



## Tax-Aid Financial Coaching Program Talking Points for Initial Session 60 Minutes

I. Welcome			
<ul style="list-style-type: none"> <li>▪ Purpose: create a relationship with client and find out what what’s important to him/her and where s/he is financially.</li> <li>▪ Structure: unlike future coaching sessions, which will be client-driven, the coach drives this one.</li> </ul>			
<b>Introductions</b>	<ul style="list-style-type: none"> <li>▪ <b>Open with:</b> <ul style="list-style-type: none"> <li>• Welcome</li> <li>• Professional background (basics)</li> <li>• Role of coach</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Prompts:</b> <ul style="list-style-type: none"> <li>○ What’s important for me to know about you?</li> <li>○ What do you want to know about me?</li> <li>○ Any questions before we get started?</li> </ul> </li> </ul>	
II. Tax-Aid’s Financial Coaching Program			
	<ul style="list-style-type: none"> <li>▪ <b>Review:</b> <ul style="list-style-type: none"> <li>▪ 1:1 sessions for 6-month period</li> <li>▪ Help with identifying specific financial goals related to:               <ul style="list-style-type: none"> <li>• Increasing savings</li> <li>• Decreasing debt</li> <li>• Increasing credit score</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Prompt:</b> <ul style="list-style-type: none"> <li>○ Do you have any questions about the program or the scope of our work together?</li> </ul> </li> </ul>	
III. Design the Relationship			
<ul style="list-style-type: none"> <li>▪ To create a safe space and customize the relationship.</li> <li>▪ To discover how to work with client in an empowering way.</li> <li>▪ To point out that coaching is a dynamic relationship that changes over time; the relationship design will be revisited periodically so that it will continue to meet the client’s needs.</li> </ul>			
<b>Coaching Agreement</b>	<ul style="list-style-type: none"> <li>▪ <b>Highlights:</b> cancellation policy, program suspension, total coaching hours, program duration (6 months)</li> <li>▪ <b>Meeting Logistics:</b> Agreement on type of meeting (in-person or call) and meeting schedule for X months.           <ul style="list-style-type: none"> <li>○ If call, agree on who initiates the call (usually the client).</li> </ul> </li> <li>▪ <b>Confirmation of client contact</b> information: preferred email and phone.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Prompt:</b> <ul style="list-style-type: none"> <li>○ What frequency and duration feels right to you for ongoing coaching sessions?</li> </ul> </li> </ul>	<b>Document(s)</b> <ul style="list-style-type: none"> <li>• Coaching Agreement</li> </ul>
<b>Mutual Agreements</b>	<ul style="list-style-type: none"> <li>▪ <b>Confidentiality</b> – Coaching can be deeply personal. Nothing said leaves this confidential space.</li> <li>▪ <b>Honesty</b> - Open communication about finances and what works and what doesn’t.</li> <li>▪ <b>Commitment</b> – To client’s financial goals; everything in coaching will be in service of them.</li> </ul>		



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<b>Coach's Style</b>	<ul style="list-style-type: none"> <li>▪ Review style (e.g., direct, challenging, acknowledging, curious, etc.)</li> <li>▪ Make any requests (e.g., to intrude for the sake of financial goals, explore in the interest of discovery, hold client accountable, etc.)</li> </ul>	
<b>Homework Expectations</b>	<ul style="list-style-type: none"> <li>▪ Each session there will be some form of accountability or homework.</li> <li>▪ Each following session there will be a discussion of what the homework was and what came out of it.</li> <li>▪ Coach may offer ideas: client can say yes, no, or counteroffer.</li> </ul>	
<b>Relationship Design</b>	<ul style="list-style-type: none"> <li>▪ <b>Prompts</b> <ul style="list-style-type: none"> <li>○ How will we know that the coaching is successful?</li> <li>○ What do you want to get out of our time together?</li> <li>○ What do you want to focus on?</li> <li>○ What kind of support do you want from me?</li> <li>○ If you worked with a coach or mentor before, what worked well?</li> <li>○ What do you need from me when you're avoiding taking action?</li> <li>○ How have you created change in the past?</li> <li>○ What motivates you to action?</li> <li>○ What are your talents, gifts, and/or assets?</li> </ul> </li> </ul>	
<b>Discovery</b>		
<b>General</b>	<ul style="list-style-type: none"> <li>▪ <b>Prompts</b> <ul style="list-style-type: none"> <li>○ What is one of your greatest accomplishments to date?</li> <li>○ How do you describe yourself at your best?</li> <li>○ What energizes you?</li> <li>○ What saps your energy?</li> </ul> </li> </ul>	
<b>Financial Homework</b>	<ul style="list-style-type: none"> <li>▪ What brought you to Tax-Aid's financial coaching program?</li> <li>▪ What has been your greatest learning about finances from Tax-Aid's workshop?</li> <li>▪ What did you learn from the pre-coaching homework?               <ul style="list-style-type: none"> <li>○ Client profile                   <ul style="list-style-type: none"> <li>▪ Tell me more about your top three financial concerns.</li> <li>▪ Which concern is the most pressing?</li> </ul> </li> <li>○ First draft of budget                   <ul style="list-style-type: none"> <li>▪ What is your existing cash-flow situation?</li> <li>▪ What values most affect your financial decisions?</li> <li>▪ What would help you change your spending habits?</li> </ul> </li> <li>○ Credit report/score                   <ul style="list-style-type: none"> <li>▪ What do you want to address?</li> </ul> </li> <li>○ Money habitudes                   <ul style="list-style-type: none"> <li>▪ How does your primary money habitude serve you?</li> <li>▪ How does it not?</li> </ul> </li> </ul> </li> </ul>	<b>Document(s)</b> <ul style="list-style-type: none"> <li>▪ Client profile</li> <li>▪ Budget form/Budget first draft</li> <li>▪ Credit basics (coaches only)</li> <li>▪ Money habitudes feedback</li> </ul>
<b>Financial Wheel</b>	<ul style="list-style-type: none"> <li>▪ <b>Prompts</b> <ul style="list-style-type: none"> <li>○ Where are you in or out of balance in your financial life?</li> <li>○ What is one area on the wheel where you'd like to take a closer look?</li> </ul> </li> </ul>	



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	<ul style="list-style-type: none"> <li>○ How did you rate yourself? Describe what "X" looks like? Tell me more about where you are.</li> <li>○ Where do you want to be?</li> <li>○ Imagine you were at "Y." What does that look like?</li> <li>○ What's important about getting here?</li> <li>○ To get from "X" to "Y", what do you need to do?</li> <li>○ What's the first thing you could do?</li> <li>○ By when? How will I know?</li> </ul>
<b>Financial Goals</b>	<ul style="list-style-type: none"> <li>▪ <b>Prompts</b> <ul style="list-style-type: none"> <li>○ What do you want to work on together over the next 6 months?</li> <li>○ What do you want to take away from the coaching engagement... if it were fully successful, what would the outcomes be?</li> <li>○ What's your top financial priority? What's important to you?</li> <li>○ What's one financial goal you would like to achieve within one year?</li> </ul> </li> </ul>
<b>Homework</b>	<ul style="list-style-type: none"> <li>▪ Generally will be decided by client based on conversation. Some prompts if clients are stuck may include: <ul style="list-style-type: none"> <li>○ List financial goals in priority order</li> <li>○ List top values</li> <li>○ Track spending for next 30 days <ul style="list-style-type: none"> <li>▪ Discuss methods: receipts, notebook, online (e.g. mint)</li> </ul> </li> </ul> </li> </ul>
<b>Closing</b>	
<b>Closing</b>	<ul style="list-style-type: none"> <li>▪ Thank client.</li> <li>▪ Express eagerness to continue the work.</li> <li>▪ Remind client of next appointment.</li> </ul>