

Discussing Financial Behavior with Clients



Financial Behavior	Behavior Description	Learned Behavior	High Score > 70	Talking Points	Low Score < 30	Talking Points
Risk Behavior:	Comfort with taking higher risks	Could have learned behavior around financial risk – ask about risk outside of financial decisions	Risk taker and tolerant of losses	<ul style="list-style-type: none"> • Take bold action • Comfortable in uncertain situations • Like to see higher rewards for higher risks 	Safely manages risks and able to see the pitfalls	<ul style="list-style-type: none"> • Cautious with risk • Like to have contingency plan • More comfortable in known situations or after a decision is made
Financial Relationship Management:	Time and energy desire for working with a financial advisor	Learned behavior – may be more or less willing to delegate based on past experience	Delegates to advisors and relationship-driven	<ul style="list-style-type: none"> • Spends time building relationship • Cooperative • Diplomatic 	Prefers to maintain control of decisions and results-driven	<ul style="list-style-type: none"> • Focus on results • Prefers to make decisions • Self-reliant
Financial Planning Management:	Financially organized	Learned behavior - may be more or less precise in financial management	Saver and follows budgets	<ul style="list-style-type: none"> • Precise and planned • Accurate and detailed • Well organized 	Desire to spend and appreciates spending freedoms	<ul style="list-style-type: none"> • Spending could be on time or energy as well as money • Generalist/Instinctive • Prefers spending plan to budget • May have learned behavior around saving money or have set up systems to attend to saving without effort
Wealth Building Motivation:	Ability to set and ambitiously pursue goals	Learned Behavior – clients may choose more life balance than natural pursuit of goals or flex to be more driven to achieve important goals.	Pursues goals and is often ambitious	<ul style="list-style-type: none"> • Goal driven • Focused on achievement of goals • Determined 	Prefers flexible goals and is often okay with a content life	<ul style="list-style-type: none"> • Take a more flexible approach to meeting goals • Prefer stable environments • More patient in getting to their goals
Financial Emotional Intelligence:	Able to effectively recognize and balance their impulses in not making decisions	Learned behavior – awareness of initial reactions to stress allow people to make choices about response.	Likely to recognize and balance emotional impulses with logic	<ul style="list-style-type: none"> • Tend to have initially logical response to stress • Takes rational approach • May experience emotions after initial rational response 	Has emotional impulses and makes spur of the moment decisions	<ul style="list-style-type: none"> • Tend to have emotional response to stress initially • May have more rational response after initial reaction to stress • May want to make decisions based on initial emotional reaction