



Opportunity Alliance Nevada presents:

2019 Financial Coaching Institute Training

Licensed by nationally recognized
Central New Mexico Community College
CNM Ingenuity, Inc. Accredited Program

2019 Training dates:

Reno Class: August 19-21 & September 16-18

Las Vegas Class: October 7-9 & November 4-6

Registration Links:

Reno: <https://2019financialcoachinginstitute-reno.eventbrite.com>

Las Vegas: <https://2019financialcoachinginstitutelasvegas.eventbrite.com>

2019 Training Cost: \$699 per person

Full scholarships are available for applicants serving low to moderate income clients
Contact Lynne Keller to request a scholarship application: Lynne@opportunityalliancenv.org

Training Description:

Accredited by the Center for Credentialing Education, this 40-hour training (two 2 ½ day sessions) incorporates research of behavioral finance and knowledge of low income client populations. It is a dynamic model of interactive coaching training combined with strong financial content. Participants are expected to complete all of the two-part, 5-day training, after which they will receive a certificate for the 40 hours. If an individual wishes to become a board certified coach through the CCE, s/he can use the 40 hours toward the required training. Details for certification are available upon request.

Coaching is an increasingly more effective way to work with individuals and families in building financial capability. By building a relationship of trust and understanding, coaches are able to move their clients from financial literacy to behavioral change. Topics covered include:

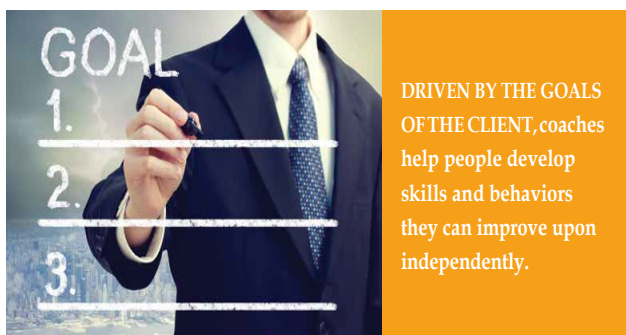
Coaching Topics

- The COACH model
- Coaching skills and strategies
- Values clarification
- Changing limiting beliefs
- Coaching through barriers
- Goal setting

Financial Topics

- A financial health model
- Income generation
- Spending plans
- Debt alleviation
- Credit and ratios
- Investing
- Estate planning

WHAT IS FINANCIAL COACHING?



DRIVEN BY THE GOALS OF THE CLIENT, coaches help people develop skills and behaviors they can improve upon independently.

Financial coaching is an application of techniques emerging from research in positive psychology. Coaching methods have been applied in areas such as physical and mental healthcare, management and career planning. A key assumption in financial coaching is that a client is creative and resourceful, yet may need assistance in tapping into those positive attributes. Typically, a coach works with a client to zero in on a behavior or behaviors to improve upon. The focus is on performance gains driven by the

goals of the client. Unlike a counselor who helps solve problems, the coach provides a structure for clients to develop their own solutions. In the long run, coaching helps people develop skills and behaviors they can improve upon independently.

Financial coaching is simply an application of coaching techniques designed to develop a client's capability to manage their own finances and sustain economic security in accordance with their self-defined goals. The coach helps the client set goals, define the short- and intermediate-term steps to achieve the goals, form specific intentions to implement steps toward those goals and then monitors the client and provides feedback on performance. Unlike a counseling model, the coach does not have to be an expert on financial issues, but does need to have skills in active listening, motivational interviewing and performance monitoring.



FINANCIAL COACHING demonstrates a positive impact on clients to focus on and improve their own financial management practices and behaviors.

Coaches help clients in several ways. Initially, the coach helps the client focus on financial management. Rather than diagnose problems and revisit past mistakes, the coach guides the client to articulate their goals for the future. This assists the client in becoming more future-oriented and developing a step-by-step plan like paying down debt or saving for a longer-term goal. By providing a structure, the coach can encourage clients to practice financial behaviors, offering feedback so clients can improve their capabilities on their own. This helps increase self-confidence and

reduces stress related to financial management.

Coaches help clients overcome their own behavioral failings, especially self-control problems (inability to control or defer spending), procrastination (taking on un-pleasant tasks like financial planning that are easily put off), and focusing attention (setting up a process to take care of regular financial maintenance tasks like paying bills).



KNOWLEDGE, ATTITUDES, AND BEHAVIORS of participants' increased after attending financial coaching training.¹⁵

Through coaching, clients are able to acquire the fundamental skills that enable them to achieve long-term financial security and mobility by building and growing assets such as emergency savings, building credit, debt reduction and retirement savings. With these newly adopted techniques, clients are positioned to be in better control of their economic situation and less likely to require financial support later.