

# Family Dynamics and Influences + Financial Coaching

Workshop for Oweesta Native Coaching Cohort, facilitated by  
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# Agenda

- Hello!
- Foundational Concepts
- Personal Reflection
- Components of Financial Coaching
- Transformational Coaching Strategies to Support Clients
- Take Aways & Wrap Up



calm

curious

clear

compassionate

confident

creative

courageous

connected

THE 8 C'S INDICATIVE OF SELF LEADERSHIP



## Discussion

Family Dynamics and  
Influences + Financial  
Coaching = ???



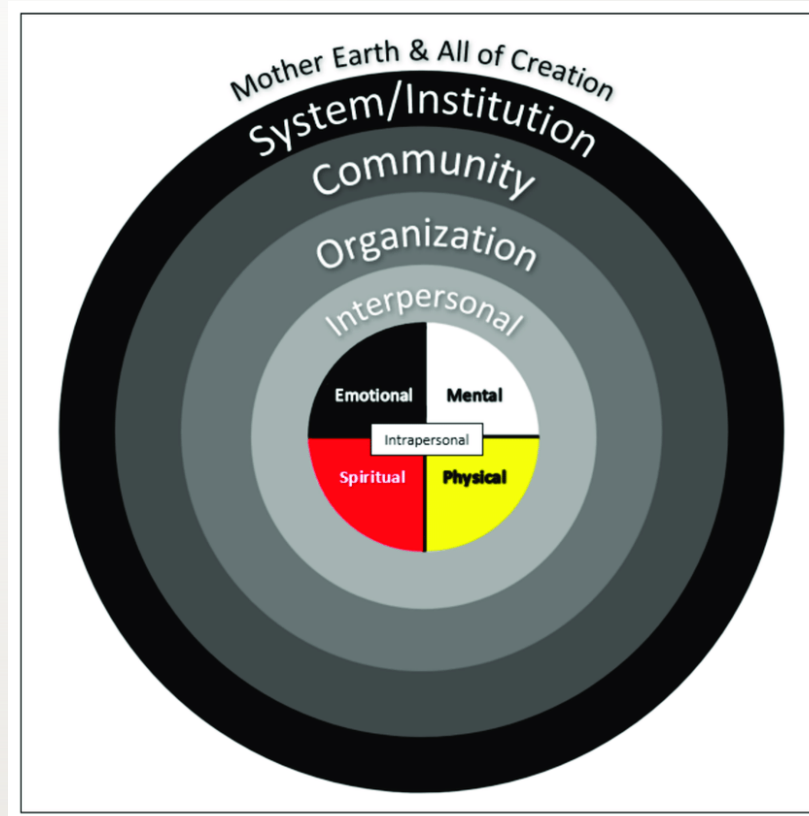
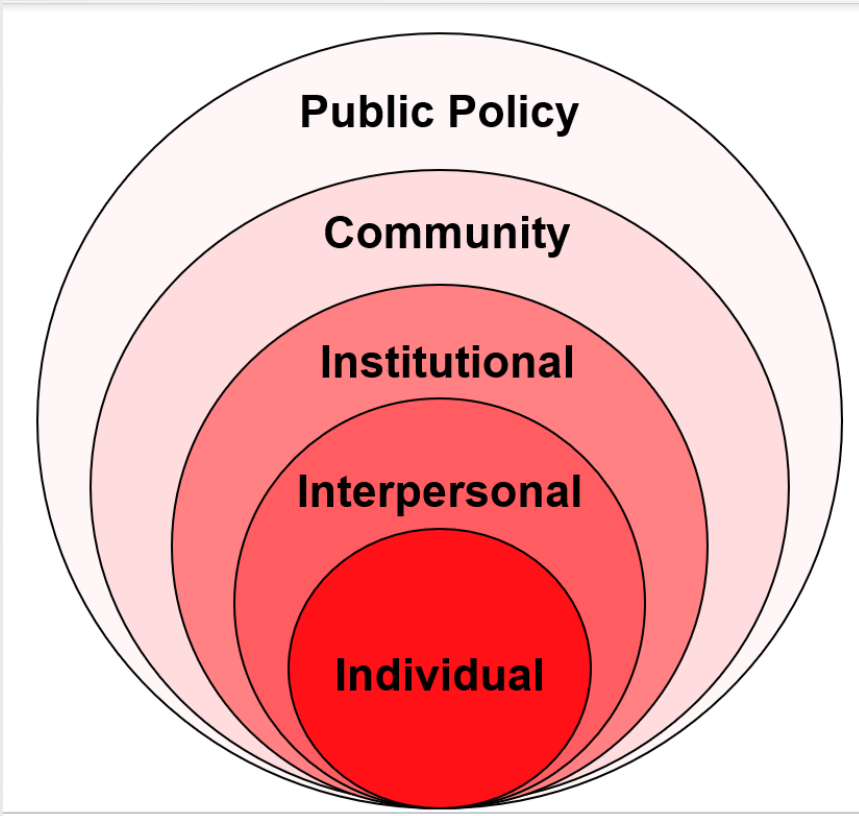


# Family Influences on Finances

- Financial position (within multiple, interconnected systems of oppression)
- Beliefs about money
- Spending habits
- Saving habits
- Charitable giving
- Investing
- Financial planning
- Independence from/dependence on others

# Socio-ecological model

## Integrated Indigenous-ecological model



# Trauma

- Trauma is an emotional response to a significantly disturbing or distressing event, repeated and prolonged abuse, or exposure to varied and multiple disturbing or distressing events.
- A traumatic event is a frightening, dangerous, or violent event that poses a threat to one's life or bodily integrity. Witnessing a traumatic event that threatens life or physical security of a loved one can also be traumatic, especially for children.

# Types of Child Trauma

- Abuse – Emotional, Physical, Sexual
- Bullying
- Community Violence
- Disasters
- Intimate Partner Violence
- Medical Trauma
- Traumatic Grief
- War and Terrorism

**Generational Trauma**

**Early Childhood Trauma**

**Complex Trauma**



# Child Poverty and Financial Trauma

- Living in a financially unstable environment can threaten a child's sense of safety because it may mean they can't access basic needs—like food, shelter, and healthy relationships—on a consistent basis.
- "Not having health needs met is a trauma; having food insecurity is a trauma; having parents who aren't home because they're working three jobs is a trauma; living in an environment surrounded by pollution and toxins is trauma." ~ Dr. Leah Brookner



# The Impact of Trauma on Personal Finances

- Limited access to opportunities
- Difficulty maintaining employment
- Interference with brain development and executive functioning (e.g., self-regulation, emotional management, impulse control, social competence, task initiation)
- Financial disorganization and avoidance
- Money shame can impact perceptions of potential success and depressive symptoms

# Areas of the Brain



1. Lower area (survival)
2. Middle area (emotional)
3. Higher area (thinking)
4. Pre-frontal cortex (executive functioning)



## Risk and Protective Factors

- Severity of the event
- Proximity to the event
- Caregivers' reactions
- Prior history of trauma
- Family and community factors, including cultural identity



# Healing from Trauma

- Neuroplasticity - the brain's ability to form new neural connections
- Acknowledgement of trauma
- Trauma-focused therapies
- Trauma-aware coaching
- Supportive cultural practices







# Reflecting on Your Experience

## 3 minutes to write/reflect each:

- What messages did you receive about money growing up?

*Sources can include family of origin, culture, media, society at large, etc.*

- How did your family dynamics influence the way you interact with money? How has that changed over time?

- How do these experiences shape your work as a financial coach?

# Discussion:

## Components of Financial Coaching

Financial coaches help their clients:

- Define and achieve their financial goals.
- Understand their own motivations and the “why” behind their goals.
- Understand how they think and feel about money and financial goals.
- Reframe thoughts and shift actions that are barriers to their goals.
- Cultivate and tap into their own inner wisdom to achieve their goals.

**What else?**

**Where do you currently spend the most time? The least?**

**What do you want to do more of? Why?**

# Core Principles of Transformative Coaching

- Wholeness: People are whole, and simultaneously moving toward a fuller experience of their wholeness.
- Resourcefulness: People are inherently resourceful and wise.
- Diversity: Honoring the full diversity of experience expands awareness.
- Freedom: People have the freedom to choose how they respond.
- Possibility: Much more is possible than any of us can imagine.



# Strategies for Supporting Clients

- Self awareness
- Transformational coaching skills
- Coaching pathways
- Referrals and resources



# Self Awareness

- Developing Awareness
  - Noticing our breath, physical sensations, emotions, and energy.
  - Being open to self transformation
- Self Care
  - From our regular practices to what we do before and after sessions.
- Coach's Stand
  - Physical
  - Metaphor
  - Commitment





# Transformational Coaching Skills

- Asking Empowering Questions
- Listening – self, client, transformational
- Being Aware of Multiple Agendas: Presenting, Deeper, and Transformational
- Acknowledging, Championing, and Celebrating
- Calling Out the Power
- Action Steps, Requests, and Challenges



# Coaching Pathways

- Experiencing the Moment
- Exploring Needs and Values
- Envisioning the Future
- Expanding the View
- Embracing the Shadow

# Strategies for Supporting Clients

- Self awareness
- Transformational coaching skills
- Coaching pathways
- Referrals and resources

Any other strategies?

What connections are you making between these strategies and financial coaching?



What are you  
taking away from  
today's session?

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InService – Support for  
Parents and Caregivers