



# FREE GOALS COACHING

Through the U.S. Bank  
Financial Wellness Program

With you from start to big finish.

## Why goals coaching?

Statistics show personal financial stress impacts peoples' physical and mental health, relationships and productivity. Our team of Goals Coaches can help you achieve your financial, professional and personal goals through trusted guidance – helping you identify goals, create action plans and stay accountable. Our webinars, workshops and individual coaching sessions help you reframe how you think about a wide range of topics from budgeting, credit wellness, time management, and more.

## What is a goals coach?

With educational backgrounds such as psychology, finance, education and behavioral science, our skilled Goals Coaches will help you strengthen skills like critical thinking, strategic planning and reframing and will work with you to identify behaviors and habits that could help you reach your goals faster. They serve as your accountability partner, making it easier to start and stay-on track towards your goals, big and small.

## How does goals coaching work?

You can meet with a goals coach solo or with your partner or attend one of our webinars or workshops. Goals coaching is available to you whether you are a U.S. Bank customer or not, and it's free! Your coach will help you start from scratch or build on your successes to date, right by your side.



Visit us at [www.usbank.com/rivco.html](http://www.usbank.com/rivco.html)  
or scan the code.

