



# Financial Coaching: Building a Future in Wisconsin

An Introductory Workshop

## Learning to be a Financial Coach

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# Key Competencies for Effective Coaches

- Facilitation skills
- Familiarity with the coaching approach
- Financial content knowledge
- Experience working with the target population

# Facilitation Skills

- Active listening
- Techniques for framing questions
- Other tactics that help the client develop personal insights

# Coaching Skills

- Coaching process
- Building rapport
- Engaging questions
- Challenging client mindset
- Tools for helping clients get “unstuck”
- Gaining agreement
- Visioning
- Goal setting
- Accountability
- Addressing barriers to goal completion
- Maintaining strong coaching relationships

# Financial Content

- Cash and debt management
- Investment planning
- Retirement planning
- Education funding
- Income tax management
- Employee benefits
- Risk management (the need for precautionary savings and insurance)
- Estate planning
- Small business planning
- Life transition planning

# Familiarity with Target Population

- Although coaching trainings do not include information to familiarize participants with their target population, most participants have a strong knowledge and understanding of their target population.
- May need to familiarize partners with the target population

# Comprehensive Training

- **Central New Mexico Community College**
- **EARN (San Francisco)**

# Questions

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