

# Coaching for Success – an eLearning curriculum

Tribal TANF/NEW National Summit

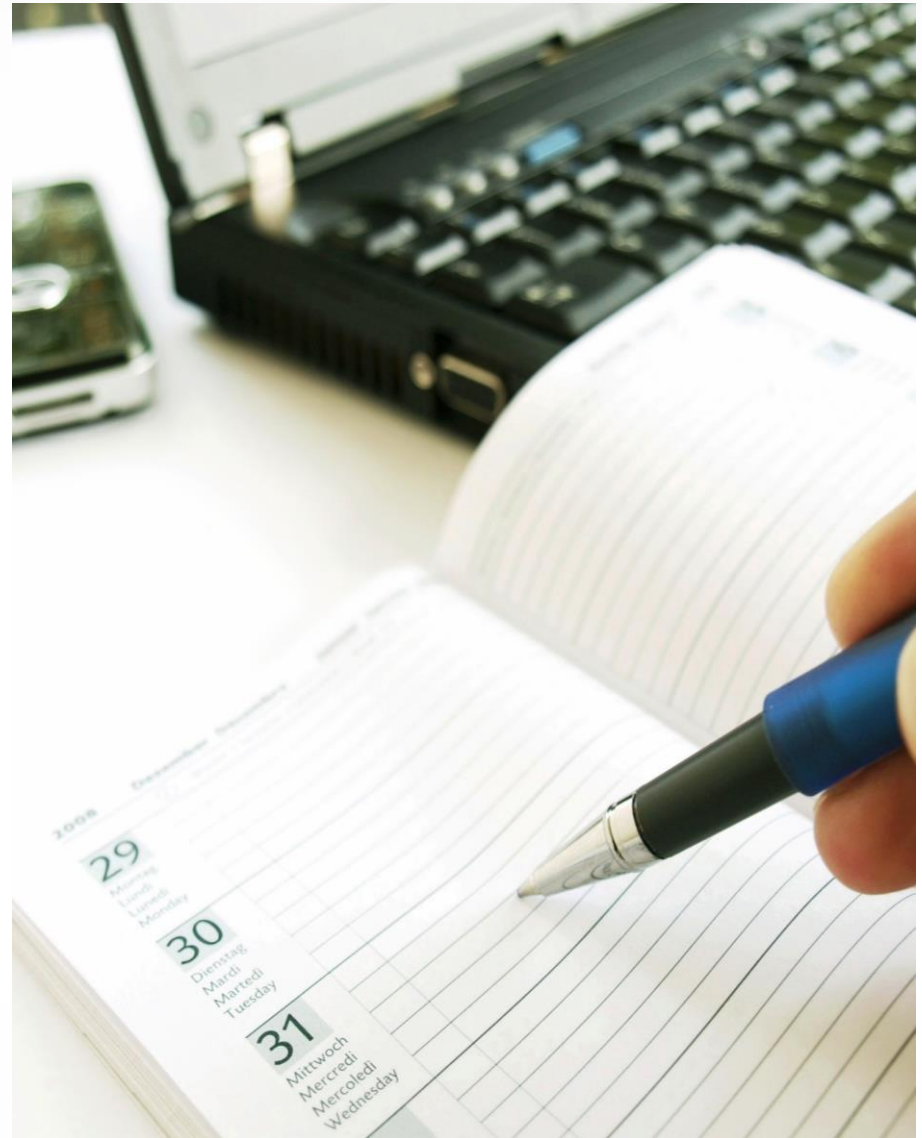
*Deb Joffe, September 2021*



Solutions that Matter

# 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.

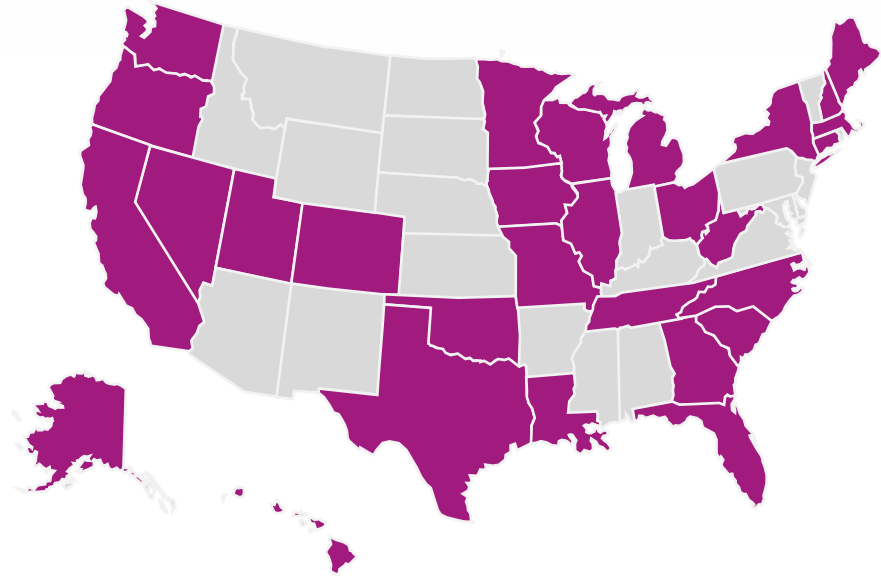
PCG has been working with state TANF agencies for 20 years

- 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:

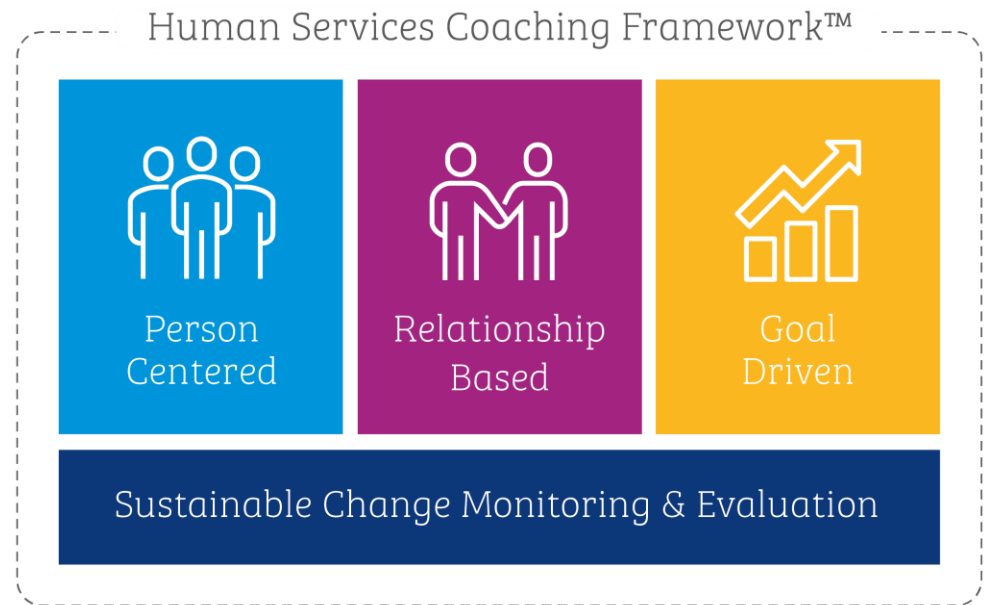
- Designed, developed, implemented, tested on more than 400 human service professionals
- Converted to eLearning in partnership with PeerTA and OFA

# What is Coaching?

Let's level set our understanding

# 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.

# 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**

Menu

Active Listening

Slide 11 - Active Listening  
Techniques

Slide 12 - Removing All Distractions:  
Attentive and Tuned-In

Slide 13 - Internal Distractions

Slide 14 - Find Potential Distractors

Demo- Module 4 Active Listening

Resources

# Active Listening Techniques

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Progress



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NEXT >



# Implementing the Curriculum

Case Study: Wyoming Department of Workforce Services

# A Mixed Methods Approach to Learning

Wyoming Department of Workforce Services launched the Coaching for Success training in July 2021. All POWER case managers and their supervisors participated.

## eLearning Modules

- Assigned 1-2 modules per week for all case managers
- Independent work

## Virtual Reviews & Discussion

- 3 90-minute sessions
- Held monthly
- Reviewed materials and discussed content
- Group exercises

## In-person Capstone

- 4-hour in-person session
- Practice techniques
- Use real-life tools and forms



# Accessing the Curriculum



Online Learning Center

peerta.acf.hhs.gov/learning/

U.S. Department of Health & Human Services Administration for Children & Families Office of Family Assistance

You Are Not Logged In. ( Log In )

**OFA PeerTA**  
Strengthening Self-sufficiency Pathways

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**Online Learning Center**

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**Courses**

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- ▼ ACF - Coaching for Success
  - 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 Listening
  - ACF Coaching for Success - Module 5 - Reflective Statements
  - ACF Coaching for Success - Module 6 - Summary Statements
  - ACF Coaching for Success - Module 7 - Powerful Questions
  - ACF Coaching for Success - Module 8 - Powerful Questions Traps and Pitfalls

# OFA PeerTA Online Learning Center

- Learners register for website
- Two-factor authentication will be required at some point



## 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 be responsible for working with clients to

<sup>1</sup> Babcock, Elisabeth. "Using Brain Science to..." [http://s3.amazonaws.com/empathywebsite/pdf/using\\_brain\\_science\\_to\\_transit3.pdf](http://s3.amazonaws.com/empathywebsite/pdf/using_brain_science_to_transit3.pdf)

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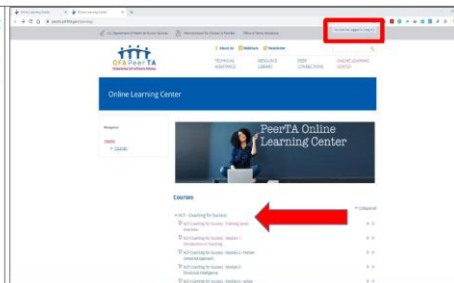
#### ACF Coaching Training User Guide

#### 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.



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