

# The Ultimate Guide to a Financial Advisor's Role as a Coach



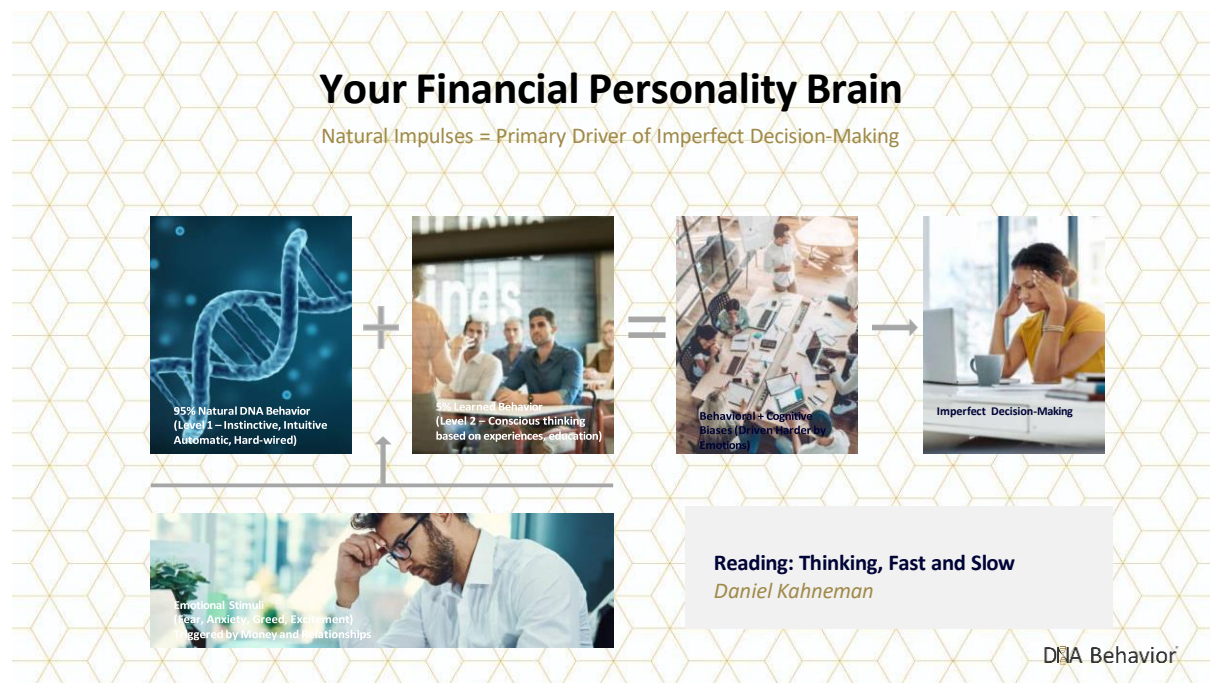
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## The New Normal:

As I write this guide we are in unprecedented times. Never before have nations been strategizing virtually 'on the run'. And yet here we are often in lockdown in our homes, worrying about our health, the economy and having endless amounts of time to be 'on-line' watching the ebbs and flow of markets.

Quickly we see that the position of a financial advisor needs to shift right now, into a coaching role. It's clear that in today's climate the advisor's real worth lies in knowing how to manage client behavior.

The advisors who are behaviorally smart and have invested in robust validated financial profiling systems, such as Financial DNA, will be ahead of the game. They will know which of their clients need behavioral coaching intervention to keep them focused on life goals.



No one is able to predict with any certainty where this current world and market volatility will go, but advisors who are able to perform this crucial shift to coaching, and who have the skills to do so will clearly be ahead of the game.

## What You Say, Isn't Necessarily What Your Clients Hear

Behavioral coaches understand that their clients react differently to the same life and market events because they are different.

Financial coaches know how to re-frame the communication, not because they are great orators, though they may well be, but because they have a deep insight into their client's behavior and communication style.

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It's important for coaches to recognize that very often the problem for clients is themselves. They only hear what they want to hear. This is where a behavioral coach can manage communication and avoid irrational behavior.

As market volatility continues its likely that a number of your clients are starting to feel alarmed and agitated by recent events.

Your clients are all different, so tailor your communications to their known communication style.



Your role as a coach is to keep their investment ship steady and ensure that the way you communicate with them is not only based on their individual communication style but that its often. Regular contact to settle clients is a great investment of your time.

## Meeting the Financial Planning Challenge:



Even if the financial world was not shaking people tend to make costly ill thought through financial decisions.

But add the current environment full of fear and lack of control into the mix, together with bias, and advisors who are unable to move swiftly to be a financial coach to navigate these behaviors to keep clients focused on goals will certainly fail their clients.

One size fits all cannot be the approach to support clients at this time. Every client deserves to have personalized attention, based on their unique financial behavior.

Financial DNA in just an investment of 10 minutes closes this intention/action gap for you.

### How does Behavioral Coaching work?

Advisors who are truly acting as behavioral coaches are looking at how clients like to be communicated with and are adapting. For instance, should this communication be in the form of a quick, high-level email message, a phone call, an instructional video or a detailed prospectus or white paper? Different clients will have different needs. Sending a detailed prospectus to someone who really needs a phone call could alienate that client and overwhelm them even further.

Behaviorally smart advisors know that they also need to provide repeated communications to their clients based on their personal unique communication style and needs. Remember, even couples may need different communication approaches. For example, one spouse may need a calm, relational reassurance that the portfolio is being managed now to meet future needs and that the appropriate amount of security remains in the portfolio to keep them safe for basic needs. The other spouse may

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need insight on the opportunities of the current market and how the advisor is aligning the couple to be ready to take advantage of opportunity in a downturn. As an advisor, you and your team need to be aware that how you address these concerns will matter, perhaps now more than ever.

If thinking about how behavioral coaching would work for you as an advisor feels overwhelming to you, the good news is that DNA Behavior has decoded all this for you and provides you with actionable things you can do to keep your clients supported and making better decisions.

## Are You a Behavioral Coach?

You may think you are, but unless you have behavioral insight into each client then you are advising in the dark. Now is the time to urgently step in and help clients stay with their agreed investment plan. But if you don't have the depth of insight into their behavior, likelihood is they will ignore you at best or take their business elsewhere at worst.

Financial DNA is a quicker and 91% more reliable method to predict reactions to market and life events.

**Financial DNA is Quicker & 91% More Reliable Method**  
To Predict Reactions to Market / Life Events

**LEARNED SITUATIONAL BEHAVIOR**

**NATURAL BEHAVIOR**

- Automatic Behavior Biases
- Spending Patterns
- Risk Taking & Loss Aversion
- Goal Motivations
- Communication Style
- Learning Style
- Decision-Making

FOR MORE

FDNA Natural Behavior Discovery (10 to 12 Mins)  
Completed by each individual family member and advisor

Financial DNA® Natural Behavior Discovery  
Research Advisor: Elena Costantini  
Provided by your advisor: Elena Costantini  
Providing this behavioral insight into your client's investment approach

Community Builder  
Financial DNA® Natural Behavior Discovery  
21  
81  
Powered by DNA Behavior®  
DNA Behavior

Remember financial behavioral coaching is not just about portfolio management. In these uncertain times, advisors need to be able to motivate their clients, recognize the emotions and behaviors that could take them off course and offer behavioral insight solutions to get them back on track.

If investing in and providing your client with a platinum coaching service is not enough – then here are the top 3 reasons to implement DNA Behavior Solutions into your coaching approach right now. It could and probably will be the point of difference for your business that will get you and your clients safely through this current unstable environment.

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1. Powerful behavioral discovery methodology and reporting of insights:
  - Unparalleled depth and reliability of psychometric validation for 64 core behavioral traits and 4 communication styles
  - A cutting edge and holistic set of financial behavior insights addressing risk, spending and goal drive behaviors
2. Flexible technology powering scalability:
  - Digital solutions for practical delivery and actionable use real-time across every employee and client
  - Unique online processes for matching employees, clients, goals, and solutions using over 1,000 benchmarks, 1,000 data points and real-time events
3. Customization of behavioral management solutions:
  - A wide range of apps delivering personalized information and analysis for individuals, leaders, and consultants
  - Capability to build your own behaviorally powered applications to solve business problems in all industries

## BeFi API, A Must:

A robust Behavioral Finance platform will enable Broker-Dealers to meet the fast-growing need for mega-customization. Such a platform will not only provide insights into how clients invest but also reveal habits to how Broker-Dealer employees and investors spend, set goals, communicate, work, live, and make decisions. These insights become transformative when powering core Broker-Dealer workflows such as:

- Advisor-client matching programs (which advisor is suited for which client)
- Optimizing marketing spend (who wants steak dinners vs. Super Bowl tickets)
- Sending customized behavioral driven marketing content to clients
- Developing customized onboarding playbooks
- Arming advisors with the perfect behaviorally generated scripts to deliver at the right time
- Predicting fearful and opportunistic clients on a real-time basis with Market Mood

To learn more about DNA Behavior International and the solutions we offer, please visit: [www.dnabehavior.com](http://www.dnabehavior.com)

If you have any questions or would like to discuss with an executive on our team, please email us at: [inquiries@dnabehavior.com](mailto:inquiries@dnabehavior.com)

