



**TANF Modernization**

**Track B Kickoff + Family-Centered  
Coaching Sessions for Oklahoma  
Human Services**

**November 1-3, 2022**

**Familyhood**



# Biographies



## Keith Jossell

As Senior Manager of Self-Sufficiency Content and Delivery, Jossell leads a team of Master Trainers tasked with planning, developing, and executing curricula development and dissemination strategies for effectively addressing the needs of low-income and/or disadvantaged populations across family-strengthening and employment efforts.

An expert in both operations and strategic planning, Jossell provides a unique perspective and ability to execute strategy and transform it into results. He has decades of experience conducting targeted data analysis to both identify barriers to business and oversee successful operations across all organizational teams and divisions.

Jossell earned his BBA in Accounting from Loyola University and his Executive MBA from the Kellogg School of Management at Northwestern University.



## Radhika Cruz

In her role as Master Trainer, Cruz develops and facilitates training and workshop content to improve both executive functioning skills and emotional intelligence and instill hope. She regularly trains in a variety of curricula and frameworks, including Family-Centered Coaching, PREP 8.0, 24/7 Dad, On My Shoulders (OMS), Managing Aggressive Behavior (MAB), Residential Child and Youth Care Professionals (RCYCP), and Systematic Training to Assist in the Recovery of Trauma (S.T.A.R.T.).

Cruz holds a bachelor's degree in Psychology from Youngstown State University and a master's degree in Human Development and Family Studies from Kent State University.



## James Wall

With trademark energy and motivational style, Wall brings to his Master Trainer role a wealth of expert facilitation skills which he applies to Public Strategies' services and supports for Oklahoma families. He is a Master Life Coach, trained in alcohol and drug abuse and goal planning education, and facilitates a variety of curricula, including PREP 8.0, Within My Reach, It's My Life, On My Shoulders, 24/7 Dad, and Family-Centered Coaching.

Wall has a degree in Organizational Leadership from Southern Nazarene University, is retired from the U.S. Army, and was selected in 2016 as one of the best 100 speakers in the world by Toastmasters International.

# Biographies



## Scotti Wilson

Through coaching, training, and guiding teachers and facilitators through best practices in facilitation, Wilson has dedicated her career to building capacity for economically vulnerable humans in areas of employment readiness and family strengthening. As a Master Trainer for Public Strategies, she provides training and facilitation in a variety of curricula, including PREP 8.0, Within My Reach, On My Shoulders, 24/7 Dad, Family-Centered Coaching, Winning the Workplace Challenge, Work Forward, GPDR/R (Go, Plan, Do, Review/Revise), Goal Setting, Motivational Interviewing, and Executive Functioning/Skills.

Wilson holds a bachelor's degree in Early Childhood Education and a master's degree in Reading from the University of Central Oklahoma.



## Rena Hernandez

Rena Hernandez is a Master Trainer at Public Strategies. Hernandez has served as Specialist, Coordinator, Manager, and Director with Tribal, State, and Federal agencies. Over her 14-year career, Hernandez has consistently and strategically aligned herself to further her experience and understanding of diverse communities and organizations to better serve as a change agent for healthier and happier communities. Hernandez created and led the launch of the MCN Hope Conference, oversaw and co-developed the Zero Suicide Initiative with community clinics and hospitals, organized wellness grants for communities, and has participated in extensive community research and development with multiple community coalitions. Her program work was spotlighted in SAMHSA's Tribal Communities of Learning for Tribal Innovation.

Hernandez earned an MBA-HC from Southern Nazarene University and a Bachelor of Science degree in Psychology from East Central University.

# DAY 1 AGENDA

Over the next three days, you can expect to build your professional capacity by engaging in a series of fun and highly interactive team building and group learning activities.

**Day 1** provides an overview of your future training destinations.

**Day 2** starts with a personality inventory and then your Family-Centered Coaching training begins!

**Day 3** provides the opportunity to apply your new coaching skills and introduces you to the available tools you can use in your coaching sessions.

So, grab a fellow traveler, start your engines, and get ready for a road-trip adventure with the Public Strategies Master Trainers!

9:30 AM

**Event Check-In**

10:00 AM

**Welcome and Sparkup Profile Creation**

10:15 AM

**DHS Welcome: Start Your Engines + The Vision**  
DHS Leadership

10:25 AM

**Coaching Roadmap: Fundamental Destinations**  
Keith Jossell

*Participants will be provided with an overview of the training series and will grasp the strategic approach to becoming great coaches!*

10:40 AM

**Creating Connections - Team Building**  
James Wall

10:50 AM

**Destination 1: The Science and Power of Hope**  
Keith Jossell

*Hope is the belief that your future can be brighter and better than your past, and that you have a role to play in making it better. During this session, participants will learn about the three concepts that define hope.*

# DAY 1 AGENDA

## Hope Highway

Keith Jossell

11:00 AM

*Participants will work on Dr. Hellman's Hope Worksheet to learn how to create meaningful and motivating goals for their clients, regions, or programs. They will identify paths (or actions) toward their stated goal, identify potential barriers toward their goal, and identify ways they will celebrate progress made toward their goal. Groups will create a shared goal for their team and express how hopeful they feel about the goal they imagined together.*

12:00 PM

**Filling Station: Lunch + Networking**

## Destination 2: The Three Keys to Successful Relationships

Scotti Wilson

1:00 PM

*There are three keys to experiencing healthy and happy relationships in life. In this session, participants will identify various strategies for applying the three keys in their professional capacity with the goal of understanding ways to build better rapport, trust, and safety with colleagues.*

## Destination 3: Executive Function Skills

Radhika Cruz

1:40 PM

*Executive function skills are a set of core life capabilities necessary for managing work, family, and relationships successfully. During this session, participants will identify the executive function strengths and areas for growth on their team.*

2:15 PM

**Rest Stop + Hotel Key Cards Available**



# DAY 1 AGENDA

2:30 PM	<p><b>Executive Function Highway</b> Radhika Cruz with James Wall, Scotti Wilson, and Keith Jossell</p> <p><i>During this session, participants will discover how stress and scarcity of resources impact various executive function abilities and motivation to act on a goal. In this experiential activity, participants complete a task together and then discuss how they were able to leverage team strengths and support executive function limitations to achieve their goal.</i></p>
3:05 PM	<p><b>Destination 4: Speaker Listener Technique</b> James Wall</p> <p><i>Teams will explore the ingredients of good communication. Participants will learn about the benefits, roles, and rules of an evidence-based communication skill called the Speaker Listener Technique. Teams will practice the Speaker Listener Technique to demonstrate active listening and speaking for themselves when working with co-workers and clients.</i></p>
4:25 PM	<p><b>Destination 5: Motivational Interviewing</b> Rena Hernandez</p> <p><i>Participants will be provided an overview of motivational interviewing and how it is used to guide coaching conversations centered around reaching client goals.</i></p>
4:40 PM	<p><b>Enjoy the View – Reflect on the Journey</b> Scotti Wilson</p>
5:00 PM	<p><b>Rest Stop + Refresh</b></p>
6:00 PM	<p><b>Connecting on the Journey: Dine and Meet the Locals</b></p>





# DAY 2 AGENDA

7:30 AM	<b>Filling Station: Breakfast</b>
8:30 AM	<b>Start Your Engines! Sparkup Activity</b>
8:40 AM	<b>Taking the High Road: Understanding Yourself and Others</b> Keith Jossell  <i>Understanding personality styles can make it easier to solve problems or effectively manage conflict because it gives us an idea of what to expect from others. Individuals will review their personality styles and heighten awareness and understanding of team members' communication preferences through discussion of the <b>PREP Relationship Help Personalities Test</b>.</i>
9:40 AM	<b>Destination 6: Family-Centered Coaching Part 1</b> James Wall  <i>Family-centered coaching includes a variety of approaches, strategies, tools, and key skills to holistically help families experiencing poverty achieve their goals. Participants will discuss the core values and principles of family-centered coaching and learn how poverty and trauma affect motivation, hope, and readiness for change.</i>
10:30 AM	<b>Rest Stop</b>
10:45 AM	<b>Family-Centered Coaching Part 2</b> Scotti Wilson and Keith Jossell  <i>When coaches understand how poverty, stressors, racial inequities, and traumatic life experiences impact families' lives, they can more fully understand the context of each participant's life and how they can provide support more effectively.</i>



# DAY 2 AGENDA

11:15 AM	<p><b>The Amazing Race</b> Scotti Wilson and Keith Jossell with Radhika Cruz, Rena Hernandez, and James Wall</p> <p><i>Teams will compete in an energetic obstacle course to experience how barriers to goals can impact client hope, mindset, motivation, and self-esteem. After <b>The Amazing Race</b>, participants will discuss how various obstacles impact client progress and identify ways family-centered coaches can support client hope and motivation toward goals.</i></p>
12:00 PM	<p><b>Fill Your Tanks: Lunch + Networking</b></p>
1:00 PM	<p><b>Family-Centered Coaching Skills</b> Radhika Cruz</p> <p><i>Family-centered coaches create positive and meaningful experiences for families due to their mindset and key skills. In this segment, participants will practice four core skills that build transparency, trust, and safety. When combined, the practice of these skills contributes to satisfying and transformative partnerships with individuals and families.</i></p>
2:00 PM	<p><b>Coaching Through Stages of Change</b> Scotti Wilson</p> <p><i>The primary goal of coaching is to facilitate a client's growth and behavioral change. Participants will learn about the five stages of change, practice identifying a client's stage of change, and learn effective strategies for coaching clients toward their behavior change goals.</i></p>
2:45 PM	<p><b>Rest Stop</b></p>





# DAY 2 AGENDA

3:00 PM	<b>How and Why People Change</b> Rena Hernandez
	<i>Motivational interviewing is a guiding style of communication that intends to strengthen client commitment and motivation to change within an atmosphere of acceptance and compassion. During this session and breakout, participants will discuss their reasons and capacity for change.</i>
3:30 PM	<b>Asking Evocative Questions in Coaching</b> Rena Hernandez with Radhika Cruz, Keith Jossell, James Wall, and Scotti Wilson
	<i>In this session, participants will practice asking evocative questions to guide coaching conversations toward a client's expressed behavior change goal.</i>
4:20 PM	<b>Enjoy the View – Reflect on the Journey</b> James Wall
	<i>Closure and announcements.</i>



# DAY 3 AGENDA

7:30 AM	<b>Filling Station: Breakfast</b>
8:30 AM	<b>Start Your Engines! Sparkup Activity</b>
8:40 AM	<b>FCC Tool 1: Who's in My Family?</b> Full-Family Focus: Bringing Family into the Conversation James Wall  <i>Families don't thrive by focusing on one aspect of their lives at a time. Family-centered coaching provides an opportunity to help families address multiple areas of their lives and reach interrelated family goals. Participants will practice using the "Who's in my family?" tool to help them understand how a client defines their family. Participants will also use this tool to begin identifying family strengths.</i>
9:10 AM	<b>FCC Tool 2: Wheel of Life</b> Exploring Participant Well-Being and Setting Initial Goals Scotti Wilson  <i>In this interactive segment, participants will use the "Wheel of Life" tool to guide a coaching conversation that explores a family's overall well-being in various life domains. Participants will practice using the tool to build rapport with families, shed light on family strengths, explore satisfaction in various life areas, and identify the family's top three priorities for goal setting.</i>
9:40 AM	<b>Understanding Core Capabilities for Life Success</b> Radhika Cruz  <i>Family-centered coaches understand how ongoing stressors such as poverty and trauma can not only negatively impact a client's responsibilities and relationships at work and home, but they can also impact a client's willingness and/or ability to act on and persist toward their goals. Participants will discuss how coaches can strengthen client's core capabilities for life success.</i>

# DAY 3 AGENDA

10:15 AM	<b>Rest Stop + Hotel Checkout</b>
10:35 AM	<b>Creating Connections - Team Building</b> James Wall
10:50 AM	<b>Tool 3: Backward Goal Mapping Approach</b> Radhika Cruz  <i>Participants will view and discuss the backward goal mapping approach to helping clients and/or families build their core capabilities, specifically in goal planning. It is through this practice of goal setting that families will strengthen their core capabilities, increase their hope, and transform their lives.</i>
11:10 AM	<b>Goal Planning Highway</b> James Wall  <i>During this session, participants will practice using the Backward Goal Mapping tool to help families break a goal into small, actionable steps.</i>
12:00 PM	<b>Fill Your Tanks: Lunch + Networking</b>
1:00 PM	<b>Tool 4: Goal, Plan, Do, Review/Revise (GPDR/R)</b> Scotti Wilson and Rena Hernandez  <i>Goal setting and goal planning is an essential part of nurturing hope in families. In this segment, participants will be introduced to the Goal-Plan-Do-Review/Revise (GPDR/R) tool for supporting family goals and well-being.</i>
2:30 PM	<b>Rest Stop</b>



# DAY 3 AGENDA

2:45 PM	<b>Arriving at Your Final Destination: Putting It All Together</b> Keith Jossell
4:00 PM	<b>You Have Arrived! Closure and Surveys</b> Keith Jossell
4:20 PM	<b>Future Destinations: Exceeding the Vision</b> DHS Leadership

