Embedded Financial Coaching Model

Financial Coaching Organization Responsibilities

- A financial coach will work one-on-one with individuals in workforce training cohorts.
- The financial coach will work with one cohort of 10-20 participants at a time over the course of the training. With 20 participants in a cohort, a financial coach can work with roughly five-seven cohorts each year.
- The financial coach conducts an initial financial assessment, gathering information about each individuals' financial situation, financial goals, and understanding of the wage needed to maintain or improve their lifestyle, and administer a wellbeing survey.
- The financial coach will maintain a relationship with each participant and gather subsequent information about their financial progress, their employment status, and changes in their wellbeing survey answers.
- The financial coach provides financial education workshops in group settings.

Workforce Partner Responsibilities

- Welcome the financial coach into your programming.
- Select one or two programs that offer employment coaching/ training in cohort that last between 8-16 weeks (or longer).
- Facilitate building a strong relationship between the financial coach and your employment/training team.
- Design your program intake and orientation to inform participants that the program they are entering provides job training and financial coaching. The participant must see their financial coaching time as part of their program. This is an opt-out model, rather than opt-in.
- Provide the financial coach with the opportunity to meet one-on-one with each program participant during daytime hours. Participants can take turns meeting with the financial coach and return to training once their session is complete. The financial coach would need longer meetings initially with each participant (up to 60 minutes for the first meeting) and less time (15-30 minutes) during subsequent one-on-one sessions.

Contact Information

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