



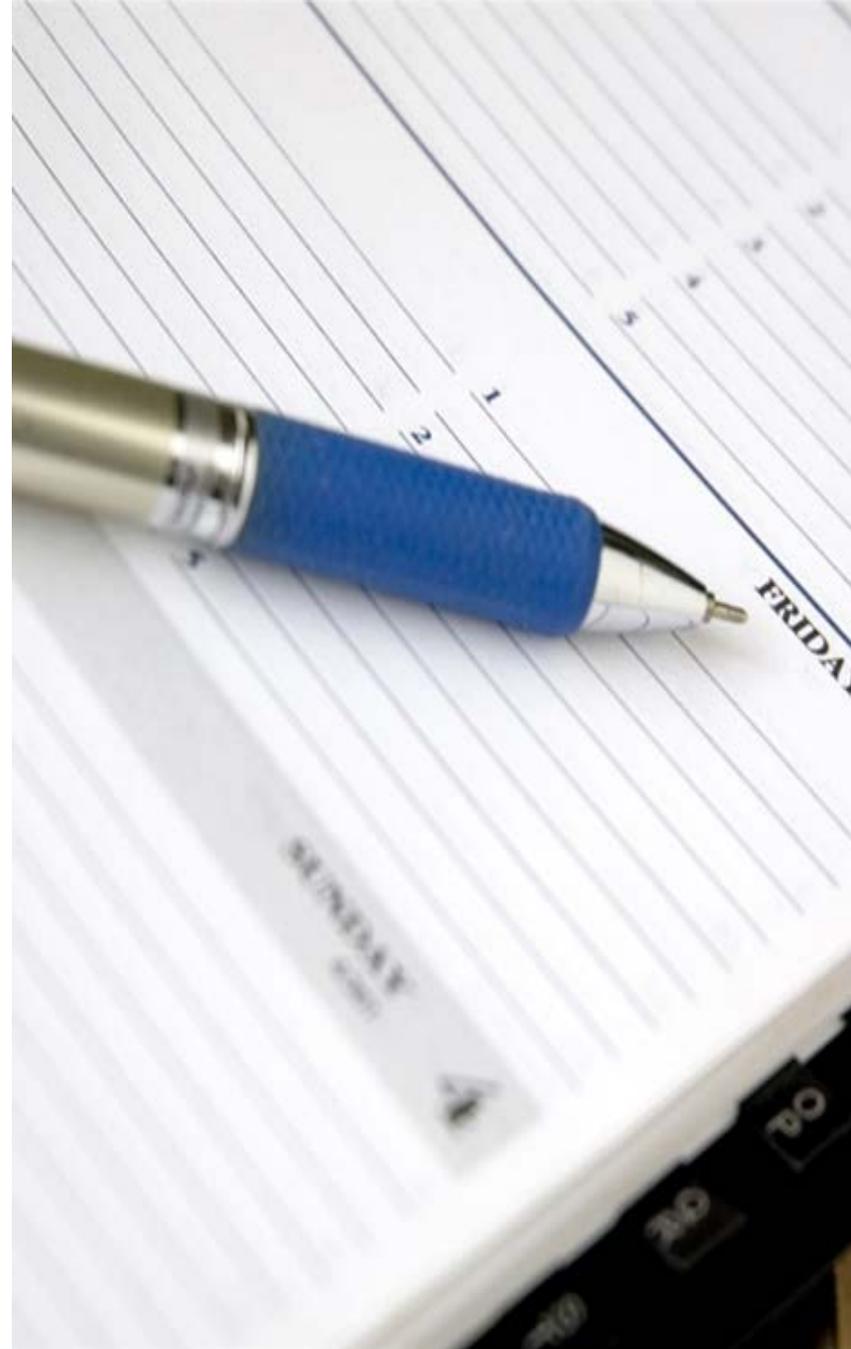
Professionalizing Case Management

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Agenda

- Why Professionalizing Case Management Matters
- Techniques of Growing Interest
 - Motivational Interviewing
 - Coaching
- What's Next?



Why Professionalizing Case Management Matters

Client-Focused Professional Development Trainings

Focus of Most Trainings for TANF Workers



Our Key Focus: Working with Clients



How Professionalizing Case Management helps TANF Programs

Build and retain a resilient, engaged workforce

Build a pipeline of talent able to thrive in positions of increasing responsibility and leadership

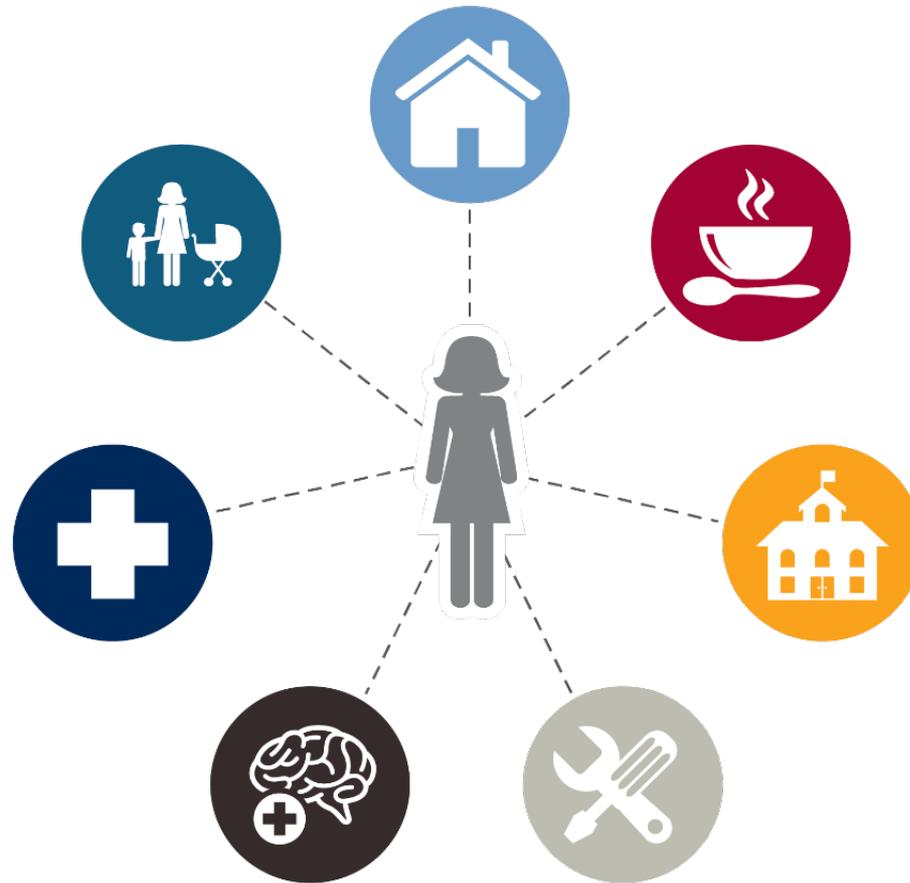
Align and modernize what you're doing

Inspire your staff to better serve clients

Techniques of Growing Interest in TANF

Motivational Interviewing & Executive-Function Informed Coaching

Person-Centered Techniques Change Behavior and Outcomes



Motivational Interviewing (MI) Defined

“MI is a directive, client- centered counselling style for eliciting behavior change by helping clients explore and resolve ambivalence.”

-ROLLNICK & MILLER (1995)

Motivational Interviewing (MI)



MI is:

- **Listening** for reasons the client wants change
- **Building** on client's own values or reasons for change
- Knowing change comes when the **client's** ambivalence is resolved



MI is not:

- **Telling** the client to change
- **Giving** the client good reasons why they should change
- **Imposing** or forcing change on client

Does Motivational Interviewing Work?

There are 185+ studies on MI effectiveness

Clients can explore change in:



Housing



Employment



Child Care



Compliance

States using Motivational Interviewing in TANF



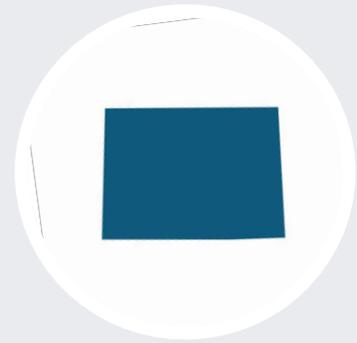
Oregon



New Hampshire



Washington



Colorado



Tennessee



Minnesota



Massachusetts



Utah

What is Coaching?

Coaching is a person-centered, strength-based way of working with others that helps them direct the changes they want to make in their own lives.



Topics Covered in Coaching Training

Person Centered
Mindset

Emotional
Intelligence

Active Listening

Powerful
Questions

Reflective
Statements

Scaffolding

Coaching and
Executive
Functioning

Goal Setting

Goal
Achievement and
Follow Through

States using Coaching in TANF



Utah



Minnesota



Washington



California



Colorado

Impact of Coaching on Staff

95% of staff more inspired to help clients succeed

95% of staff have more respect for clients right to choose

97% of staff felt the trainings were directly applicable to their job function

93% of staff learned something that they could apply to work

**self-reported averages across trainings*

- Staff have more tools in their tool box
- Because case managers better understand human behavior, better able to react with respect and empathy
- Case managers learn techniques to build important soft skills with clients, such as problem solving, time management, or planning
- Especially well received by those who help build long term job search and retention skills, like trainers or teachers.

Relationship between MI and Coaching



Impact of MI and Coaching on Programs

Process driven measures	VS.	Outcome driven measures
Staff driven goal development	VS.	Participant driven goal development
Support inability	VS.	Unleash ability
One-size-fits-all	VS.	Individuality & Choice

What's Next?

How to Incorporate Person-Centered Techniques into Professional Development

Sustainable Solutions: Build a Resilient Workforce

- Train staff on their core job function first
 - New worker onboarding and basic support should be in place first
- Leadership must believe it and be dedicated to person-centered culture
 - TANF regulations are the same
- Supervisors must support implementation and practice
 - Implementation will be supported by middle management always
- Professional development support groups
 - Staff will learn from each other
- Imbed changes into other processes
 - Make it impossible to ignore

Easy and Cost-Effective Solutions

- Become members of engaged communities of practice
 - Engage “stars” by providing time for professional development: Webinars
- Train leadership first and create a “coaching culture”
- Connect development to staff growth opportunities
- Hire new staff on mindset: learners mindset, person-centered mindset

ACF Coaching Training

Leverage free resources:
ACF Coaching Modules

- Require training
- Provide certificates of completion



Free, web-based training for TANF Case Managers

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 the following three core principles:

-  Person Centered
-  Relationship Based
-  Goal Driven

Coaching for TANF Case Managers e-Learning Training Series will be available in the Fall of 2017.

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

For more information, contact us at info@publicconsultinggroup.com or 1-800-210-6113.

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