NFEC Financial Coaches Live-Training
Course Schedule

National Financial Educators Council

Live Training Optional

You do not need to be available for the live training, all sessions are recorded and uploaded to your training center within 1 business day.

How to View

You can join the live training sessions by watching the live streaming meeting online and/or join via phone. You will also have access to all recorded meetings.

Lesson Release Timeline

Each week 10 to 20 hours of training is released. If you take longer, that's OK – there is no time limit to finish the training.

Week 1 Welcome, Course Overview, Class Structure

Directions to Keep Pace with Instructor: The entire lesson and activities should be completed.

Week 2 Introduction, Content Knowledge Assigned

Directions to Keep Pace with Instructor: Testing for all content knowledge areas should be completed. Complete any sections that you do not pass by week 4.

Week 3 Financial Coaching Standards & Code of Conduct

Directions to Keep Pace with Instructor: The entire lesson and activities should be completed.

Week 4 Psychological Aspects of Financial Coaching

Directions to Keep Pace with Instructor: The entire lesson and activities should be completed. Any content knowledge sections that you did not pass should be completed and the test passed on the training platform.

Week 5 Coaching Process, Strategies, & Skill-building

Directions to Keep Pace with Instructor: The entire lesson and activities should be completed.

Week 6 Understanding Clients

Directions to Keep Pace with Instructor: The entire lesson should be completed, and work should be started on the understanding phase of the case studies activities.

Week 7

Understanding Clients

Directions to Keep Pace with Instructor: The case studies should be completed, and you should locate a partner with whom to work for the partner activity.

Week 8

Diagnosing Clients' Situations

Directions to Keep Pace with Instructor: The entire lesson and case study activities should be completed. You should be working with your partner and have at least started the understanding phase of the partner project.

Week 9

Goal-setting, Prioritization, & Action Steps

Directions to Keep Pace with Instructor: The entire lesson and case study activities should be completed. You should be working with your partner and have at least started the diagnosis phase of the partner project.

Week 10

Education, Guidance, & Accountability

Directions to Keep Pace with Instructor: The entire lesson and case study activities should be completed. You should be working with your partner and have at least started the goal-setting and prioritization phase of the partner project.

Week 11

Recap Training & Extensions

Directions to Keep Pace with Instructor: You should be working with your partner and have at least started the education, guidance, and accountability phase of the partner project.

Week 12 Financial Education Principles for Coaches

Directions to Keep Pace with Instructor: The entire lesson and activities should be completed. You should be working with your partner and finishing up your partner project.

Week 13 Counseling & Psychotherapy Approaches to Financial Coaching

Directions to Keep Pace with Instructor: The entire lesson and activities should be completed. You should be working with your partner and finishing up your partner project.

Week 14 Progress Tracking & Plan Modifications

Directions to Keep Pace with Instructor: The entire lesson and activities should be completed. You should complete your partner project.

Week 15 Recap Training & Extensions

Directions to Keep Pace with Instructor: You should complete any lessons, case studies, or activities that are not yet complete.

Week 16 Final Exam & Certification Requirements, Final Exam Prep, Turn in Assignments,Background Check Application

Directions to Keep Pace with Instructor: The entire lesson and activities should be completed. You should complete any lessons, case studies, or activities that are not yet finished. Turn in required information. You can take the final exam anytime – Note: it does take about 2 weeks to schedule with testing moderator.

Certified Personal Financial Wellness Consultant

Training Outline & Table of Contents

National Financial Educators Council

Introduction

- **Welcome**
  - Welcome
  - Overview & Graduation Requirements
- **Pre-course Measures: Surveys & Testing**
  - Introduction
  - Course Pre-test
  - Coach Survey & Information
- **Coaching Vision & Objectives**
  - Introduction
  - Shared Mission & Objectives
  - Warm Up Activities: KWR & VIQQS
  - Personal Benefits of Coaching
  - Mental Imagery
- **Course Preview & Visual Education**
  - Introduction
  - Preview Methods: Crib Notes & THEIVES
  - Visual Education
- **Case Method**
  - Introduction
  - Case Study Warm Up Activities
  - Personal Case Method

Introduction

- **Financial Coaching Overview**
  - Introduction
  - What is a Financial Coach
  - Skill Sets Financial Coaches Develop
  - Impact of Financial Coaching
  - Services Financial Coaches Provide
  - Financial Coaching vs Financial Services and Education
  - Problems in the Financial Coaching Industry
  - Practice Standards of Distinguished Financial Coaches

Content Knowledge

- **Content Knowledge**
    - Introduction
    - Savings, Expenses & Budgeting
    - Account Management & Financial Team
    - Loans & Debt
    - Credit Profile
    - Income
    - Basic Economic & Government Influences
    - Basic Risk Management & Insurance
    - Basic Investing & Personal Financial Planning

Financial Coaching Standards & Code of Conduct

- **Introduction**
- **Ethical Standards**
  - Fiduciary Standards
  - Coaching Role
  - Financial Coaching vs Financial Advising
  - Security
  - Recordkeeping
  - Addressing Issues
- **Practice Standards**
  - Defining Client Relationship
  - Disclosure
  - Understanding Clients
  - Benchmarks
  - Client Education
  - Modifications
- **Professional Standards**
  - Professionalism
  - Continuing Education
  - Fiduciary Evaluations
  - Representation
  - Marketing
- **Safeguard Rule Training**
  - Safeguard Rule Introduction
  - Safeguard Rule General Requirements
  - FTC Safeguard Rule Overview
  - Employee Management & Training
  - Information Systems
  - Detecting and Managing System Failures
  - Project-based Learning

Psychological Aspects of Financial Coaching

- **Introduction**
- **Understanding Common Financial Influencers**
  - Overview Page
  - Common Financial Situations
  - How Financial Behaviors Are Formed
  - How Financial Sentiment is Formed
  - Common Levels of Financial Education
  - Common Money Management Systems
- **Financial Psychology**
  - Introduction
  - Needs, Emotions, Money, & the Connection
  - How Financial Behaviors & Attitudes Form
  - Identifying Your Financial Behaviors
  - Molding Positive Financial Behaviors
  - Turning Dreams Into Goals & Plans
  - Post Education Case Studies
- **Behavioral Finance**
  - Behavioral Finance & Financial Coaching Introduction
  - Emotional and Social Factors of Behavioral Finance
  - Biases Involved in Personal Finance
  - Additional Behavioral Finance Aspects of Personal Finance
  - Strategies for Financial Coaches & Educators

Coaching Process, Strategies & Skill Building

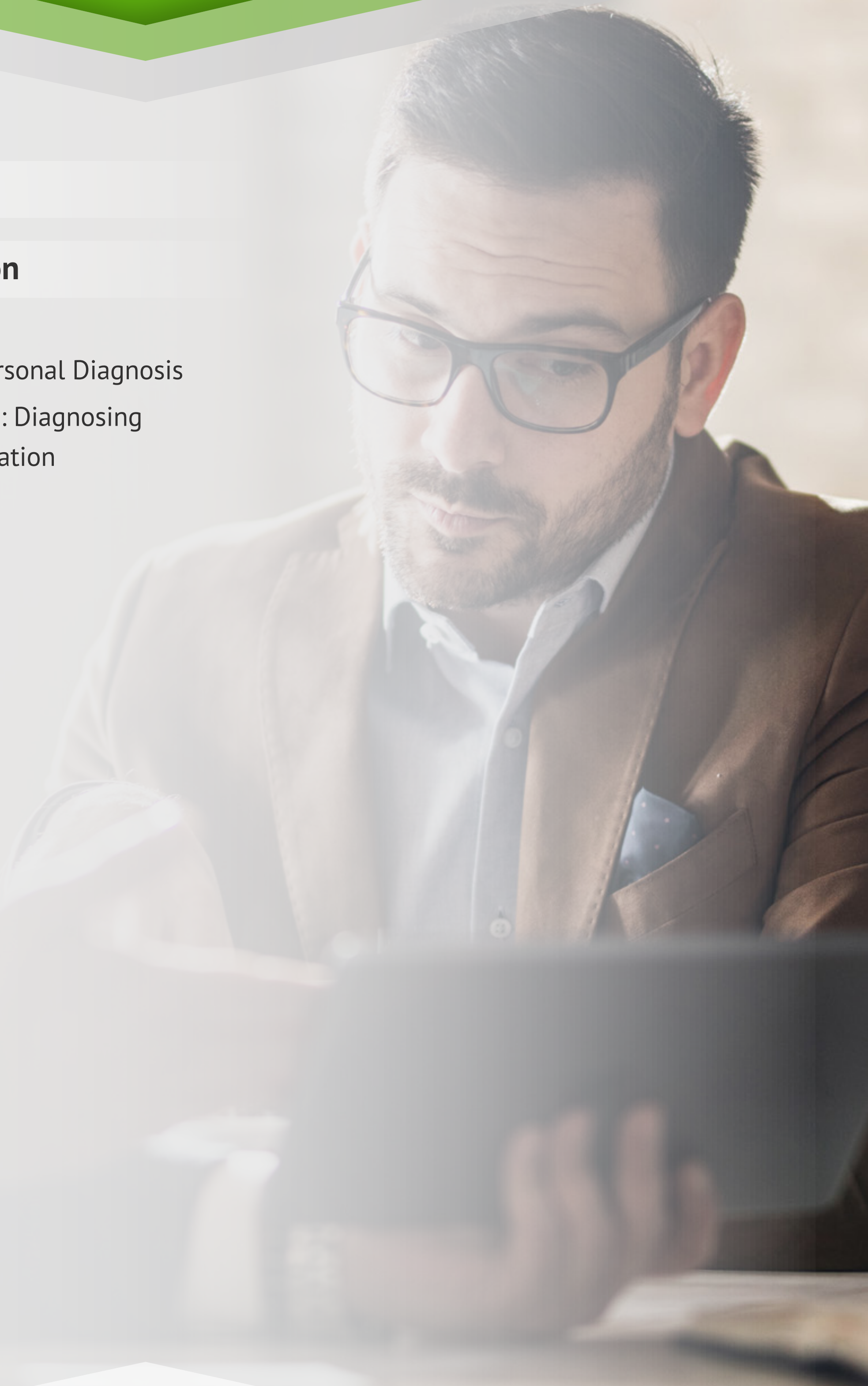
- **Introduction**
- **New Client Onboarding & Environment**
  - New Client Onboarding & Environment Introduction
  - Setting Up Client Communication Systems
  - Creating a Professional Onboarding Experience
  - Creating a Professional Coaching Environment
- **Customizing the Coaching Program & Process for Clients**
  - Customization: Types of Clients
  - Customization: Services Ordered or Offered
  - Time Allocation Overview Based on Total Coaching Time

Understanding Clients

- **Introduction**
- **Skills Needed to Understand Your Client**
  - Intrapersonal Skills to Help You Understand Your Client
  - Listening Strategies
  - Interview Techniques & Style
- **Information Gathering Processes, Questions & Details**
  - Introduction
  - Understanding Clients: Needs, Goals & Psychology
- **Income, Savings & Assets**
  - Income
  - Savings
  - Assets
- **Housing Expense, Loans & Debt, Budget Preparedness**
  - Housing Expenses
  - Loans & Debt
  - Budget Preparedness
- **Money Management, Systems & Team**
  - Credit Profile
  - Taxes
  - Accounts, Team, & Systems
- **Assets: Protection, Planning & Growing**
  - Risk Management & Insurance
  - Investing & Personal Financial Planning
- **Project-based Learning**
  - Project-based Learning
  - Personal Coaching Activity 1: Understanding Your Personal Financial Situation

Diagnosing Clients Situation

- **Introduction to Diagnosis**
- **Diagnosing Clients Situation**
  - Diagnosis Manual Training
  - Project-based Learning – Personal Diagnosis
  - Personal Coaching Activity 2: Diagnosing Your Personal Financial Situation



Goal Setting, Prioritization & Action Steps

- **Introduction**
- **Goal Setting, Prioritization & Action Steps**
  - Goal Setting Process with Clients
  - Prioritization of Goals
  - Breaking it Down Goals into Action Steps
  - Personal Coaching Activity 3: Prioritization & Goal Setting

Education, Guidance & Accountability

Financial Education Principles for Coaches

- **Introduction**
- **Outcome Measures**
  - How to Quantify Content Knowledge
  - Participant Impact & Behavior Change
  - Transtheoretical Model of Behavior Change
  - Financial Psychology
  - Money & Emotions
- **Financial Literacy Education Essentials**
  - Personal Finance is a Unique Subject
  - Connecting Financial Literacy to Lifestyle
  - Communication Strategies
- **Learning Process**
  - The Brain & Learning
  - Communication Techniques to Pass Brain Filters
  - Learning Styles & Interest
- **Sales Process for Teaching Personal Finance**
  - Sales Process: Overview
  - Sales Process Phase 1: Preparation
  - Sales Process Phase 2: Listening & Rapport
  - Sales Process Phase 3: Offer Solutions
  - Sales Process Phase 4: Take Action
  - Sales Process Phase 5: Feedback
  - Sales Process: Wrap Up

Financial Education Principles for Coaches

- **Teaching Method Essentials**
  - Teaching Method Essentials: Motivate
  - Teaching Method Essentials: Engage
  - Teaching Method Essentials: Educate
  - Teaching Method Essentials: Move to Action
- **Educator Style**
  - Educator Style: Authentic Voice
  - Educator Style: Language & Tone
- **NFEC Lesson Plan Methodology**
  - Understanding the Learner
  - Introductions
  - Warm-up Activities
  - Educational Reasons
  - Visual Education
  - Lesson Previews
  - Learner-led Education: Case Method
  - Skill-building Activities
  - Lectures
  - Project Based Learning
  - Ongoing Education

Counseling & Psychotherapy Approaches to Financial Coaching

Progress Tracking & Plan Modifications

Recap, Final Exam & Certification Requirements

- **Introduction**
- **Recap, Final Exam & Certification Requirements**
  - Upload Your Projects
  - Background Check Information
  - Testing Recap & Preparation
  - Register for The Exam