

# Engagement from the First Session: Financial Coaching

Presented by Thanapat Vichitchot

# Agenda

- About Santa Maria Community Services
- Financial Services at Santa Maria Community Services
- The First Session Objectives
- Strategies

# About Santa Maria Community Services

**“Helping families help themselves since 1897”**

## **Mission:**

Santa Maria is a catalyst and advocate for Greater Price Hill families to attain their educational, financial, and health goals.

## **Services:**

Early Childhood, Workforce Development, Health and Wellness, and Youth Development

# Financial Services at Santa Maria Community Services

- Part of Workforce Development Program
  - Services – GED, Employment, and Financial
  - Using FOC model
  - Several orientation times per week

# Financial Services at Santa Maria Community Services (cont.)

- Financial Education
  - Group classes - Employment Workshops and Tenant Education
  - One-on-one
- Financial Coaching
  - One-on-one
  - Cross-trained case managers with basic budgeting
- Financial Products & Tools
  - Twin Account
  - Lending Circles
  - IDA with match
  - Homestead Program

# Financial Coaching - First Session Objectives

- Introductions
- Get to know participant, make them feel welcome, build rapport
- Assess participant needs and determine internal motivation
- Communicate the role of Financial Coach
- Explain why baseline financial profile is needed
- Sign disclosures and waivers
- Develop vision, goals, action plan, and clear next steps
- Conduct remaining baseline assessment
- Introduce products and tools
- Share other client successes who had similar goals

# Strategies

- Trust and Relationship Building from the First Session
- Effective Coaching and Promoting Financial Action
- Using Products and Tools
- Using Behavioral Science Research

# Strategies –

## Trust and Relationship Building from the First Session

### Six Ways to Make People Like You:

1. Become genuinely interested in the other person.
2. Smile.
3. Remember that a person's name is, to that person, the sweetest and most important sound in any language.
4. Be a good listener. Encourage others to talk about themselves.
5. Talk in terms of the other person's interest.
6. Make the other person feel important – and do it sincerely.



# Strategies –

## Trust and Relationship Building from the First Session

### Other Tips:

- Express gratitude every time participants come for an appointment
- Demonstrate a sincere interest to help that person succeed
- Be aware of non-verbal communication and body language
- Ensure non-judgmental expressions and communication
- Utilize empathy
- Motivate, encourage, and empower
- Start addressing limiting beliefs

# Strategies – Effective Coaching and Promoting Financial Action

- Using the C.O.A.CH. Model
- Promoting Action
- Holding clients accountable towards goals
- Celebrating Successes
- Clear Next Steps

# COACH Model

- **C** – Client-driven goal setting - *What's the client's financial goal?*
  - What is your vision?
  - What do you want to achieve?
  - Where do you want to be?
- **O** – Ongoing Assessment - *What is the client's current financial situation?*
  - Where are you now in the context of your financial goal?
  - What have you already done?
  - What are your strengths? What are your challenges?
  - How satisfied are you in the financial areas that affect your life?
- **A** – Action Planning - *What steps will the client take to get from here to there?*
  - How will you get from where you are now to where you want to be?
  - What do you think needs to be changed to reach your goal?
  - What next steps will you commit to take?
- **CH** – Checking - *What mechanisms will keep the client on track?*
  - What will you do by when?
  - How will you let me know that you've done it?

Adapted from Coaching Pocketbook by Ian Fleming & Allan J.D. Taylor and Coach and NeighborWorks "Financial Coaching: Helping Clients Reach their Goals Training Manual", 2011.

# Strategies –

## Using Financial Products and Tools – Current Offerings

- Twin Account – Justine Peterson
- Lending Circles – Mission Asset Fund
- IDA with match – PNC Bank
- Homestead Program – Price Hill Will, Working in Neighborhoods, Legal Aid

## Financial Service Tools

		Twin Account	Lending Circles	Matched Savings IDA
Product Information	Brief description	Credit builder loan with match	0% social loan	Matched saving account
	Affect on credit score	Yes	Yes	No
	Application process	Apply anytime. Paper application through Financial Coach	Apply anytime. Application online at <a href="http://www.lendingcircles.org">www.lendingcircles.org</a>	Apply anytime. Paper application through Financial Coach
	Time Commitment	12 months	6-12 months, depending on # in group	6-12 months
	Bank Account Needed	Yes	Yes	No
	Payment options	Check or money order by mail, bank draft, credit/debit card by phone	Only bank draft, must submit voided check or bank document to verify account and routing number with application	In person, direct deposit or transfer
	Time to complete application	Average 15 minutes	Average time 1 hour with document uploading and completion of mandatory survey	Average 15 minutes
	If approved, time until start	At least two days for processing loan closing Yes, up to \$300 for on time payments.	Once at least 6 participants are approved	At least 24 hours
	Matching funds information and stipulations	Match must be rollovered to secured credit card or pay down debt	N/A	Use towards approved goal (approved by Financial Coach)
Qualifications	Santa Maria registration form with budget completed	Yes	Yes	Yes
	Net Income (income minus expenses)	> \$26/month	> \$50-200/month, monthly contribution amount decided by group	> \$25/month
	Credit score	none needed	none needed	none needed
	Signed credit release	Yes	Yes	No
	Income Level	Under 200% poverty level	Under 200% poverty level	Under 200% poverty level
	Income stability	Must have income when applying	At least two months verifiable income	N/A
	Valid ID needed	No	Yes, but does not need to be U.S. id	No
	Social Security Number / ITIN needed	Yes	Yes	Yes
	Debt to income ratio	N/A	Less than 30%	No
	Verifiable income	No	Yes, two months pay stubs or three months bank statements	No
	Financial Education	No	Must complete online financial education (minimum 3 modules their of choice) before participating. Time commitment at least 30 minutes depending on module (s) chosen.	No
	Disqualifiers	Active lines of credit that are currently not being paid on	N/A	N/A
	Requirements upon completion	Sign off on authorization funds	None	Sign off on release of funds
Other		Loan order determined by group		



# Strategies – Using Financial Products and Tools

- Gives another incentive to meet and check in with the Financial Coach
- Helps clients commit for longer term engagement based on length of product time
- Allows for leverage and another accountability partner
- Lending Circles allows for group participation which can allow for peer support
- Having multiple products allows for continued re-engagement
- Connects clients to products and the agency not just staff

# Strategies –

## Using Behavioral Science Research

- Helped to put in words and educate staff on reasons clients may not show up for appointments, disengage, or not proceed towards goals.
- Allowed staff to use learnings to help educate clients on behavior to start the conversation on addressing change

# Questions?

Thanapat Vichitchot

Financial Services and Workforce Contracts Director

[thanapat.vichitchot@santa-maria-cincy.org](mailto:thanapat.vichitchot@santa-maria-cincy.org)

513-587-6953

[www.santamaria-cincy.org](http://www.santamaria-cincy.org)