

# A new tool for your toolbox.

The **Financial Fitness Coach (FFC®)** certification program is composed of standardized, comprehensive financial coach training brought to you by Sage Financial Solutions in partnership with AFCPE®. Our program provides you with the skills and techniques to draw upon your financial knowledge and support clients as they make lasting financial behavior change.

**Interactive.**  
**Experiential.**  
**Client-Driven.**

## Why Financial Coaching?

Have you educated, counseled and developed a plan for your client, but they are still stuck in those familiar, unhealthy financial patterns? Financial Coaches collaborate with clients to assess their goals and identify the underlying values that motivate them toward achieving their goals. Financial coaching focuses on the client's "why" and supports them in taking charge of their financial choices. Financial Coaches view the client as the expert in their own life, and collaborate with them to create solutions and implement an action plan that works for them.



Whether your goal is FFC® certification or simply furthering your professional development, the FFC® program offers flexibility and depth of skill. Each module builds upon the last, enhancing your effectiveness as a Financial Coach. While 'Coaching Essentials' is the beginning of the certification journey, it can be taken as a stand-alone professional development course.

Learn more at [www.afcpe.org/ffc](http://www.afcpe.org/ffc)



**Financial Knowledge Prerequisite:** AFC®, CFP®, ChFC®, CFA®, CPA® or AFCPE's Money Management Essentials course.