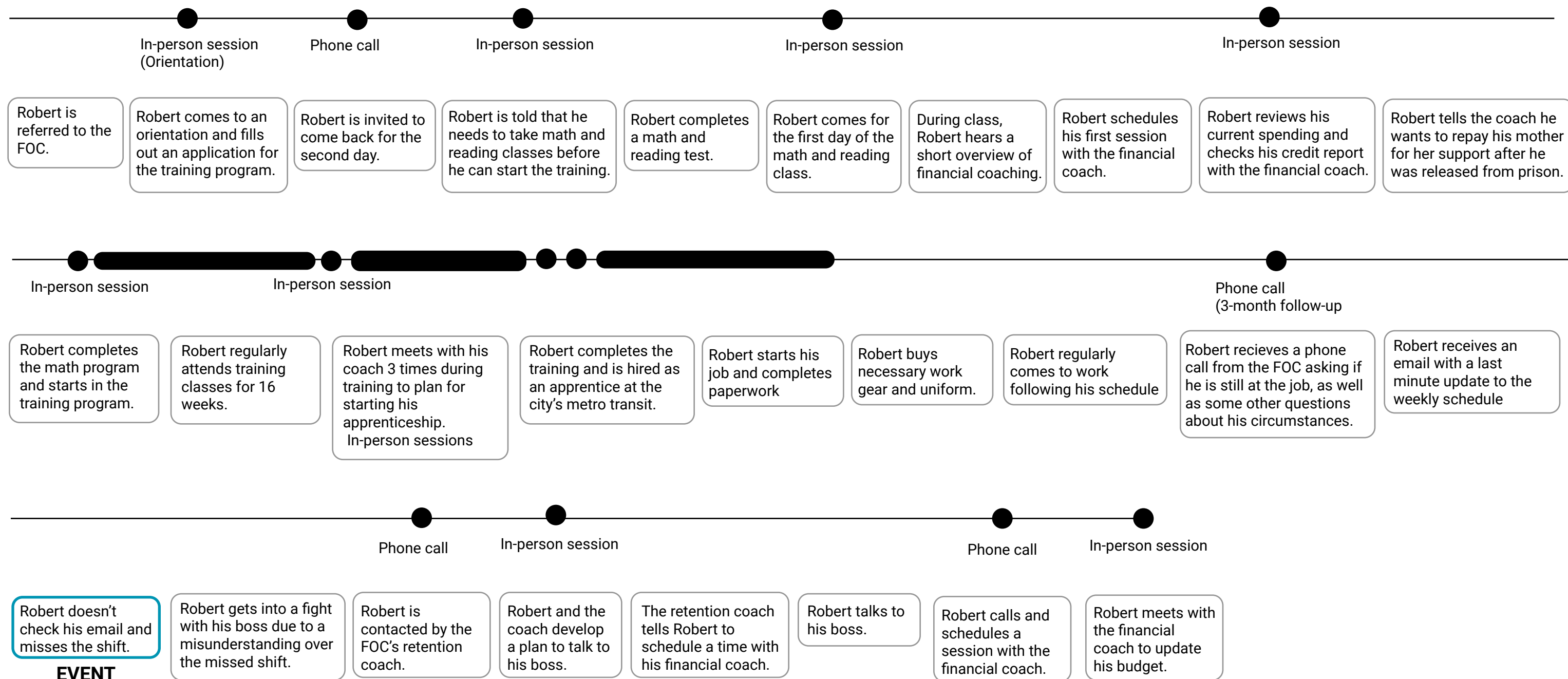
Also keep in mind that I will randomly select 2 tables to share out with the wider group. You won't want to have nothing to share if I select your table and I have fantastic prizes for the people who share out.

GOAL: ROBERT MEETS WITH COACH 2 TIMES AFTER SECURING EMPLOYMENT



Robert

Robert was recently released from prison. He was referred to the FOC by someone in the justice system. Robert is looking for a consistent job and the FOC offers a training program for the city's metro transit. After finding temporary employment, he had a conflict with his boss that jeopardizes his employment.



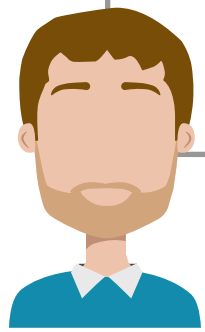
QUESTIONS

1. Where along the map are there barriers that Robert had to overcome in order to meet with his coach two times after securing employment?

Think specifically about:

- frictions that might make it more difficult for Robert to meet with his coach.
- steps where Robert may have been less motivated to meet with his coach.
- steps where the benefits of meeting with the coach might not materialize until later in the future.

2. Where along the map could the FOC do more to stay in contact with Robert before he had trouble with his boss?



Hi! Welcome to Behavioral Science for Working Clients

PURPOSE

I hope that you come away from this session with 2 main ideas:

- 1 To change someone's behavior, we either have to make engaging in the right behavior easier (reduce frictions) or we have to find ways to motivate them to do it even when it's hard (add fuel)
- 2 Even seemingly small factors and forces in the environment can shape a client's motivation to engage with the FOC and with coaching generally.

WHAT ARE THE WORKING SESSIONS?

I hope that this is an engaging, hands-on session. Most of the time will be spent alternating between a short-talk and a working session where you can turn around and immediately think about how to apply the learnings.

During the working sessions, you will work with the simplified "behavior map." A behavior map is a way of visualizing someone's experience and engagement with the FOC. A behavior map is a way of visualizing someone's experience and engagement with the FOC. Black dots represent each of the touch points and interactions they have with the FOC.

The behavior map represents an ideal journey that ends with them still engaged with the FOC after they have a job. In each case, the client encounters some "event" that drives them to re-engage with the FOC after a period of disengagement. We know this is not always the case — many people encounter challenges and do not turn to the FOC for help.

Your challenge is to think about the client's experience from their perspective and to brainstorm what would prevent the client from moving from one step in the map to the next. I'll give you a few ideas from behavioral science to keep an eye out for during the talks, but draw on your own experience with clients as well.

WHAT YOU SHOULD DO?

Take a 1 minute to quickly read through over the map.

During each working session...

At each table, you have 2 large post-it notes: The 1st is titled "Barriers." As a group, use the post-it notes to write down as many barriers as you can think of that could make it harder for your client to progress along the map.

The 2nd is titled "Ideas." Here, write down any ideas that come to mind for how you as an FOC might intervene to help ensure the client progresses along the map. This could mean re-thinking an existing touch point or introducing a new touch point.

Overview

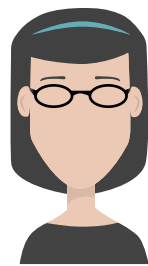
(We have a tight session, so I'm going to try hard to stick to these times!)

- Introduction to Behavioral Science and Behavior Mapping. (10 minutes)
- Identifying Frictions: Talk. (10 minutes)
- Identifying Frictions: Working Session (20 minutes)
- Adding Fuel: Talk (10 minutes)
- Adding Fuel: Working Session (20 minutes)
- Group Share-outs (10 minutes)
- Conclusion (10 minutes)

There are no bad ideas! This is a chance to reflect on your experience and to be creative.

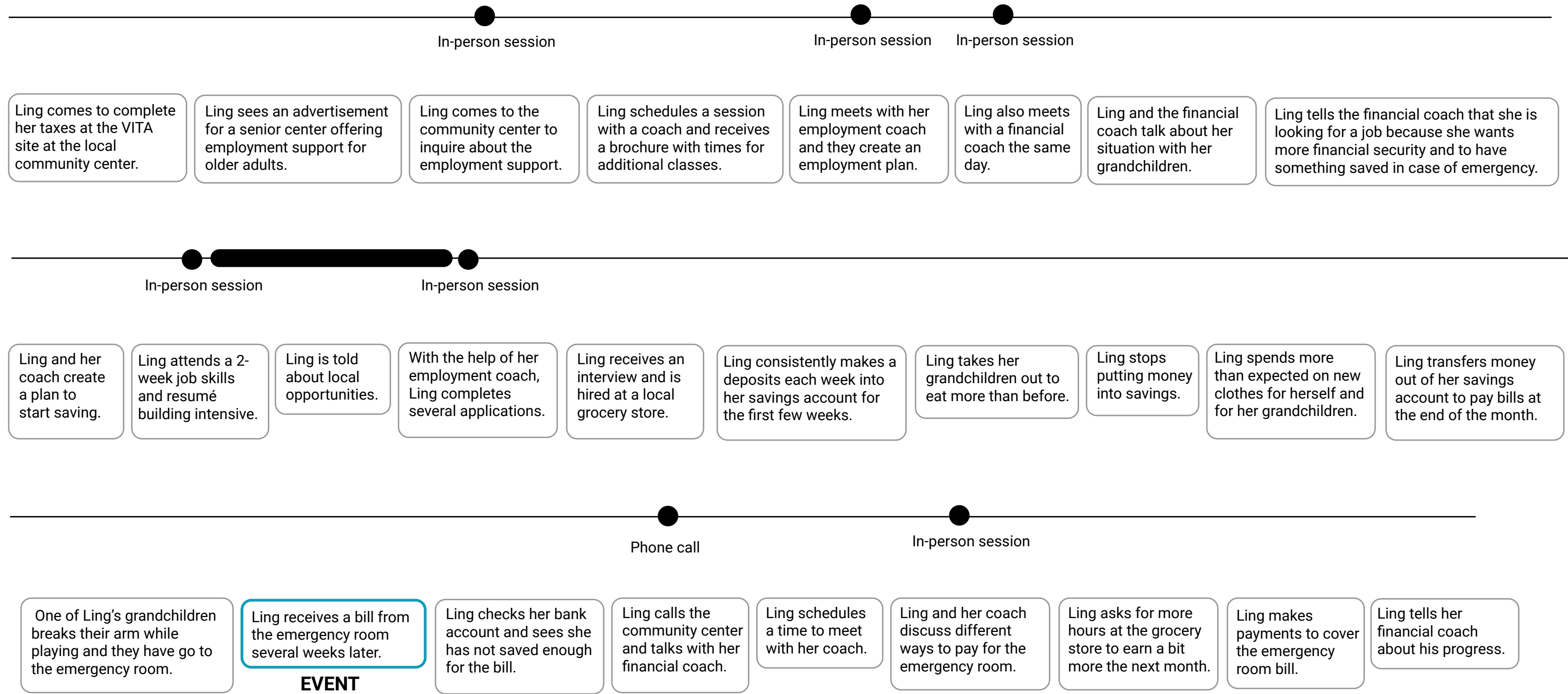
Also keep in mind that I will randomly select 2 tables to share out with the wider group. You won't want to have nothing to share if I select your table and I have fantastic prizes for the people who share out.

GOAL: LING MEETS WITH COACH 2 TIMES AFTER SECURING EMPLOYMENT



Ling

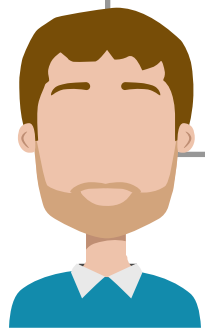
Ling is the primary caregiver for her two grandchildren. She has been living on a fixed income, but is looking to find a job in order to make it easier for her to make ends meet at the end of the month and to be able to put a little aside just in case something comes up. While she had started to save, she had not saved enough to easily handle an unexpected medical expense when it occurred.



QUESTIONS

1. Where along the map are there barriers that Ling had to overcome in order to meet with her coach two times after securing employment? Think specifically about:
- frictions that might make it more difficult for Ling to meet with his coach.
 - steps where Ling may have been less motivated to meet with his coach.
 - steps where the benefits of meeting with the coach might not materialize until later in the future.

2. Where along the map could the FOC do more to stay in contact with Ling before she recieved the bill from the emergency room?



Hi! Welcome to Behavioral Science for Working Clients

PURPOSE

I hope that you come away from this session with 2 main ideas:

- 1 To change someone's behavior, we either have to make engaging in the right behavior easier (reduce frictions) or we have to find ways to motivate them to do it even when it's hard (add fuel)
- 2 Even seemingly small factors and forces in the environment can shape a client's motivation to engage with the FOC and with coaching generally.

WHAT ARE THE WORKING SESSIONS?

I hope that this is an engaging, hands-on session. Most of the time will be spent alternating between a short-talk and a working session where you can turn around and immediately think about how to apply the learnings.

During the working sessions, you will work with the simplified "behavior map." A behavior map is a way of visualizing someone's experience and engagement with the FOC. A behavior map is a way of visualizing someone's experience and engagement with the FOC. Black dots represent each of the touch points and interactions they have with the FOC.

The behavior map represents an ideal journey that ends with them still engaged with the FOC after they have a job. In each case, the client encounters some "event" that drives them to re-engage with the FOC after a period of disengagement. We know this is not always the case — many people encounter challenges and do not turn to the FOC for help.

Your challenge is to think about the client's experience from their perspective and to brainstorm what would prevent the client from moving from one step in the map to the next. I'll give you a few ideas from behavioral science to keep an eye out for during the talks, but draw on your own experience with clients as well.

WHAT YOU SHOULD DO?

Take a 1 minute to quickly read through over the map.

During each working session...

At each table, you have 2 large post-it notes: The 1st is titled "Barriers." As a group, use the post-it notes to write down as many barriers as you can think of that could make it harder for your client to progress along the map.

The 2nd is titled "Ideas." Here, write down any ideas that come to mind for how you as an FOC might intervene to help ensure the client progresses along the map. This could mean re-thinking an existing touch point or introducing a new touch point.

Overview

(We have a tight session, so I'm going to try hard to stick to these times!)

- Introduction to Behavioral Science and Behavior Mapping. (10 minutes)
- Identifying Frictions: Talk. (10 minutes)
- Identifying Frictions: Working Session (20 minutes)
- Adding Fuel: Talk (10 minutes)
- Adding Fuel: Working Session (20 minutes)
- Group Share-outs (10 minutes)
- Conclusion (10 minutes)

There are no bad ideas! This is a chance to reflect on your experience and to be creative.

Also keep in mind that I will randomly select 2 tables to share out with the wider group. You won't want to have nothing to share if I select your table and I have fantastic prizes for the people who share out.