



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

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



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



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