

Coaching



Agencies that adopt participant-directed, strength-based service delivery models are improving client outcomes and **leading social services into the future.**

Recognize the power of incorporating coaching and other person-centered case management practices into your Health and Human Services programs.

- **Temporary Assistance for Needy Families (TANF)**
- **Aging and Disability**
- **Child Welfare**
- **Early Childhood Education**
- **Workforce**
- **Wellness**

See how implementing coaching at your agency can improve outcomes for your clients and your front-line staff.

What our partners say:

“PCG is great partner to our County. They have been extremely intuitive to our needs. I hope that this work becomes the way people do business and coaching becomes the way we communicate with our families.”

– Kate Probert Fagundes, MFIP/DWP/SNAP Employment Services Division Manager, Ramsey County (MN) Workforce Solutions

What staff say:

“The materials presented were very well organized and helped me understand on how to apply these techniques to my real life caseload.”

– Trainee in California

What is coaching?

Coaching is a person-centered, strength-based way of working with others. Front-line staff trained to coach help people direct, own, and experience the changes that they want to see in their lives. Rooted in emerging brain science, coaching is a proven way that front-line staff can help individuals make economic and personal gains by building the essential skills needed to succeed in education, the workplace and everyday life.

Coaching relies on three core principles: coaching is person-centered, relationship-based and goal-driven.

Coaching



Person Centered



Relationship Based



Goal Driven

Coaching is:



Active Listening



Powerful Questions



Individualized and Self Directed

Coaching is not:



Passive and Distracted Listening



Authoritative Statements



Generic, Agency or Caseworker Directed

Creating a coaching culture.

According to *Harvard Business Review* writer Daniel Goldman, “research found that coaching is not often used;” however, those who “ignore this style are passing up a powerful tool: Its impact on climate and performance are markedly positive.” To create a coaching culture and support case managers in coaching clients, an entire agency, and supervisors, specifically, must be on-board. Top-to-bottom culture shifts ensure that your investment in front-line staff is sustainable and impactful. Train supervisors in coaching to build staff capacity, sense of ownership, problem solving ability and confidence. Having leadership and supervisors trained in coaching benefits organizational morale and reinforces training received by front-line staff.

How is coaching different?

Here are three ways coaching is different from traditional case management.

Coaching puts the individual at the center:

Coaching recognizes that each individual is different and their way to stability and self-sufficiency will be unique. Traditional case management sometimes encourages caseworkers to slot participants into buckets using a small, pre-determined selection of pathways or solutions. Coaching supports participant direction; it empowers participants to express their needs and desires through personal goals.

Coaching is relationship-based:

Coaching requires emotional intelligence, empathy and trust. Skills that build relationships are emphasized through coaching. In contrast, traditional case management often focuses on processes surrounding a case, rather than on the needs of the family itself, which can lead to behaviors that actually damage relationships, such as not listening well.

Coaching uses participant-directed techniques to set goals:

Coaching involves asking powerful questions that drive to the heart of the issue. Often with traditional case management, case workers are trained to problem solve for participants, telling them what to do or making suggestions, maybe before fully understanding the situation. Coaching emphasizes that change and progress comes from within: It teaches staff to ask questions that elicit reflection and commitment. This encourages participants to set and achieve their own goals.

Coaching at your agency.

Your agency is unique. Together, we adapt core coaching concepts and curricula to meet you where you are, and build from there. Whether you are already a forward thinking agency or are just getting started, we will be your partners, helping you realize the changes you wish to implement.

We customize vibrant, fun, and engaging trainings just for you, using the ADDIE model built upon five key steps: Analysis, Design, Development, Implementation, and Evaluation.

- **Customized to fit what is already working for you**
 - » *Your policy, strategy, tools, population and vision are the starting point. We adapt coaching training so that it aligns and builds on what already exists.*
- **Informed by adult learning research**
 - » *Adult learners build on their existing expertise and share knowledge with each other.*
- **Interactive and hands-on**
 - » *Staff practice and apply concepts immediately, employing multiple learning styles.*
- **Applicable to specific job functions**
 - » *Staff walk away knowing how to apply concepts to their daily job.*
- **Built for sustainability**
 - » *Training plans are built to include efforts that lead to real adoption.*
- **Developed for impact**
 - » *Our partners see how their investment made a real impact in their agency.*
- **Tried and true**
 - » *Our coaching curriculum distills decades of study into a few easy to understand concepts and immediately useful tools that create meaningful impact for participants.*

Experience real impact.

100%

100% of San Diego early engagement workers felt more inspired to help clients succeed after participating in our trainings.

95%

95% of Ramsey County Staff said PCG's coaching trainings were useful, applicable to their jobs, and an opportunity to learn from their peers.

+30%

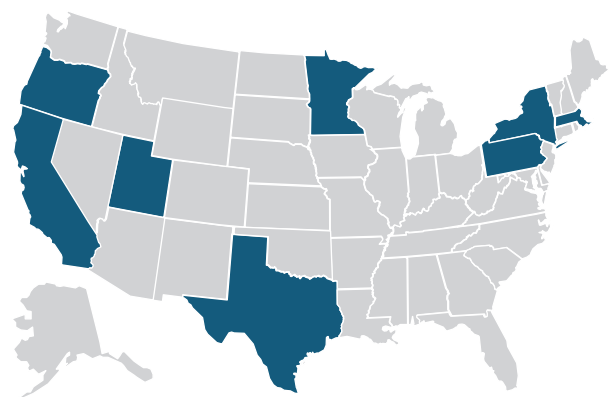
Survey results showed significant staff learning and acceptance of client-centered and participant-directed models. In some areas buy-in improved by approximately +30%.

Move the needle on client outcomes.

- Job Club instructors participated in 10 hours of coaching training and completed final projects that helped infuse coaching into programmatic components, such as resume writing. Participants with Job Club instructors who used coaching techniques were **38% more likely to become employed**.
- TANF agencies in Maine and California improved their upfront engagement outcomes by implementing our recommendations for coaching-based orientations.
- PCG's coaching training is currently being analyzed through Rapid Cycle Evaluation in Ramsey County. Ramsey County invested in our coaching training for more than 200 staff members who work with low-income TANF participants and WIOA clients. Training included how to coach using a Bridge Assessment model and how to coach clients through goal setting and attainment. Since implementing the training, the County has met and exceeded outcomes-based performance measures including the state measure for focusing on increasing income in families. Ramsey County has also experienced an **increase in participants' engagement rates and a decrease in sanction rates**.

Work with a trusted partner.

Our coaching and executive function-informed work spans the nation. We have already trained **more than 400 staff, supervisors and leaders** in coaching, with more states and counties reaching out every day. **Will you be next?**



Interested in learning how PCG's Human Services Coaching Framework could benefit your agency, your front-line staff, and your clients? Contact us today at info@publicconsultinggroup.com or 1-800-210-6113.

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