

Family-Centered Values	
<b>Full family focus</b>	Coaches address the interests of all members in a family, including children and other family members or people identified by a parent. Coaches know that families change over time, and check in on who is in the family "circle."
<b>Family led</b>	The work of achieving a family's goals is led by the family. The family is the agent in setting goals and direction for their lives and their family's lives. Family empowerment means you as a coach are responsive to if and when to coach adults and children together. It also means the family defines who is in their family.
<b>Respect</b>	Coaches have deep respect for a family's expertise and lived experience. Respect is fundamental to establishing trust in a coaching relationship.
<b>Strength-based</b>	Coaches start with an understanding that all families have strengths. The family identifies their strengths, and the coach then works with families to utilize these strengths and build other strengths.
<b>Racial equity and inclusion</b>	Family-centered coaching recognizes the impact of institutional racism and implicit bias within the organizations and systems working with families. Staff understand these influences in their own approaches to families, the design and delivery of social services and in the lives of families served, and knows that understanding these forces is critical to be effective in working with the family.

Family-Centered Operational Principles	
<b>Fluidity of Approach</b>	Coaches work together with parents to decide on a family's readiness for change. Based on that, they may use several approaches when working with parents, ultimately moving towards a coaching approach that supports changes the family wants. This can happen during a single meeting or over the course of working together, understanding that families' readiness for change may fluctuate over time and can be in different areas of their life.
<b>Transparent</b>	Coaches talk with parents about the different roles the coach can play (such as case manager, counselor, etc.), based on the approach used. Coaches can discuss with the parent which approach may be the right fit with their stage of change and goals. Together they agree on which approach will best support the family at a given moment.
<b>Peer-based</b>	Coaches operate from a place of peer respect, knowing that both staff and parent have strengths and challenges that change over time, and that the relationship is collaborative.
<b>Choice</b>	Families can choose the level and type of support and tools needed over time based on their interests and results sought. Programs are designed to provide parents access to different coaching tools at different stages in the coaching relationship, knowing that families can be at different stages with different parts of their life. Having a flexible approach to coaching recognizes that families may want different support at different times depending on the results they are seeking to achieve.
<b>Responsiveness</b>	Coaching is responsive to family interests as determined by the family. This means the coaching approach needs to be flexible. Coaches meet parents and families where they are, and are able to "change hats" as families identify their interests. Family-centered coaching supports coaches to move fluidly among approaches and to develop agility to do so.