

Certified Personal Finance Consultant (CPFC)

Training Outline & Table of Contents

- 01 Introduction
- 02 Content Knowledge
- 03 Financial Coaching Standards & Code of Conduct
- 04 Psychological Aspects of Financial Coaching
- 05 Coaching Process, Strategies & Skill Building
- 06 Understanding Clients
- 07 Diagnosing Clients Situation
- 08 Goal Setting, Prioritization & Action Steps
- 09 Education, Guidance & Accountability
- 10 Financial Education Principles for Coaches
- 11 Counseling & Psychotherapy Approaches to Financial Coaching
- 12 Progress Tracking & Plan Modifications
- 13 Recap, Final Exam & Certification Requirements

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



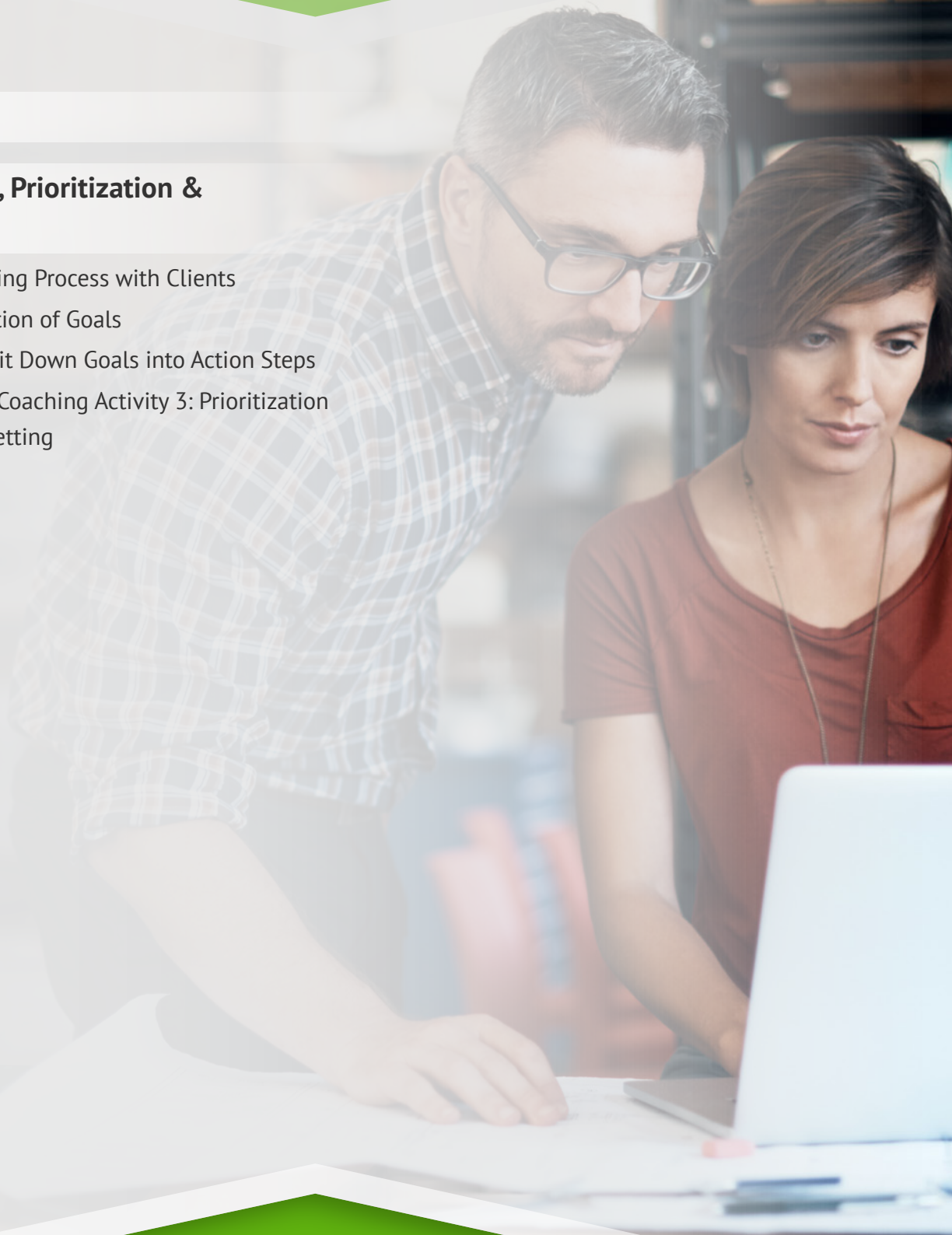
Diagnosing Clients Situation

- **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

- **Introduction**

- **Education, Guidance & Accountability**

- Educational Resources Overview
- How to Assign Education Lessons
- Important lessons to assign early
- Review Activities & Provide Feedback
- Providing Accountability
- Personal Coaching Activity 4: Assign Education & Action
- Personal Coaching Activity 5: Holding Yourself Accountable & Support



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

- Introduction
- Counseling & Psychotherapy Approaches to Financial Coaching
 - Counseling & Psychotherapy Approaches for Financial Coaches
 - Drawing the Line Between Coaching and Licensed Counseling Professionals
 - Psychodynamic Approach
 - Behavioral Approach
 - Humanistic Approach
 - Transformative Learning Theory in Financial Coaching



Progress Tracking & Plan Modifications

- **Introduction**

- **Progress Tracking & Plan Modifications**

- Framework for Measuring Coaching Program
- How to Track Client Results & Outcomes
- Client Reports
- Re-planning Process
- Personal Coaching Activity 6: 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

