Coaching Training Snapshot

Bank of America & Annie E. Casey Foundation Meeting
April 26, 2010

Center for Financial Security
UNIVERSITY OF WISCONSIN-MADISON
CNM Trainings

- Trainings conducted in 2009
- Follow-up survey administered in February 2010
- Pre-training paper survey completed at each site
- Web-based post-training survey
  - 25 of the 27 clients who completed the post-training survey could be matched to pre-training survey

- Separate survey of training in Delaware – timing & context differences

- All findings still preliminary
Locations of CNM-Led Training

- San Antonio: 44%
- New Haven: 28%
- Des Moines: 28%

Source: CNM Coach Training Survey
Overview of Participants

What is your role?

- Program Manager 8
- Client counselor 7
- Administrator 1
- Funder 1
- Other, please specify 8
  - Community Researcher 1
  - Community Services Specialist 1
  - Community Services Supervisor 1
  - Coordinator-Resident 1
  - Resource Navigator 2
  - Trainer 1
  - Supervisor 1

How long have you been in your field or profession?

- 0-1 year 3
- 2-3 years 3
- 4-7 years 2
- 8-12 years 5
- 13 years or more 12

Source: CNM Coach Training Survey
Race & Education

- White (non-Hispanic): 32%
- Hispanic/Latino: 44%
- African American/Black: 16%
- Asian: 4%
- Other: 4%

What credentials do you hold? (check all that apply)
- BA/BS: 14
- MS/MA: 6
- MSW: 2
- PhD: 1
- MPA/MPP: 1
- Other: 7

Source: CNM Coach Training Survey
Modest Effects on Attitudes
How much do you agree with the following...?
(1=completely disagree, 10=completely agree)

Most clients are basically whole but need some help.

Most clients are broken and need some serious coaching.

Coaching clients should be able to set and meet personal goals.

Most clients are creative, resourceful, and whole.

A Coach's personal beliefs can interfere with the coaching relationship.

Source: CNM Coach Training Survey
Few Personal Impacts...

How do you feel about your current financial condition? (1=overwhelmed, 10=comfortable)

If you had a question about a financial problem how confident are you that you could find an answer? (1=not at all confident, 10=very confident)

Source: CNM Coach Training Survey
Small Self-Reported Knowledge Gains
How much do you know about the following? (1=nothing, 4=a lot)

- Interest rates, finance charges, and credit terms: Pre-training 3.0, Follow-up 3.3
- How credit ratings and credit reports work: Pre-training 3.0, Follow-up 3.0
- Strategies for managing finances: Pre-training 3.0, Follow-up 3.4
- Investing money for retirement: Pre-training 2.8, Follow-up 3.3
- Education, Child, and EITC tax credits: Pre-training 2.5, Follow-up 3.1

Source: CNM Coach Training Survey
Significant Knowledge Score Increases
10-Question Pre-Post Test

• 37 participants completed pre-post knowledge tests
• Scores for 34 of the 37 participants increased
• Example questions:
  • What is a realistic, comfortable ratio for housing costs as a proportion of gross income?
  • Which of these is not an indicator for bankruptcy? (Excessive student loans)
Retrospectively See Gain in Use of Coaching Techniques

How often did you use coaching methods in your work with clients on financial issues? (0=never, 3=most of the time)

Source: CNM Coach Training Survey
How often do your clients do each of the following since you started using coaching strategies on a regular basis? (more than before, about the same, less than before)

Source: CNM Coach Training Survey
What do you feel you need additional training in?
(1=no need, 4=high need)

Source: CNM Coach Training Survey
How have coaching techniques impacted your work? (1=no impact, 10=high impact)

Post-training survey

- Better able to meet clients' needs: 6.9
- Better able to listen without giving direct advice: 7.4
- Provide better quality services: 7.5
- Increased personal job satisfaction: 7.3
- Increased motivation: 7.6
- Seek out more information and resources: 7.7
- Have a better life/work balance: 7.2

Source: CNM Coach Training Survey
Delaware Coaching Training Surveys

Delaware coaching training participants completed 2 surveys:

1. The standard pre-training survey
2. An initial post-training survey immediately after training (as opposed to the online post-training survey administered at the other training sites approximately 3 months after training) (n=27)

• The initial post-training survey asked respondents how they anticipated coaching training would affect their work
Position & Experience

What is your role?

• Program Manager 5
• Client Counselor 7
• Administrator 7
• Funder 0
• Other 7

How long have you been in your field or profession?

• 0-1 year 0
• 2-3 years 3
• 4-7 years 2
• 8-12 years 6
• 13 years or more 16

Source: Delaware Coach Training Survey
Education & Race

What credentials do you hold?
- Associate's: 3
- BA/BS: 11
- MS/MA: 6
- MSW: 1
- MBA: 2
- Other: 3

What is your race/ethnicity?
- African American/Black: 13
- Asian: 1
- Hispanic/Latino: 3
- White (non-Hispanic): 8

Source: Delaware Coach Training Survey
Agency Characteristics

Which best describes your organization?

• Social service agency 16
• Financial counseling 1
• Other 10
  • Advisory council 1
  • Advocacy (credit, housing, taxes) 1
  • College financial aid counseling 1
  • Consulting/Training business 1
  • Non-profit 2
  • Small business development 1
  • Social Venture-consulting and services 1
• State Agency 1
• University 1

How many clients does your agency serve? (approximately)

• 1,000 or less 6
• 1,001-5,000 1
• 5,001-10,000 2
• 10,001-25,000 1
• 25,001-50,000 0
• 50,001 or more 16

Source: Delaware Coach Training Survey
Use of COACH Model Increased

After (Before) the training program, how often do you anticipate using the COACH model or other coaching skills in your work with clients on financial issues? (0=never, 4=always)

Source: Delaware Coach Training Survey
Changes in Perceptions/Attitudes

Most clients are basically whole but need some help
Most clients are broken and need some serious coaching
Most clients are creative, resourceful, and whole
A coach's personal beliefs can interfere with the coaching relationship

(1=completely disagree, 10=completely agree)

Source: Delaware Coach Training Survey
How much do you anticipate these coaching tools will impact your work with clients?
(1=no impact, 10=high impact)

Initial post-training survey

<table>
<thead>
<tr>
<th>Tool</th>
<th>Impact Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheel of Life</td>
<td>8.1</td>
</tr>
<tr>
<td>Money Wheel</td>
<td>7.66</td>
</tr>
<tr>
<td>10 Daily Habits</td>
<td>6.87</td>
</tr>
<tr>
<td>Fish Bone Diagram</td>
<td>5.07</td>
</tr>
<tr>
<td>Genograms</td>
<td>4.7</td>
</tr>
<tr>
<td>The COACH Model</td>
<td>9.3</td>
</tr>
</tbody>
</table>

Source: Delaware Coach Training Survey
What do you feel you need additional training in?
(1=no need, 4=high need)

Initial post-training survey

Source: Delaware Coach Training Survey
How do you **anticipate** these coaching techniques will impact your work? I will...

(1=no impact, 10=high impact)

<table>
<thead>
<tr>
<th>Impact Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.4</td>
<td>be better able to meet clients' needs</td>
</tr>
<tr>
<td>8.7</td>
<td>be better able to listen to clients without giving direct advice</td>
</tr>
<tr>
<td>9.0</td>
<td>provide better quality services</td>
</tr>
<tr>
<td>8.8</td>
<td>have increased personal job satisfaction</td>
</tr>
<tr>
<td>8.8</td>
<td>have increased motivation</td>
</tr>
<tr>
<td>9.0</td>
<td>seek out more information and resources</td>
</tr>
<tr>
<td>8.8</td>
<td>have a better life/work balance</td>
</tr>
</tbody>
</table>

**Initial post-training survey**

Source: Delaware Coach Training Survey
How do you anticipate using coaching techniques will impact you personally? (1=no impact, 10=high impact). I will...

**Initial post-training survey**

<table>
<thead>
<tr>
<th>Impact Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.9</td>
<td>have less stress about finances</td>
</tr>
<tr>
<td>8.9</td>
<td>know more about my own finances</td>
</tr>
<tr>
<td>7.8</td>
<td>have better relationships at home</td>
</tr>
<tr>
<td>7.8</td>
<td>communicate better about money at home</td>
</tr>
<tr>
<td>8.2</td>
<td>save more</td>
</tr>
<tr>
<td>8.2</td>
<td>spend less</td>
</tr>
<tr>
<td>7.7</td>
<td>pay off debt</td>
</tr>
</tbody>
</table>

*Source: Delaware Coach Training Survey*
Self-Reported Knowledge Increased

<table>
<thead>
<tr>
<th>Topic</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest rates, finance charges, and credit reports</td>
<td>3.0</td>
</tr>
<tr>
<td>How credit ratings and credit reports work</td>
<td>3.1</td>
</tr>
<tr>
<td>Strategies for managing finances</td>
<td>3.5</td>
</tr>
<tr>
<td>Investing money for retirement</td>
<td>2.9</td>
</tr>
<tr>
<td>Education, Child, and EITC tax credits</td>
<td>2.8</td>
</tr>
<tr>
<td>Estate planning and wills</td>
<td>2.7</td>
</tr>
</tbody>
</table>

Source: Delaware Coach Training Survey
Overall

• Trainings have some impact on self-reported knowledge and intentions
• Influences perceptions and attitudes
• Also personal impacts
• Some topics could be enhanced:
  – focus on tools and techniques in managing relationship