



Why ESI Employee Coaching Programs Are So Important

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ESI Employee Assistance Group

Several years ago, our ESI clinical staff recognized a fundamental need to increase the breadth of services our clinicians were providing our Members.

Our counselors were delivering impressive results with the highest level of satisfaction of any other EAP. Members who availed themselves of counseling services reported over 98% satisfaction with their experience. But it became apparent to us that there was a whole segment of the employee population whose needs were not fully addressed and who weren't getting the depth of the assistance that they needed.

Our clinicians saw that for some Members, the presenting issue had root causes that also needed to be addressed, such as ongoing financial problems, chronic stress, health issues, and more. They suggested we needed to find a way to address the underlying issues for our Members, if we really wanted to resolve issues that troubled employees and drained productivity.

To address these needs, we built out a series of coaching and training programs designed to help employees learn coping and skill development to address these critical needs. We began offering programs to help employees learn to manage their personal finances, deal with chronic stress and anxiety, improve wellness, and help employees who were struggling to advance their careers.

Over several years, we honed these programs and today we offer 18 coaching and training programs that Members can access. **Programs include: Certified Financial Coaching, Balancing Life at Work and Home, Resilience, Wellness, Workplace Conflict, Succeeding as a Supervisor, and more.** Each program combines telephonic coaching and prescribed trainings from our online library, along with tools from our self-help resource center.

While there are 18 coaching programs available, every coaching program is tailored by the Coach to suit the needs of the Member.

For example, a Member who is overwhelmed by credit card debt can call and connect with a Certified Financial Coach who is also a Masters level clinical counselor. The Coach will assess the Member's needs, provide appropriate direction, and recommend training. In this case, the Coach will almost always prescribe specific trainings dealing with debt reduction and creating workable budgets. There are 200 personal finance trainings associated with the financial coaching programs; and a total of 8,000 courses in the training library that cover the entire range of personal and professional development opportunities.

In addition to trainings, the Member will be encouraged to access related financial tools such as budget templates and interest rate calculators in our financial resource center. Our self-help center includes more than 25,000 resources on a wide variety of issues and topics.

All of us at ESI are proud that we are the only EAP in the nation to offer these services, that Members are benefiting from the coaching programs, and our clinicians report that Members are reaching their goals and improving their performance at home and at work.