¡Viva! Training
Financial Capability, Coaching, & Workshops

Mission Economic Development Agency
2301 Mission Street, Suite 301
San Francisco, CA 94110
What is Financial Capability and how do I coach and conduct workshops on it for community members.
WEBINAR AGENDA

1. Financial Capability Overview
2. Workshops
3. Coaching
4. Q&A
5. Close Out
We envision generations of Latino families with sufficient financial assets to thrive, and the ability to call San Francisco their permanent home. Inspired by the past and present life of the Mission District, families are rooted in vibrant, diverse and forward-thinking communities, have opportunities to grow and are actively engaged in the civic and political life of their neighborhoods and the institutions that affect their lives.
Financial Capability
Financial Capability
TECHNICAL DEFINITION

Financial capability is the combination of attitude, knowledge, skills, and self-efficacy needed to make and exercise money management decisions that best fit the circumstances of one’s life, within an enabling environment that includes, but is not limited to, access to appropriate financial services.

- Center for Financial Inclusion
COMPONENTS

Attitude

Technical Knowledge

Skills

Self Efficiency
TECHNICAL KNOWLEDGE

Debt  Income
Savings  Credit

DISC
SKILLS

TRAINING

HOMEWORK

ADJUSTMENTS

REPETITION
ATTITUDE

Belief in ability to make changes

Commitment and follow through

Long-term perspective

Understanding holisticness
SELF EFFICIENCY

AGENCY

ANTI-PATERNALISTIC

80-20 RULE
COMMUNITY CHALLENGES

- Lack of financial systems knowledge
- Little or no savings
- Over reliance on expensive financial services
- Misinformation/mistrust of certain institutions
- Immigration related fears and barriers
COMMUNITY RESPONSE

- Address and normalize conversations around challenges
- Use personal, relatable examples to build trust and credibility
- Target service gaps, don’t just replicate
- Share success stories of those in similar situations
- Make services accessible: hours, location, childcare, language
- Focus and build on individuals’ strengths
SUCCESS: ALICIA

Integrated business and financial coaching around culturally specific areas

- Standardizing accounting practices
- Navigating medical debt related to immigration status
- Managing rapid, significant income increase
- Leveraging strong savings practices to mainstream accounts
- Accessing capital with credit challenges
- ITIN to SS conversion
REVIEWING MODEL

● Description of FinCap and its components

● Differentiating from financial education

● Relating to life goals, not financial goals

● Increasing perspective of relation to life

● Cultural specificity
TECHNICAL KNOWLEDGE

- Credit scores
- Personal budgets
- Loans
- Savings goals
- Taxes & ITINs
- Financial products
- Public & private benefits
- Investments
COMMUNAL LEARNING

Open Ended Questions

Partner Work

Facilitated Discussions

Communal Learning
LEARNING & UNDERSTANDING

1. Surveys & questionnaires
2. Free flowing discussions
3. Informative questions
SKILLS & ACTIVITIES

● Technical knowledge quizzes
● Journey mapping
● Videos and stories
● Questions in game format
● Culturally specific
COACHING
RELATIONSHIP AGREEMENTS

- Establish clarity around service
- Long-term nature of relationship
- Client led and executed
- Collaborative plan development
- Partnership
# WHAT THIS IS NOT

<table>
<thead>
<tr>
<th>Coaching</th>
<th>Planning</th>
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<tbody>
<tr>
<td>Options</td>
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<td>Trainer</td>
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<td>Partnership</td>
<td>Transactional</td>
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QUESTION BASED

Coaches asking questions about clients' goals and ideas.

Clients expressing their intentions and ideas of their future.

Coaches providing options and technical advice.

Client choosing what they want and following through.
RESOURCE CONNECTION

- Informing on how to access services/products
- Making introductions with stakeholders
- Advising on how to conduct their research
REINFORCING AGENCY

- Clients know what’s best for themselves
- External pressures limit options
- Training and coaching to build up their skills
- They decide their own future
- We are not saviors