

BRANDS FOR CANADA

FOR FAMILIES. FOR THE ENVIRONMENT.

Creating a Strengths-Based Coaching Climate with Multi-Barrierred Clients

Presented by:

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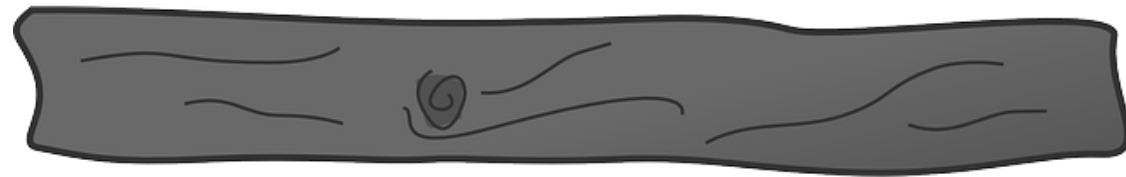
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ACC,CCDP, PersonaGrata Coaching & Consulting

PersonaGrata
Consulting

Who are we?



Agenda

- Introductions
- The journey
- Fundamental assumptions
- Evidence based practice
- Tools
- Results
- The last word

The Brands For Canada Journey



By the Numbers

BFC provides new, donated clothing and other basic-needs items to

80,000

people in the GTA who are struggling with poverty

More than

25,000

of them are children

Many of them are women and children escaping

abuse

By the Numbers

Items are distributed via
65
different social agencies

Brands For Canada diverts over
200 Tons
of surplus from landfill every year

Brands For Canada gave back
40 Million
in 2018

The Suitable Impressions program

Before



After



Before



After



The Edge program



Our Funders for the Edge program



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario

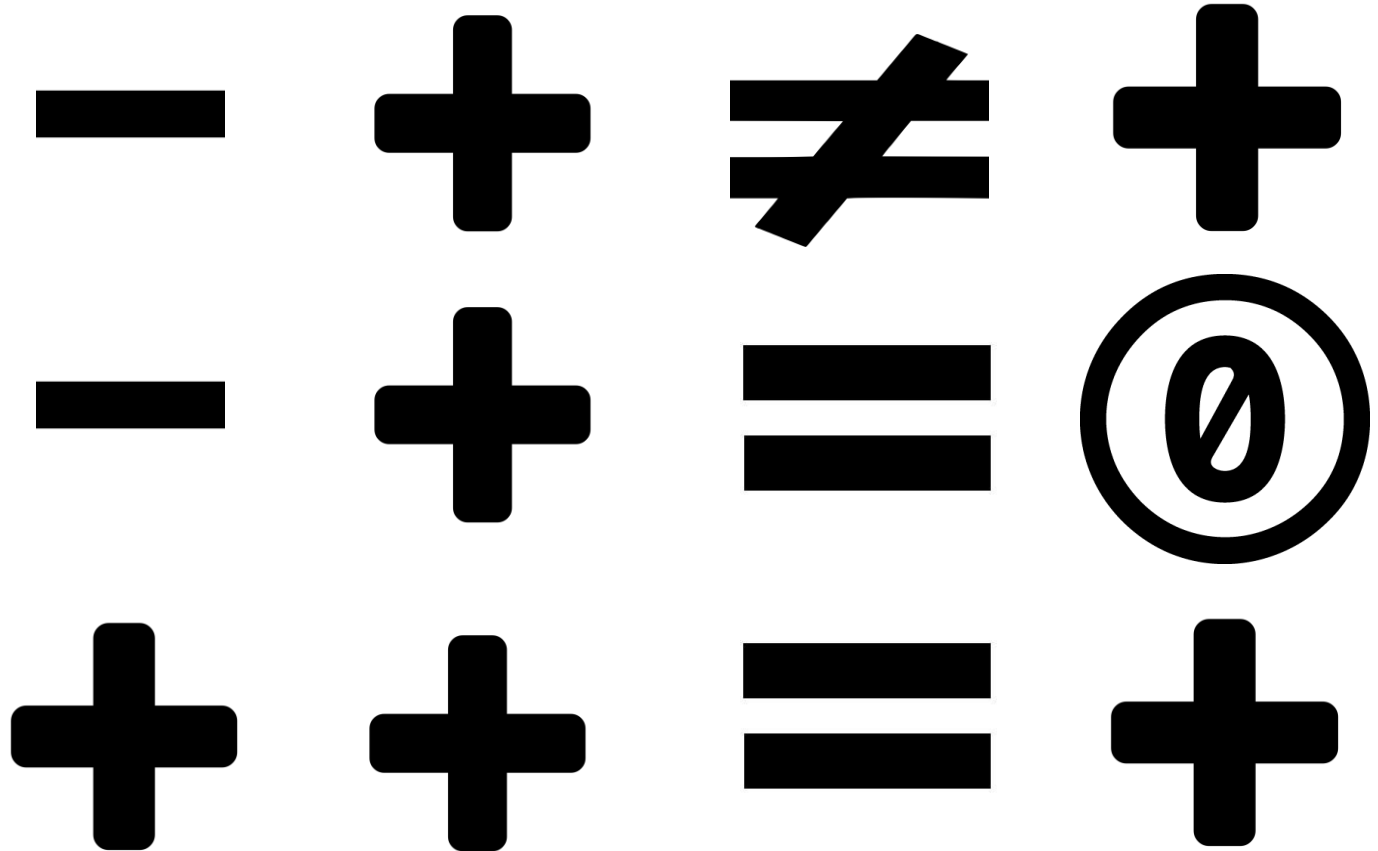
The Edge Program Details

The Edge Program Outcomes

The Journey



Fundamental assumptions



Evidence-
based
practice

Positive Psychology

Transformative Learning



Life Skills Problem Solving

Life Skills Lesson Design

Universal Design for Learning

Human Elements

Agency
Supports



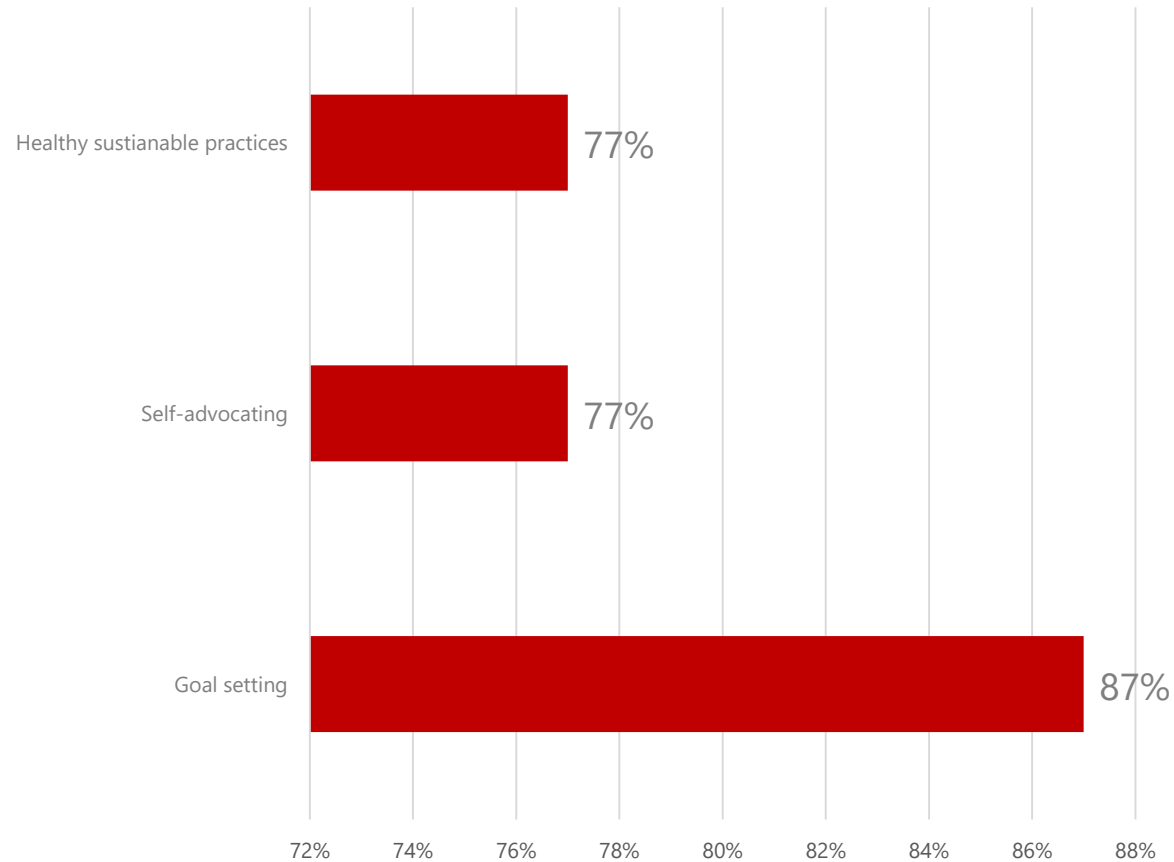
Facilities
Elements

Curricular Elements

Results

Improved life skills

Skills the EDGE program helped cultivate (N=30)

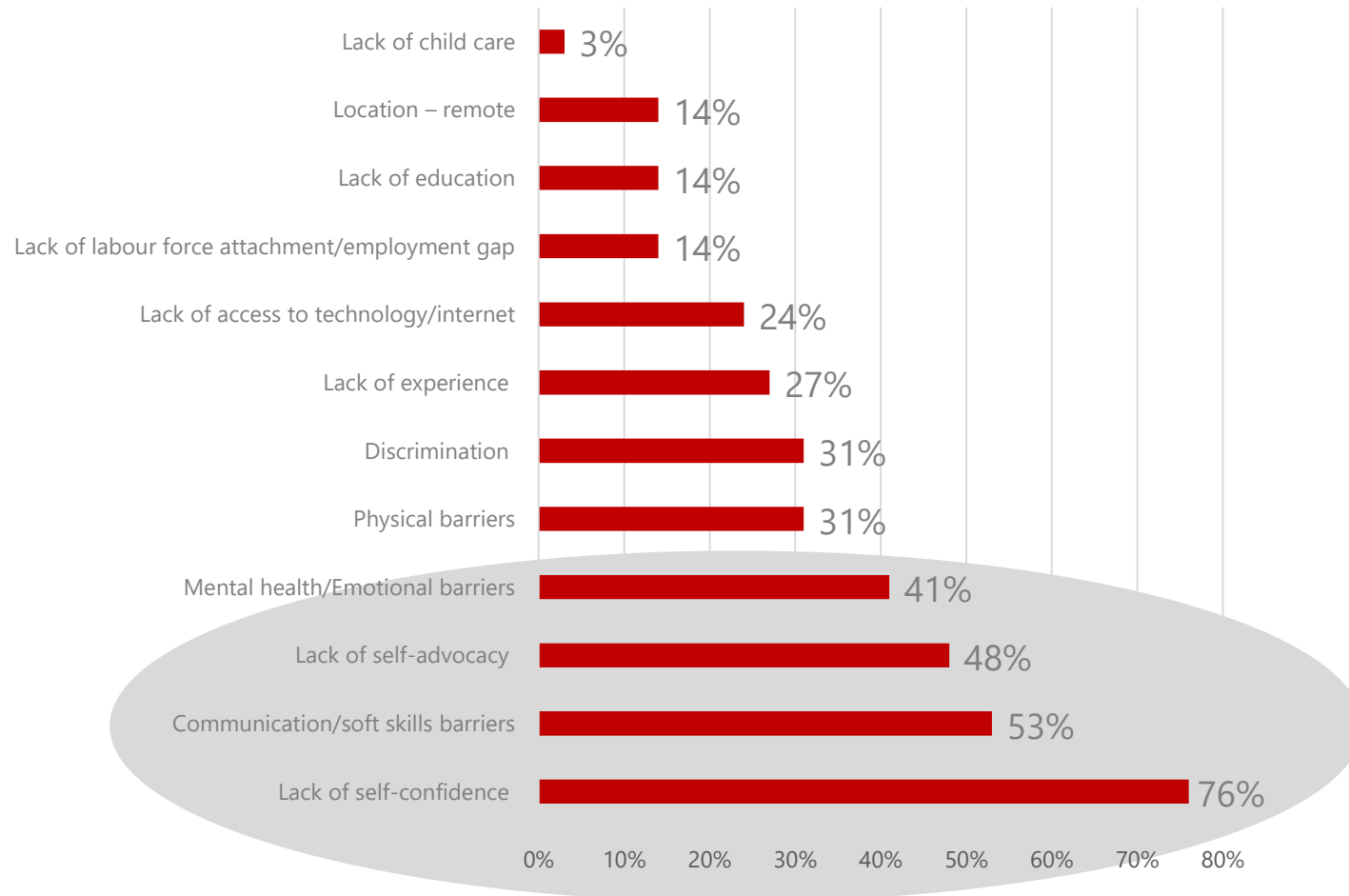


Question: Please indicate how much you agree or disagree with the statements. The EDGE Program helped me to cultivate skills and confidence to:

Source: DIG Research, 2018 Evaluation Report for The Edge Program

Decreased barriers

Barriers participants felt the program helped overcome (n=29)

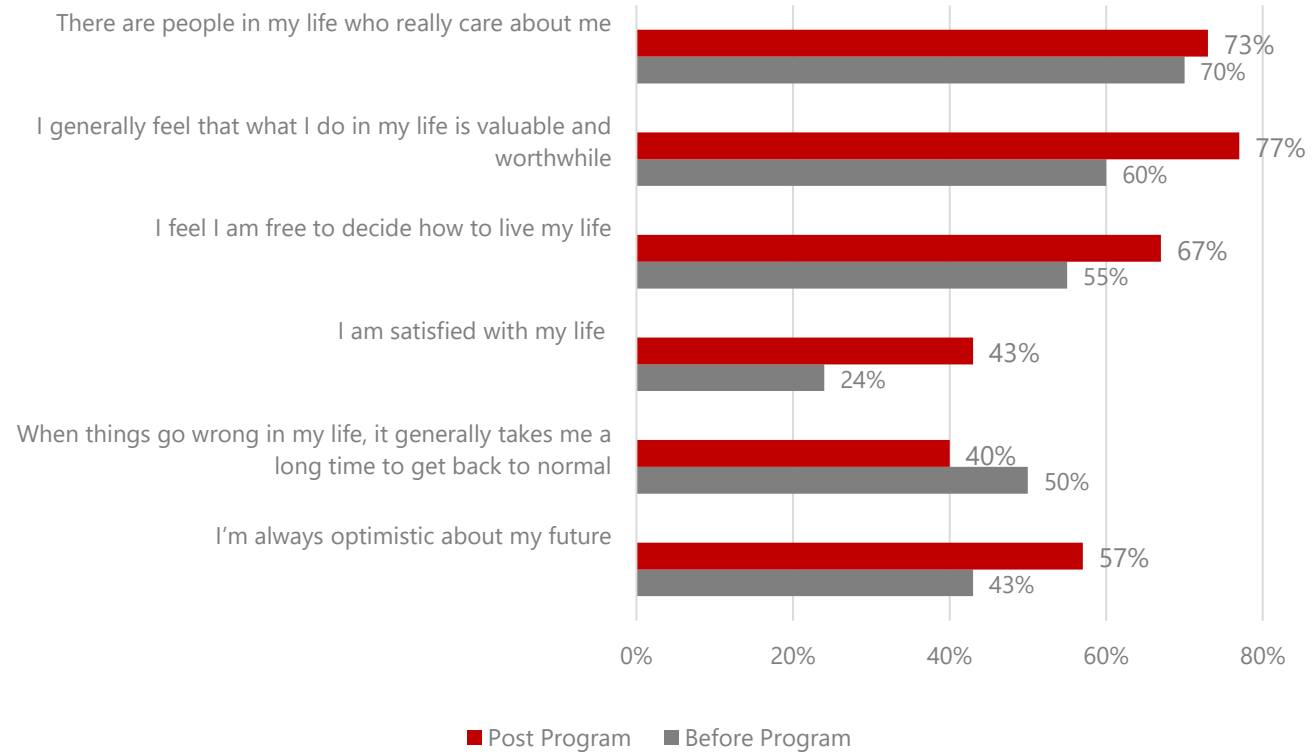


Question: What are the challenges that you feel the EDGE program helped you overcome when it comes to finding employment?

Source: DIG Research, 2018 Evaluation Report for The Edge Program

Project outcomes

Level of agreeance with statements related to well-being pre and post program (N=30)



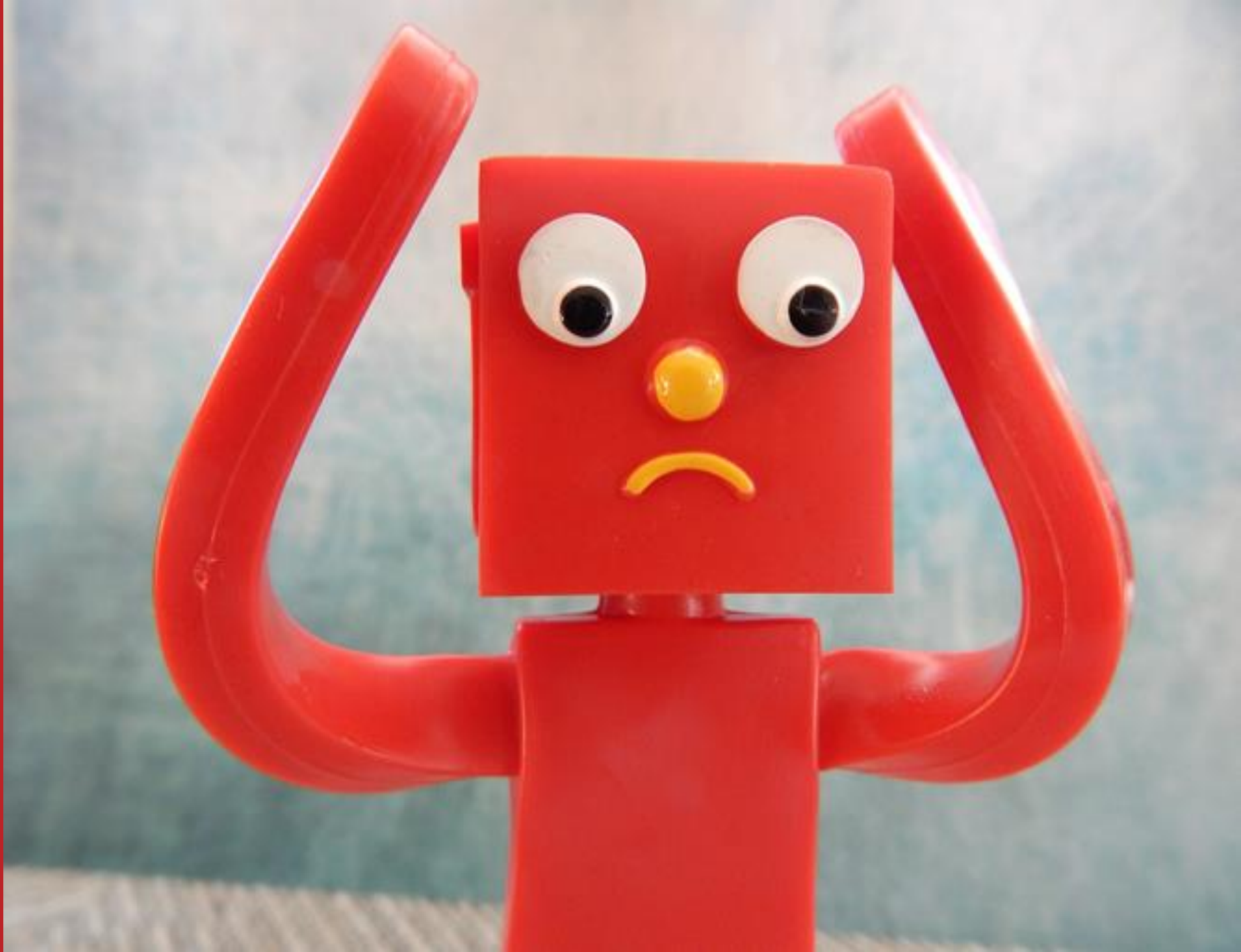
Question: Below are some statements about your feelings and thoughts. How much do you agree or disagree with the following statements?

Source: DIG Research, 2018 Evaluation Report for The Edge Program

Client testimonial: Meet Alexis



Challenges

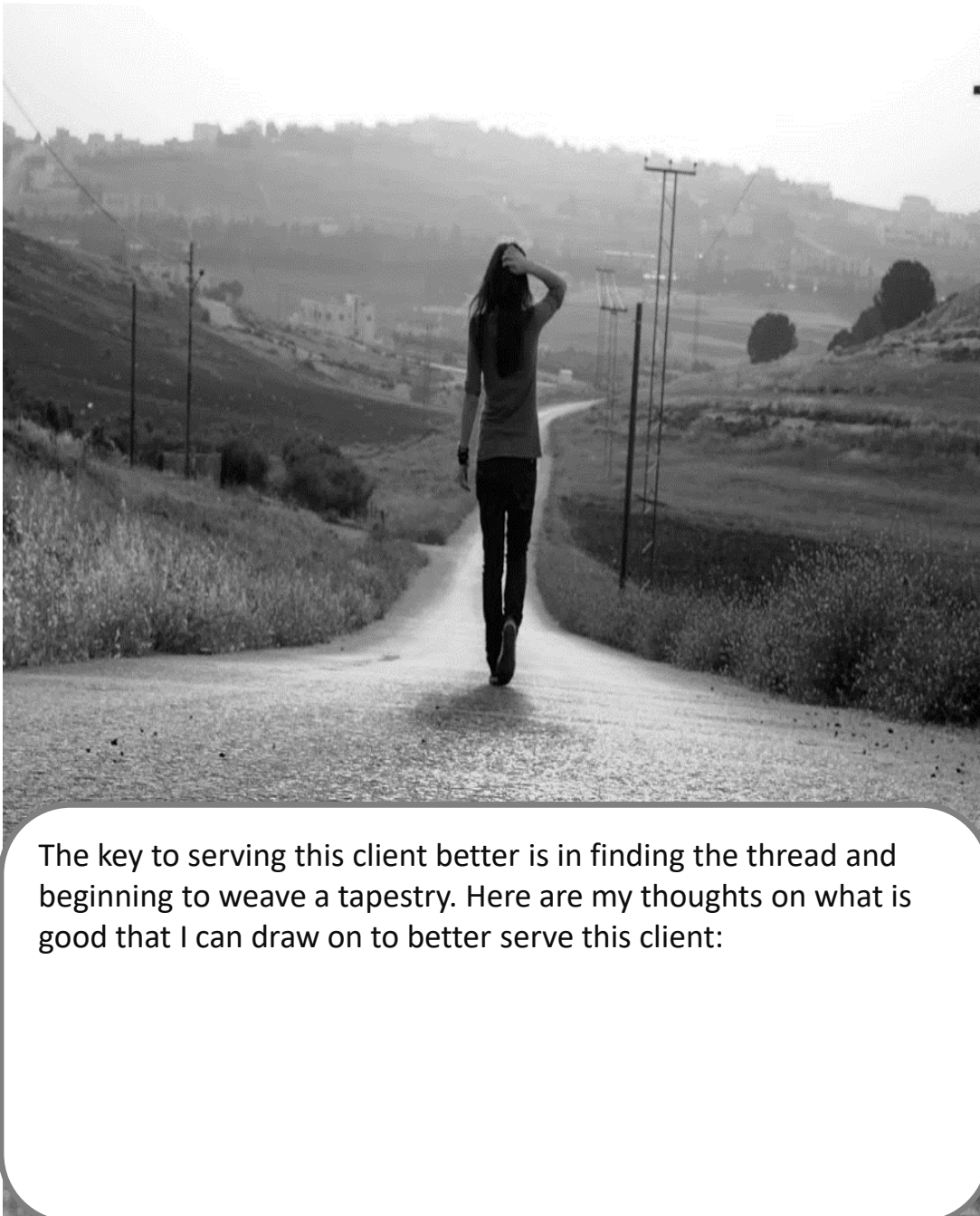


The Last word



Questions?

Creating a Strengths Based, Coaching Climate with Multi-Barriered Clients



The key to serving this client better is in finding the thread and beginning to weave a tapestry. Here are my thoughts on what is good that I can draw on to better serve this client:

Who do I serve?

What's good about them that I can draw on?

Who do I want to serve?

What's good about them that I can draw on?

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The **EDGE** Program

Further Information/Resources

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cindy@brandsforcanada.com

More about The EDGE Program

<https://www.brandsforcanada.com/about/programs/the-edge-program/>

<http://www.viacharacter.org/blog/via-strengths-supercharging-ability-employment-opportunity/>

More about Transformative Learning

<http://transformativelearning.ning.com/>

More about Positive Psychology and Character Strengths

<https://positivepsychologyprogram.com/>

<http://www.viacharacter.org/www>

More about Universal Design for Learning

<http://www.cast.org/>

More about Life Skills

<https://www.ywcatoronto.org/ourprograms/employmentandtraining/iwanttobealifeskillcoach/lifeskillscoachcertificate>

<https://coned.georgebrown.ca/courses-and-certificates/life-skills-coaching-certificate/>

More about coaching

<https://coachfederation.org/>



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