

# Shifting the Paradigm in the Participant- Professional Relationship

***Rethinking Our Approach  
to Workforce Development***



**LIFT**



# Welcome!



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## By the end of today's session, we hope you.

- Understand the value of shifting community engagement approaches from traditional case management to coaching
- Understand the challenges faced by marginalized workers in advancing toward self-sufficiency
- Identify best practices for infusing economic mobility coaching into existing workforce development programs and interventions



# Understanding Today's Job Seeker



# The Need for Change



- Traditional case management is often transactional.
- Lack of personalized support in job seeking processes.
- Limited engagement and motivation among participants.

# The Need for Change

**Does this resonate with what you're seeing in your work?**

**How do you currently provide services? What challenges or barriers do you face?**

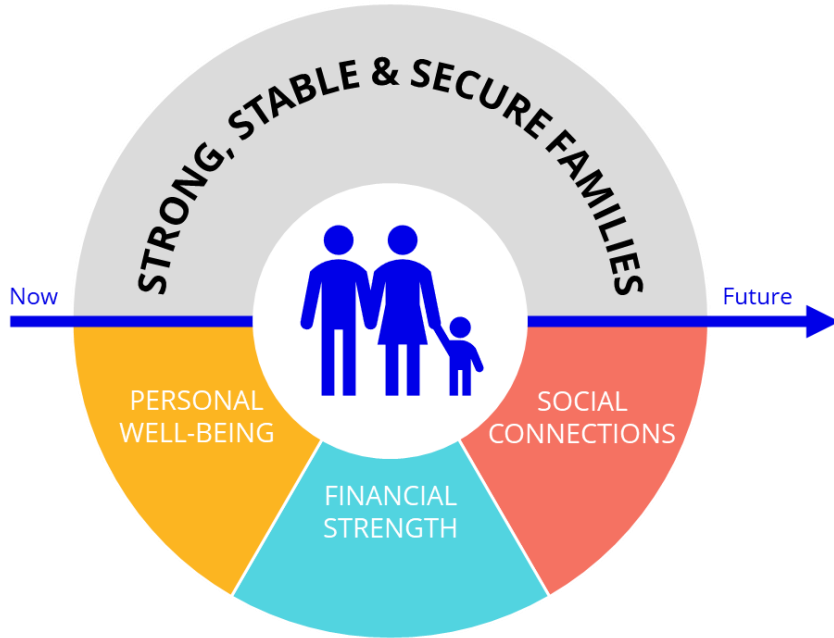
# LIFT at a Glance

## LIFT...

- was founded in 1998 and focused on creating neighborhood spaces where families could go to get support from trained volunteers on a variety of needs
- has refined our approach to this work by developing an evidence-informed coaching model that supports community members working on financial, career, educational, and well-being goals
- serves families directly in Chicago, Los Angeles, New York City, and Washington, DC and indirectly through Technical Assistance partnerships across the country

**LIFT's Mission is to  
break the cycle of  
poverty by investing  
in families.**

# LIFT's Foundation for Success



LIFT helps families achieve their long-term goals and aspirations by connecting them with transformational coaching that meets them where they are and honors their values, priorities, and needs.

LIFT supports members by focusing on their personal well-being, financial strength, and social connections, all of which can provide a foundation for a family's success for generations.





78%

INCREASE  
PERSONAL  
INCOME

\$17,880

INCREASED INCOME

94%

INCREASE  
ECONOMIC  
SECURITY

\$2,932

INCREASED SAVINGS

91%

BUILD  
TRUSTING  
RELATIONSHIPS

\$3,486

DECREASED DEBT

# LIFT Technical Assistance



Hope

LIFT Trained staff support client well-being by leveraging consistent, **client-driven interactions focused on goal setting** in areas most relevant to the client.



Money

LIFT Trained staff foster client financial strength by exploring resources to support **career, financial, and education goals** as part of a pathway to economic mobility.



Love

LIFT Trained staff facilitate social connection through the development of **strong, trusting relationships** rooted in one-on-one coaching meetings.



# Partnership in Action: LIFT & OCWB

## Needs Assessment

**Listening & Learning:** Affirmed alignment and unearthed OCWB's specific areas of need

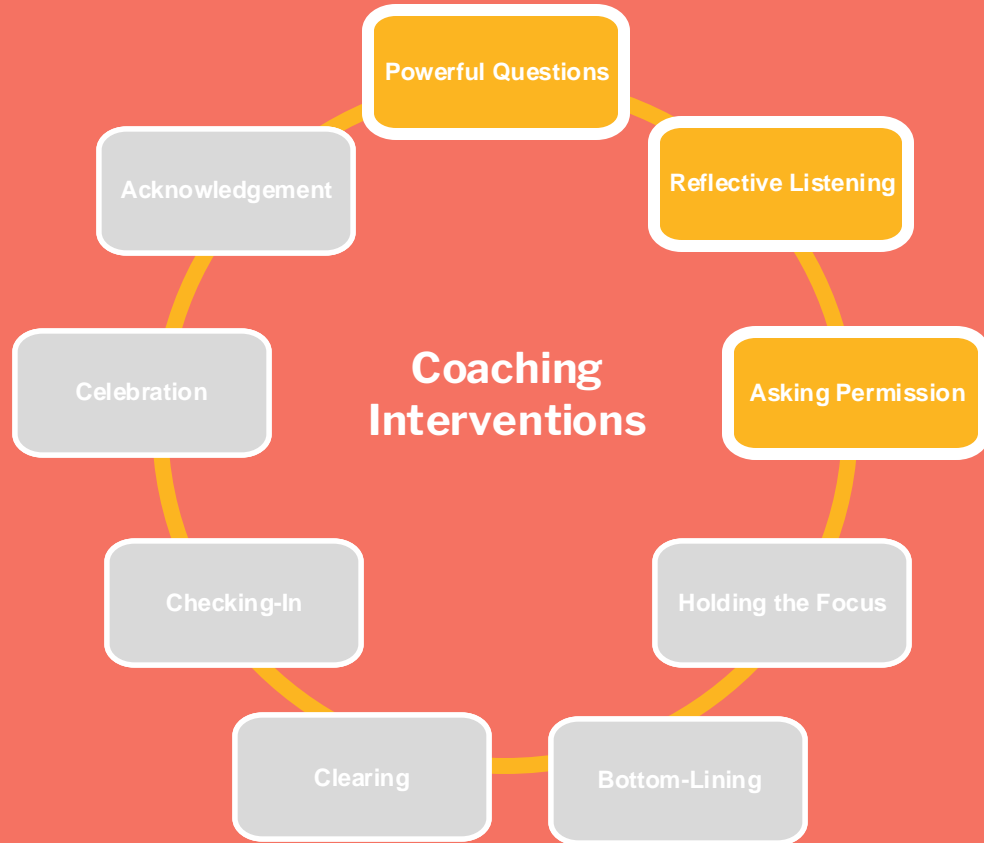
## Staff Training

**Tailored Content and Supports:** Adjusting to meet OCWB needs and create space for reflection

## New Tools & Practices

**New Tools & Practices:** Fully integrated OCWB staff handbook

# Coaching Principles & Interventions



# Let's See it in Action!



As you watch, reflect on:

- How did the coach **problem-solve** when the client had not completed her planned previous next steps?
- In what ways did you notice the meeting being **client-driven**, or not?
- In what ways did this interaction look **similar or different** to how you work with clients?

# Partnership in Action: A New Coaching Approach

## Traditional Model (Pre)

## Coaching Approach (Post)

Transactional & Prescriptive



Client-Driven

Generalized Support



Tailored to Client's Self-Named  
Goals & Aspirations

Limited Engagement



Consistency and Deep  
Relationship Building

Loose framework for M&E



Standardized, transparent  
mechanisms for measuring success

# DATA HIGHLIGHTS

## Some highlights from the partnership include:

- 87.5% of staff improved (or maintained a high level) coaching knowledge based on a pre and post LIFT Training Assessment
- 100% of staff found LIFT Training content relevant, facilitation effective, and materials useful
- 100% of staff agreed that LIFT's coaching model is effective, that the training will lead to better outcomes for clients, and that integrating the model will be worth the effort
- 85% of frontline staff have used LIFT interventions recently and agree that they are confident in integrating coaching into practice
- 100% of staff are satisfied with OCWB's partnership with LIFT
- Reached nearly 300 families leveraging OCWB+LIFT Coaching Approach

**"When I have implemented the coaching techniques, they have been well-received"**  
**– OCWB Staff Member**

# Where To Go From Here?

*Think of one of your most difficult situations from your direct service work and the strategies you've used to support them.*

- How might you **approach that relationship differently** following this presentation?
- Think about **what you might do differently** when you return to your offices. Why?





# Question & Answer



# THANK YOU!

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