

AT A GLANCE

The client

One of the nation's largest county social services agencies

The challenge

Build stronger, more consistent client advocacy skills across large teams serving high-need populations in multiple program settings

The solution

A multi-year training relationship that included:

1. **2018:** Cert 360™ Workshop for 110 staff serving homeless and social services populations
2. **2022:** Customized 15-hour foundational case management training for nearly 200 staff, delivered across six cohorts
3. **2025:** Two distinct six-week sessions for 165 staff, including a repeat of the foundations training and a newly created 9-hour session on motivational strategies

Why it matters

1. More than 450 employees trained across the relationship
2. Training adapted across multiple programs and populations
3. A repeat client relationship that demonstrates continued trust
4. A scalable model for building a stronger, future-ready workforce

Scaling workforce training for frontline impact

How The Commission™ helped one of the nation's largest county social services agencies strengthen client advocacy skills across multiple programs

LARGE EMPLOYERS ACROSS public agencies, health systems, health plans, community-based organizations and other complex service environments face a common workforce challenge. Staff are often hired for their commitment, subject knowledge or lived experience, but many have never received structured training in the case management process, communication, motivational strategies or crisis response.

As client needs grow more complex, those gaps can affect consistency, confidence and workforce readiness.

That was the challenge facing one of the nation's largest county social services agencies.

Across multiple programs, frontline staff were working with people experiencing homelessness, unemployment and transitions out of foster care or the jail system. Many clients had experienced traumatic events and faced significant barriers to stability and independence. Agency leaders needed a training partner that could provide practical, structured learning for staff in client advocacy roles while fitting the operational realities of a large public-sector workforce.

**They turned to
The Commission
for help.**

The challenge

The agency's staff was doing work that reflected many elements of case management, though not always in traditional healthcare settings. They were supporting vulnerable populations, navigating complex barriers and helping clients move toward housing, employment and greater stability.



Many staff members came from a wide range of educational and professional backgrounds. Some had not received formal training in health and human services or in the case management process itself. The agency needed a way to build stronger foundational skills across a large workforce without interrupting day-to-day operations.

The Commission's solution

The Commission brought a structured, scalable approach rooted in the case management process and tailored to the populations those staff members served.



In 2018, The Commission delivered a Cert 360 Workshop for 110 staff members whose work focused on homeless and social services populations. That engagement established an early foundation for the relationship and demonstrated that The Commission could translate case management principles into practical training for a nontraditional workforce.

In 2022, a different division within the agency returned with a more targeted need. Staff were working with people coming out of foster care or the jail system and helping them move toward employment, housing and greater stability. For that audience, The Commission created a customized 15-hour foundational case management training program.

That training covered core topics including:

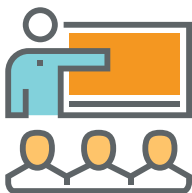
- case management fundamentals
- legal, ethical and practice standards
- emotional intelligence
- communication and active listening
- motivational strategies and change
- trauma
- abuse and neglect
- adverse childhood experiences
- working through challenging behavior

In 2025, the agency returned, this time for a welfare-to-work program. A total of 165 staff members participated in two distinct six-week sessions. The first session repeated the foundational case management training. The second session introduced a newly created 9-hour training focused on how to motivate clients to work toward greater independence and how to help counselors build resilience to continue the work.

Together, these engagements show how The Commission can build, adapt and extend workforce training over time as organizational needs evolve.

How the training was delivered

The Commission's approach was designed not only for content relevance, but also for operational fit.



For the 2022 engagement, the customized 15-hour foundational training was repeated across six cohorts. This allowed the agency to train nearly 200 staff members without having everyone away from their responsibilities at the same time. The same program was delivered across cohorts to create consistency while accommodating staffing needs.

The training was delivered virtually and built to be interactive. The Commission incorporated breakout discussions, roleplay and guided application exercises based on real scenarios provided by agency leadership. Those scenarios helped connect the training directly to the staff's daily work and made the content more practical and immediately relevant.

The Commission provided the facilitators for the training. Subject matter experts helped develop the content and led the sessions, bringing experience from across healthcare, social services and related client advocacy settings.

A multi-year training relationship

The Commission first connected with the agency in 2018. They returned in 2022 for a customized foundational training program for a different division. In 2025, the agency returned again for two additional six-week sessions, including both a repeat of the earlier foundations training and a newly created session.

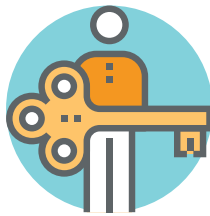


Over the course of the relationship, The Commission has trained more than 450 of the agency's employees across multiple engagements.

That continued relationship suggests confidence in both the relevance of the training and the value of the partnership. It also demonstrates an important point for other large employers: workforce development needs often evolve. Organizations may begin with foundational skills training, then return for more targeted content as programs grow, populations shift or staff responsibilities become more complex.

Why The Commission

The Commission's training is grounded in the case management process, a structured framework that applies across healthcare, social services, community settings, reentry programs and other environments where professionals help individuals navigate complex systems and access support. As the oldest and the largest credentialing body for Board-Certified Case Manager®, The Commission brings deep experience in the principles, standards and practice foundations that shape this work.



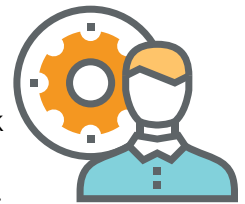
That foundation allows The Commission to support both certification-aligned learning and workforce training for professionals who may never pursue certification, but whose day-to-day responsibilities still reflect core case management principles. This is especially relevant for large employers building a

future-ready workforce of client advocacy professionals across varied roles, settings and educational backgrounds.

By combining foundational content, subject matter expertise and client-specific context, The Commission can tailor training to the workforce, the setting and the population being served.

A model for other large employers

This case illustrates how foundational training, tailored content and flexible delivery can work together to strengthen a large frontline workforce.



One of the nation's largest county social services agencies needed a practical way to support staff across multiple programs serving high-need populations. The Commission delivered training that was structured, adaptable and grounded in the case management process. Over time, that work expanded from an initial Cert 360 Workshop to customized foundational training and later to additional sessions focused on motivational strategies.

When employers need to strengthen client advocacy skills across large teams, they do not have to build that capacity alone. The Commission offers a scalable model that can be individually customized to both the employee and client population needs.



To request more information about customized training, scan the QR code!



The Commission is the preeminent, evidence-based credentialing body for over 50,000 client advocacy professionals. Accredited and volunteer-led, The Commission, formerly known as the Commission for Case Manager Certification, leverages more than 30 years of experience to validate essential knowledge and skills through certification. It prepares a future-ready workforce to respond to changes in system demands, roles, community needs and models of care through continuous learning opportunities. **To learn more, visit yourcommission.org.**