



ADMINISTRATION FOR
CHILDREN & FAMILIES
Office of Family Assistance



OFA Webinar: Coaching for Success eLearning Curriculum

March 31, 2021



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Office of Family Assistance



Welcome



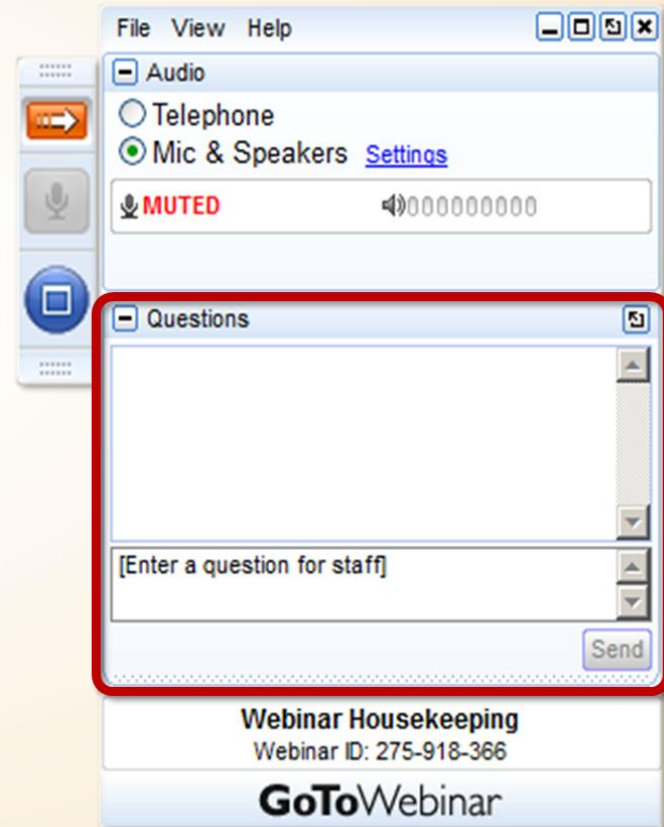
James Butler
Family Assistance Program Specialist
Office of Family Assistance
Administration for Children and
Families
(Moderator)



Using GoToWebinar

Participation

Please submit your questions and comments using the Questions panel on the right hand side of your screen while phones are muted.





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Presenters

- **Deborah Joffe, Associate Manager, Public Consulting Group**
- **Paul Lefkowitz, Senior Consultant, Public Consulting Group**



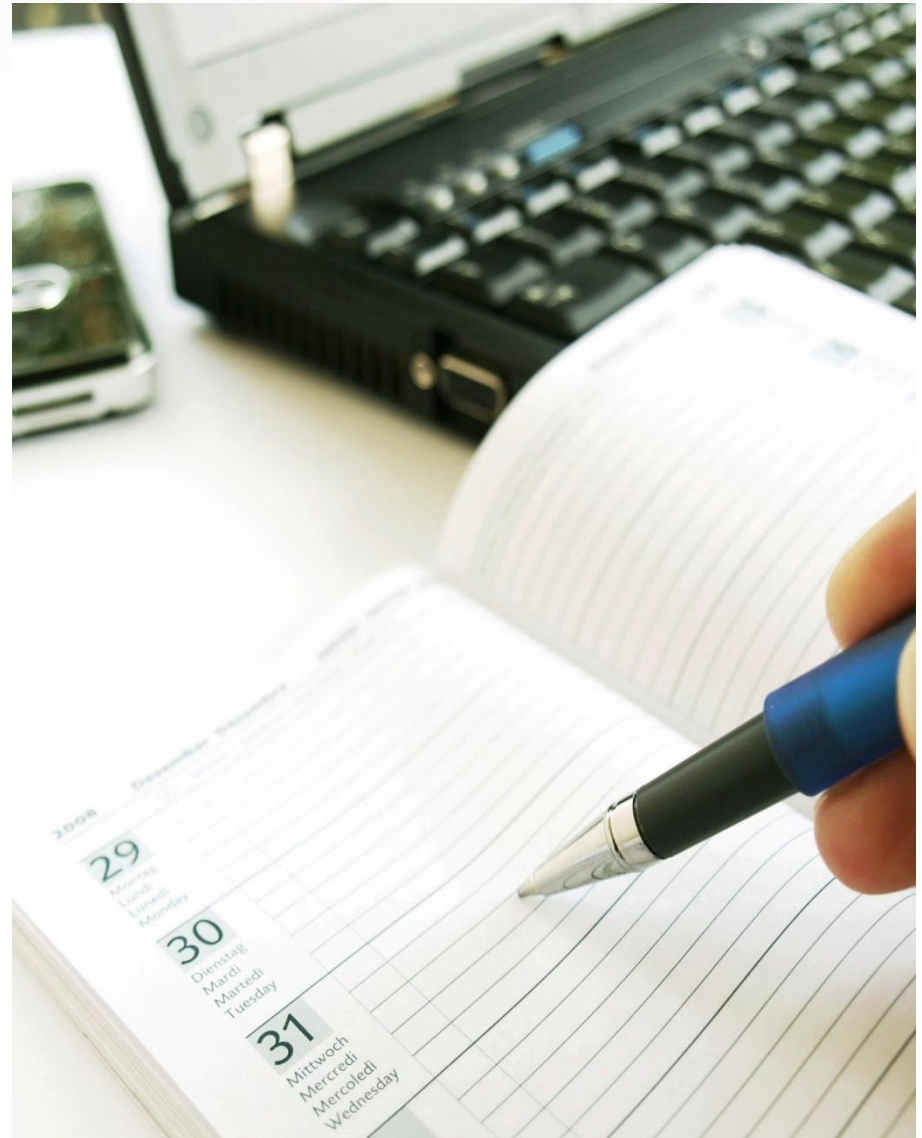
Coaching for Success – an eLearning curriculum

OFA PeerTA Webinar

March 31, 2021

Agenda

Welcome & Introductions
Webinar Objectives
What is Coaching?
Coaching for Success: an
eLearning curriculum
Accessing Curriculum
Next Steps
Q&A



Welcome and Introductions

In 2017 OFA reviewed a number of different coaching strategies and chose PCG to develop the Coaching for Success modules.

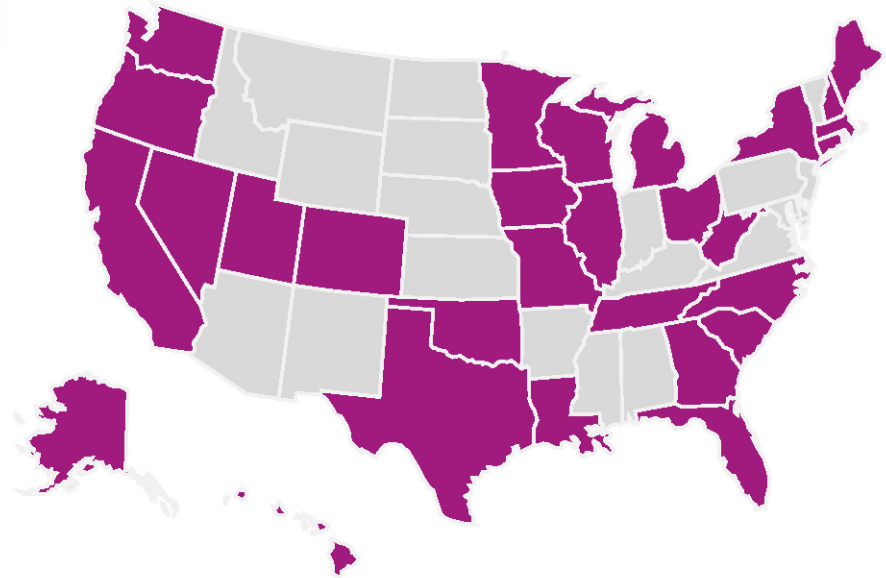
PCG has been working with state TANF agencies for 20 years.

- Refined (and refined again!) based on the real-world experiences and feedback from our partner agencies across the country

The PCG Coaching Human Services Framework™ was created in 2015.

- Framework is based on the latest research in social psychology
- Adapted for use in the TANF environment

PCG's TANF Experience



Coaching curriculum:

- Designed, developed, implemented, and tested on more than 400 human service professionals
- Converted to eLearning in partnership with PeerTA and OFA



Poll #1

What best describes your role with your TANF/NEW agency?

- **Director/Leadership team member**
- **Supervisor**
- **Case manager**
- **Trainer**
- **Consultant/Partner organization**

Webinar Objectives

Introduce
Coaching for
Success eLearning

Understand the
Human Services
Coaching
Framework

Learn how your
agency can benefit
from free training
provided by OFA



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Poll #2

How familiar are you with Coaching as a TANF/NEW case management tool?

- **Very**
- **Somewhat**
- **Not at all**



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Poll #3

Does your agency already use Coaching techniques in its case management practices?

- **Yes**
- **No**

What is Coaching?

Let's level set our understanding



In my early professional years I was asking the question: How can I treat, or cure, or change this person?

Now I phrase the question in this way:

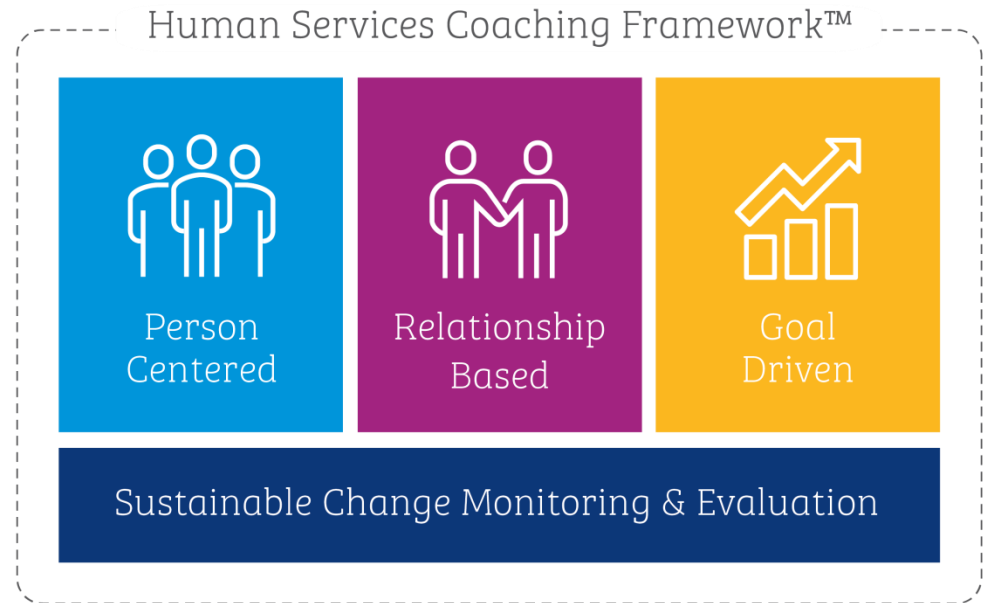
How can I provide a relationship which this person may use for his own personal growth?

Carl Rodgers

Father of Humanism, Psychology

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.



Coaching as a Case Management Tool



Coaching is an effective way to engage and build rapport with **participants**.



Coaching promotes independence, builds problem-solving skills, and helps participants **realize their strengths**.



Coaching techniques are useful through the **case management phases** of intake, assessment, goal-setting, and follow-up.

But Why Coaching?



Benefits of Coaching In Case Management

Benefit to Client

Greater confidence
Improved problem-solving skills
Increased awareness of life and career options

Benefit to Case Managers

Improved effectiveness when working with clients
Increased productivity
Greater self-awareness

*Incorporating coaching in case management can create **strong, trusting** relationships that result in **positive results** for both the client and the case manager.*

Approach



**Person
Centered**

A Person-Centered Approach:

...recognizes choice and complexity



...develops the participant's sense of ownership



....recognizes barriers, but leverages strengths to overcome them

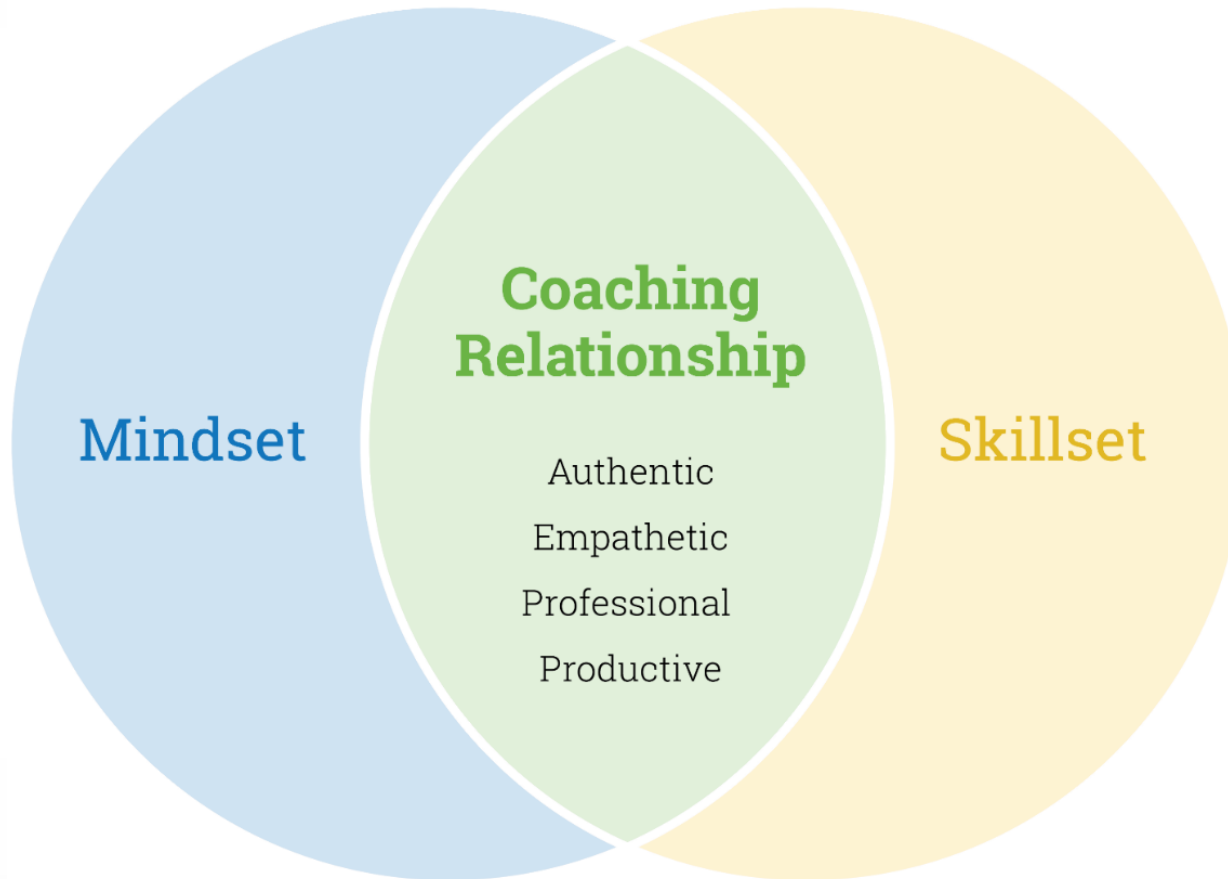


Relationship



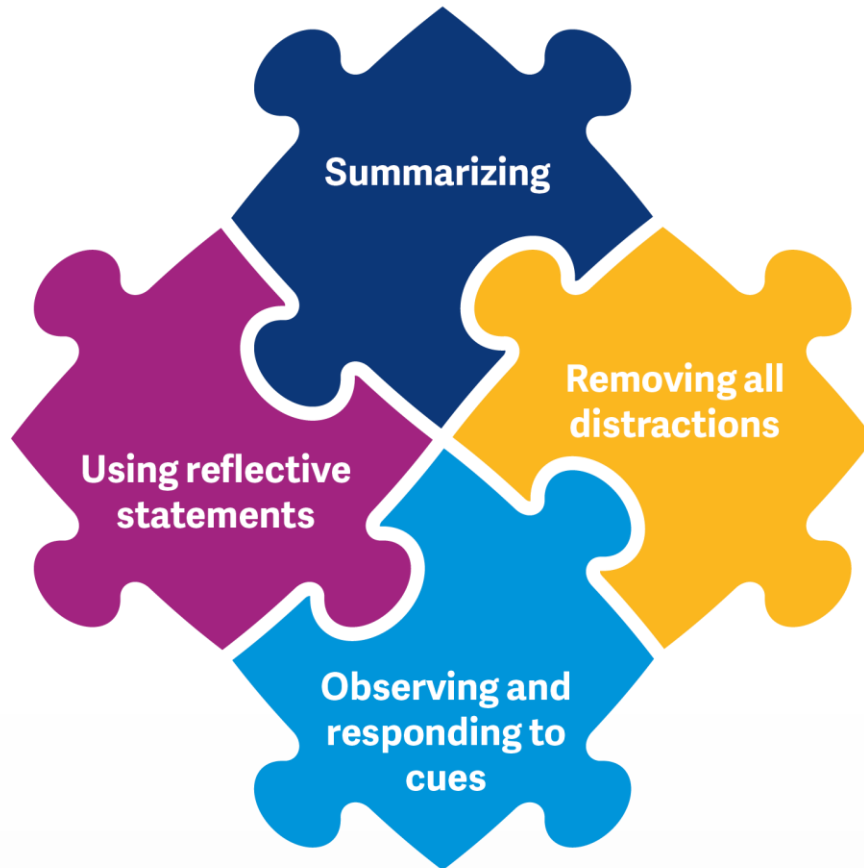
**Relationship
Based**

Components of a Coaching Relationship

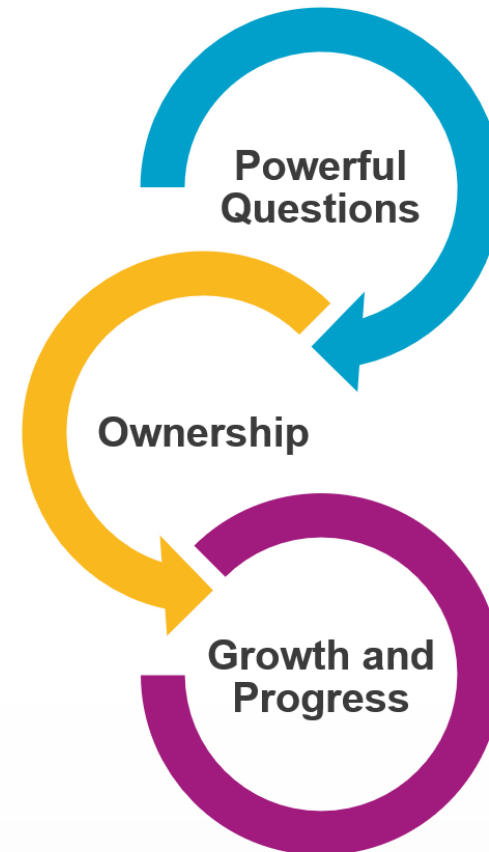


Tools for Building a Coaching Relationship

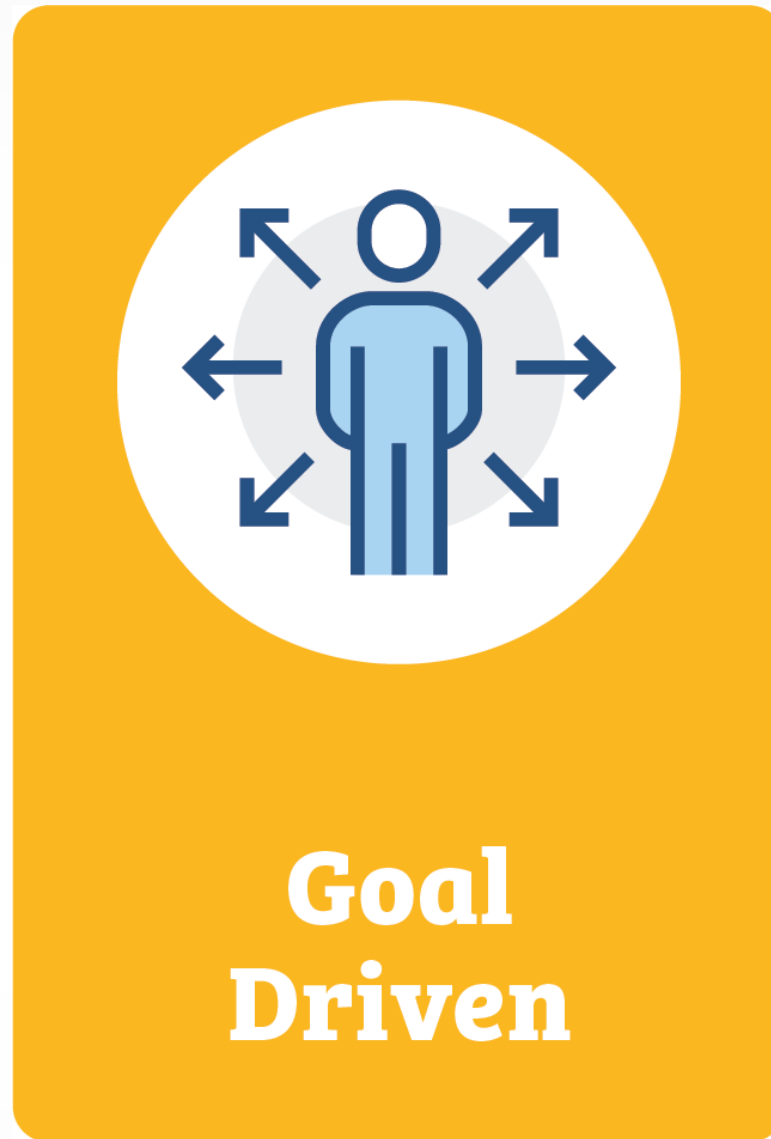
Active Listening



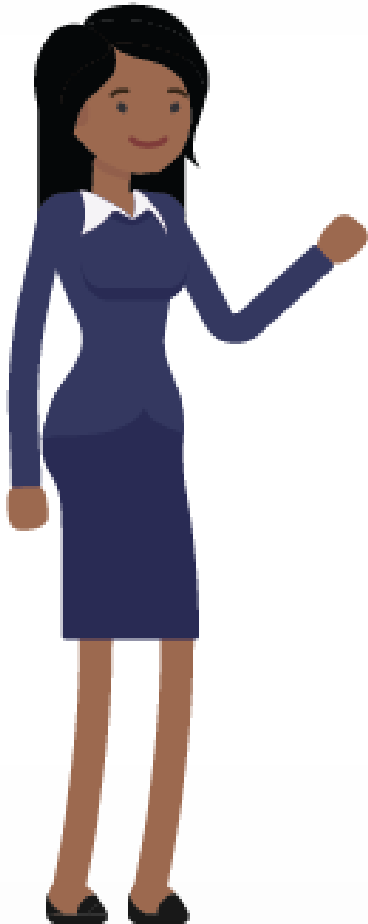
Powerful Questions



Goals



Best Practices in Goal Setting



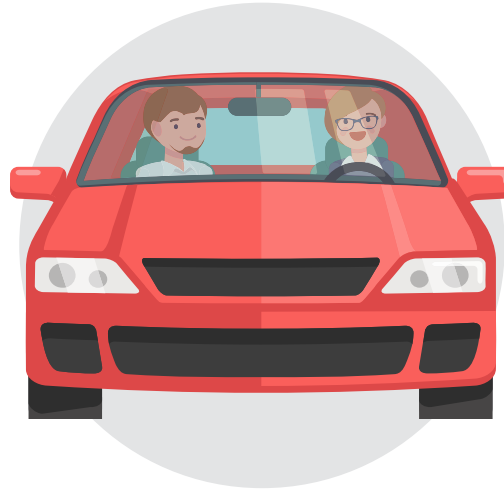
- ✓ Specific goals work better
- ✓ People should set their own goals
- ✓ Rewarding progress is more effective than punishing setbacks
- ✓ Short-term goals lead to progress -- break tasks into smaller parts

Coaching vs. Offering Solutions



Partnership of Equals

A partnership that honors each person's expertise and experience



Ownership

Progress is made when individuals are in the driver's seat of their journey



Choice

The participant is resourceful and can choose how he/she responds to life

Coaching for Success: an eLearning curriculum

Overview of the modules

Coaching for Success

- 15 modules
- Each about 30-45 minutes
- Follows the three pillars of the Human Services Coaching Framework
- Includes User Guide with instructions for accessing modules and list of definitions used in the courses
- Accessed through the OFA PeerTA Online Learning Center website:
<https://peerta.acf.hhs.gov/learning/>



Person Centered

Coaching for Success Overview

Module 1 – Introduction to Coaching

Module 2 – Person-Centered Approach



Relationship Based

**Module 3 – Emotional
Intelligence**

Module 4 – Active Listening

**Module 5 – Reflective
Statements**

**Module 6 – Summary
Statements**

Module 7 – Powerful Questions

**Module 8 – Powerful Questions
Traps and Pitfalls**



**Goal
Driven**

Module 9 – Setting Goals

**Module 10 – Supporting Skills
Development**

**Module 11 – Supporting Goal
Attainment**

**Module 12 – Building Strength in
Setbacks**

Human Services Coaching Framework™



Person
Centered



Relationship
Based



Goal
Driven

Sustainable Change Monitoring & Evaluation

**Module 13 – Coaching
Versus Offering
Solutions**

**Module 14 – Coaching for
Success**

Accessing the Curriculum



Online Learning Center

Navigation

[Home](#)

▶ [Courses](#)

Resources

[Coaching for success user guide](#)
(Downloadable and accessible PDF)

Technical support:
peerta@blhtech.com



Courses

- ▼ [ACF - Coaching for Success](#) ▼ Collapse all
- 🔗 [ACF Coaching for Success - Training Series Overview](#) 🔗 ⌵
- 🔗 [ACF Coaching for Success - Module 1 - Introduction to Coaching](#) 🔗 ⌵
- 🔗 [ACF Coaching for Success - Module 2 - Person-Centered Approach](#) 🔗 ⌵
- 🔗 [ACF Coaching for Success - Module 3 - Emotional Intelligence](#) 🔗 ⌵
- 🔗 [ACF Coaching for Success - Module 4 - Active](#) 🔗 ⌵

OFA PeerTA Online Learning Center

- Learners must register to use modules
- Two-factor authentication will be required by summer

Coaching for Success eLearning Series User Guide

Provided by the Office of Family Assistance

Coaching for Success User Guide

- User Guide available for download
- Includes:
 - Brief intro to Coaching
 - Step by step guide to accessing courses
 - Module summaries
 - Definitions

Coaching for Success User Guide

Coaching for Success Overview

Coaching is a person-centered, strength-based way of working with others. Staff trained in coaching help people direct, own, and experience the changes that they want to see in their lives. Further, supervisors trained in coaching can develop more productive and supportive relationships with their employees.

The Coaching for Success eLearning course was built on the Human Services Coaching Framework, developed by Public Consulting Group. Based on in-person trainings conducted in partnership with Ramsey County (MN) Workforce Solutions, this curriculum was adapted into eLearning through the Administration for Children and Families (ACF), Office of Family Assistance (OFA) for the OFA PeerTA network.

The diagram in Figure 1 represents the Human Services Coaching Framework™. The coaching model is built on three pillars: person-centered, relationship-based, and goal driven. These pillars represent the main themes and concepts that have been developed through multidisciplinary coaching research and then tailored to the human services arena.



Rooted in brain science, coaching can benefit all parts of a TANF agency:

- Participants who receive coaching to make economic and personal education, the workplace, and improved problem-solving skills
- Case managers who use coaching and holding participants account managers use coaching, there is in need to "know all the answers" responsible for identifying and Case managers benefit from coaching greater self-awareness.

The Coaching for Success eLearning series Native Employment Works (NEW) empowers case management practices and provides As referenced here, a case manager may responsible for working with clients to a

¹ Babcock, Elisabeth. "Using Brain Science to" http://s3.amazonaws.com/empathywebsite/pdf/using_brain_science_to_transit_13.pdf

© Public Consulting Group

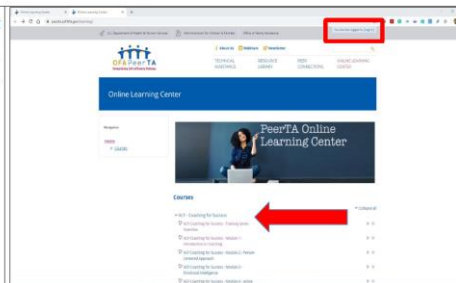
ACF Coaching Training User Guide

How to Access Coaching for Success Trainings

The Coaching for Success eLearning trainings are accessible on the OFA PeerTA website, which is funded by the Office of Family Assistance, a division of the Administration for Children and Families at the U.S. Department of Health and Human Services. The following steps will help you enroll in and take the courses.

Step 1: Create an Account for the OFA PeerTA Online Learning Center

- Navigate to <https://oeta.acf.hhs.gov/learning/>
- From here you can either click on "log in" in the top right corner or select a course from the list (under ACF – Coaching for Success).
- If this is the first time you have accessed the site, clicking on "log in" will also give you the opportunity to create a new account.



Next Steps & Questions

Next Steps

Courses available Now!

- Accessed through the OFA PeerTA Online Learning Center website:
<https://peerta.acf.hhs.gov/learning/>
- User Guide available for download as well



Poll #4

How likely is it that your agency will leverage the *Coaching for Success* eLearning curriculum?

- **Highly likely**
- **Probably will**
- **Not sure yet**
- **Unlikely**



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Questions and Answers





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Additional Information

- A recording of this webinar will be available shortly on the PeerTA Network website at: <https://peerta.acf.hhs.gov/>.
- We would also like to hear from you about future webinar topics. Please send us your ideas by e-mail to peerta@blhtech.com.



Webinar Feedback

- Please remember to provide your feedback using the brief survey that will launch when the webinar ends.

Thank you!