



## Cherish 1:1 Coaching FAQ

**What is Coaching?** Coaching helps you reflect on your goals, identify obstacles, and design action plans that work for you. Coaches at Cherish draw on interdisciplinary principles from fields like psychology (e.g., CBT, ACT, DBT) and behavior change to communication and conflict resolution depending on what you need. Unlike therapy, coaching does not focus on treating complex clinical problems nor making medical diagnoses. Instead, coaching focuses on providing you with relevant information, helping you manage emotions, and supporting you to build the skills and accountability that will help you reach your parenting goals.

**How does Cherish 1:1 Coaching work?** Our coaching process is very questions-driven and balances reflecting with designing solutions-oriented next steps for you. For example, your coach may ask you “Why is this important to you” to help uncover the underlying needs of your goals before designing an action plan together. We spend some time up front discussing the general context with a focus on understanding your specific situation, identifying your strengths and goals, and uncovering any current obstacles. Then, we move to discussing potential strategies and tools to reach your goals.

Over time, your coach will get to know your context so that when new issues or questions arise, they won't need to ask for so much background. This deep context will also help your coach suggest even better strategies that will work for your unique relationship with your teen.

To get started, just let your coach know what you'd like to work on first. Coaches are available 7 days a week and respond to messages within 24 hours, so feel free to text your coach whenever works for you. You can always reach out with questions about parenting your teen, and if ever your coach doesn't have a good answer for you right away, they'll reach out to our Cherish Expert Network of clinicians and subject matter experts and get right back to you!

**Is my information confidential?** Yes! Everything discussed through 1:1 coaching is confidential and private. Cherish will never share your data and your coach will never share information about your conversations without explicitly asking you for permission. For example, if they want to reach out to the Cherish expert network about your question, they'll ask you, “I'd like to reach out for additional thoughts from our expert network. Would it be okay for me to summarize and share your situation with them?” By the way, we only ever use first names during 1:1 coaching. Many parents choose to only use their child and/or partner's first initials.

**Who is my Cherish Coach?** You'll get paired with a Cherish coach within 24 hours of sign up. Cherish coaches are matched based on what you share during the intake form about the challenge you've described and what characteristics you value in your coach. If for whatever reason you'd like to switch your Cherish Coach, simply ask! No hard feelings - we want you to have a coach you love working with.

We have coaches who are licensed practitioners, parent educators, retired teachers, and experienced parents who've been through the challenge you're facing. Coaches are selected based on their experience and alignment with Cherish's mission of helping parents feel confident to build healthy, happy relationships with their teens. All coaches receive training on Cherish's coaching model and ongoing development through the Cherish expert network.

**What will I get out of coaching?** You'll get a thought-partner, place to vent, and knowledgeable source of advice, all rolled into one. Your coaches are here to keep you accountable, celebrate your successes, and support you when things are tough. Through consistent engagement with your coach, you'll identify the obstacles for reaching your parenting goals and take clear steps towards improving your parent-teen relationship.

**What is the commitment?** We believe you get out of coaching what you put in. The best coaching relationships are built on trust, openness, and a willingness to confront challenging truths. There are no time requirements for working with your coach - you can reach out and answer their messages whenever you have a free moment or want to work through something together. Our coaches are committed to getting to know you and supporting you in personalized, approachable, and evidence-driven ways.

**What are the norms?** Receiving coaching can be daunting at first. It takes a lot to reflect deeply and commit to new habits. Here are a few norms for a successful coaching relationship:

- 1) **Focus on your values:** Every family is different. Cherish does not espouse a particular parenting style beyond what is research-backed. Help your coach understand your values and goals so you can craft effective solutions together.
- 2) **Reflect vulnerably:** Coaches may ask some questions that bring uncomfortable feelings and experiences to the surface. We believe coaching is most successful when parents are willing to jump in with both feet and consider the underlying beliefs, assumptions, experiences, and motivations for their goals and actions. The start of the coaching relationship is especially focused on reflections. Trust that your coach is digging to help you uncover something interesting and to find solutions that will actually be meaningful!
- 3) **Share your boundaries:** Help your coach understand what works for you and how you'd like to communicate. Let your coach know how you'd like to be helped and what you're comfortable sharing so they know where your boundaries are!