

# OUR IMPACT



## Financial Coaching

## Keystart.

Financial coaching is a unique program designed with a holistic six-point plan that supports customers to progress towards financial wellbeing and stability. Coaches guide customers to explore their money management processes with a view to developing positive behaviours and literacy to improve longer term financial outcomes.

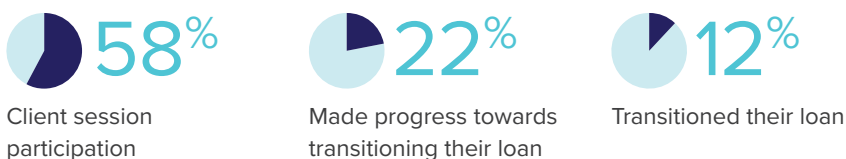
Through the coaching process customers realise that the barriers to financial success, such as overspending and failure to recognise risk factors, are mostly driven by internal factors that they, generally, have capacity to control.



### Client outcomes

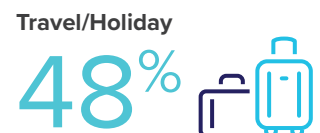
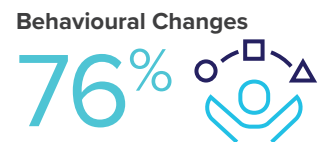


Client outcomes based on 63 post service surveys.



"We know we couldn't have got to transitioning our loan without these coaching sessions. It's been invaluable to us. We are set up for the future."

### Top 5 client goals



"Financial coaching was a big help for me in figuring out what I want for the future."

Money Mindset Quiz (MMQ)	338
Financial coaching clients	222
Sessions booked	877
Sessions attended	508

## About the Program

The program focuses on six key areas, each supported with a range of adaptable and flexible interactive tools, addressing the following:

1. Understanding current financial position and exploring goals
2. Working on low self-efficacy and confidence around finance
3. Developing financial skills and knowledge
4. Positive and sustainable behavioural change
5. Identifying and managing risk
6. Identifying and developing financially related goals

## Client Feedback

"I felt it was impossible to feel good about my situation, but you have helped me to turn my mindset completely around. I am amazed and truly grateful."

"I'm not as lost anymore. I can work towards my goals."

"I'm liking the new skills I'm learning. I'm going to hold back before spending."

"I can now start to focus on building an emergency fund and savings for my new house. I am excited about my future and have a lot less anxiety."

"I'm so happy with my progress. I had a ridiculous amount of small debts including Buy Now Pay Later and I have managed to clear them all now!"

### Impact



Significantly improved financial management



Increased levels of financial wellbeing and resilience



Increased protection against future financial shocks



Development of financial goals and action plans

## Client story

An engaged couple in their twenties sought financial coaching as they had missed some mortgage repayments and were struggling with feelings of financial instability. One partner had recently transitioned to full-time work after many years of part-time jobs due to university studies. They rarely spoke about money and had very different approaches – she liked to save whilst he liked to spend. They felt embarrassed by their inability to manage their finances properly. Their incoming goals were:

- Build savings and emergency fund
- Improve financial skills
- Save for their wedding
- Refinance
- Make good financial decisions

### The Coaching Approach

The coach worked on empowering the couple to define their financial goals fully and to develop their financial skills in a way that worked for them.

Coaching expanded their perspectives so that they could trust their financial decision making.

Facilitating powerful conversations about money over several sessions, the coach helped this couple shift their negative beliefs about their capabilities with money into one that was positive and action focused.

### Impact

- The couple improved their communication regarding financial goals and developed a deeper mutual understanding of their financial dynamics.
- They successfully refinanced their home loan, gaining greater confidence in their financial decision making.
- One partner secured a new job with a \$20,000 salary increase, demonstrating enhanced self-assurance and capability.
- They renegotiated their wedding plans and were able to bring their plans forward and significantly under budget.
- The couple gained the knowledge and confidence to seek help when needed, leading to meaningful, sustained progress toward their financial goals.
- The coaching experience enabled them to trust their financial decisions, fundamentally changing their approach to money management and their overall financial stability.

"We would never have been able to get to the point of refinance without coaching. We didn't trust the decisions we were making but we've learned not just how to do it but also how to trust ourselves with money decisions - which for us is life changing."

