Building connections

in volatile times



Thank you for joining us, we will start shortly.

Please switch your camera to on and your microphone to mute This is a virtual workshop format with a limited number of attendees We look forward to your participation in our session



Agenda

3 key areas of focus:

- 1. Our clients are human
- 2. Building connection with clients
- 3. Best practice for tech enabled meetings



Introduction: What would you like to get out of our session today?



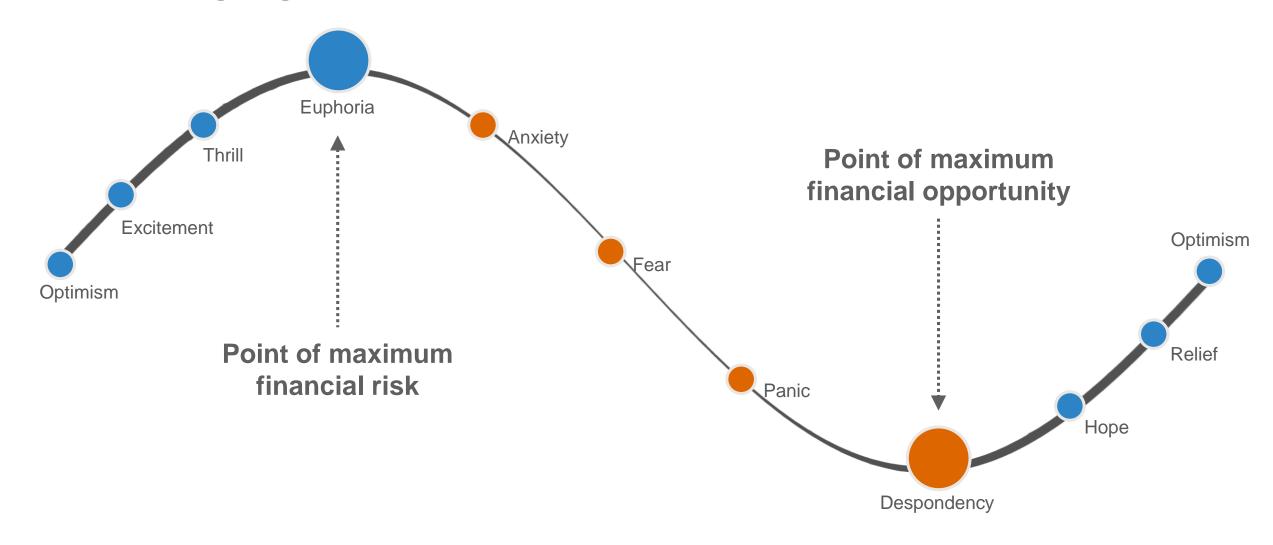
"TRUST IS A CONFIDENT RELATIONSHIP WITH THE UNKNOWN"

Rachel Botsman,

Author and Oxford University's first Trust Fellow



Being a good investor is hard





Adviser impact

Your impact is more than just financial



The life wellness wheel illustrates all the facets of one's life that need to be in balance.

Becoming your client's champion



Humans are human



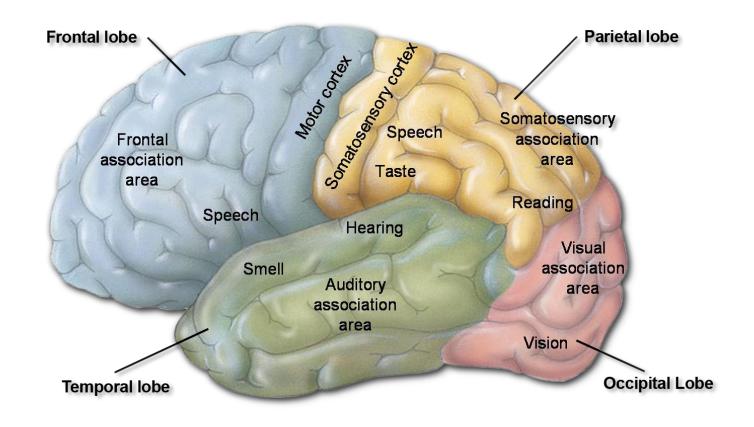
"Human behaviour flows from three main sources: desire, emotion, and knowledge"

- Plato

Our brain is a magnificent thing

But sometimes our brain fails us...

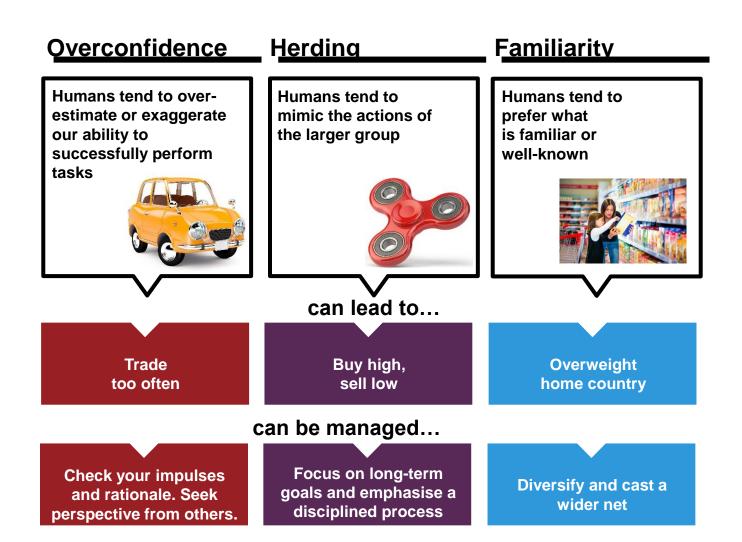
- > Gives us wrong answer
- > Abandons us altogether





Some of the most common behavioural mistakes

Watch out for in your clients





Poll: What type of driver are you?

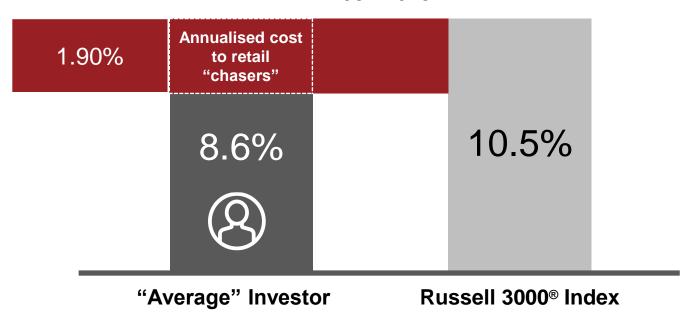


Behavioural Coaching helps keep investors in the market

Just one key element of the Value of an Adviser

THE HIGH COST OF INVESTOR BEHAVIOUR

1984-2018



Source: "Average" Investor – Russell Investment Group, Thomson Reuters DataStream. Return was calculated by deriving the internal rate of return (IRR) based on ICI monthly fund flow data which was compared to the rate of return if invested in the Russell 3000® Index and held without alteration from January 1, 1984 to December 31, 2018. This seeks to illustrate how regularly increasing or decreasing equity exposure based on the current market trends can sacrifice even market like returns. Indexes and/or benchmarks are unmanaged and cannot be invested in directly. Returns represent past performance, are not a guarantee of future performance, and are not indicative of any specific investment.



Connecting with clients



"The single biggest problem in communication is the illusion that it has taken place"

- George Bernard Shaw



Poll – how would you describe your client communication activities at the moment



Who should I talk to?

Create a process and prioritise client segments based on their circumstances today







Connect now:

- > Worried clients
- > Clients in retirement

Connect soon:

- > Clients in impacted industries
- > Clients nearing retirement

Connect next:

- > "Don't want to bother you" clients
- > Clients planning for retirement



Client conversation

Building a consistent framework to guide the conversation

Perspective

Help clients gain perspective on world news, market headlines, and the value of working with an adviser.



Process

Walk your client through your client-centred wealth management process, their plan and portfolios.

Poise

Be intentional about the words you use, authentically ask, listen and empathise throughout your meeting.



What should I say?

Revisit these 8 best practices

- 1. Listen to your clients
- 2. Focus on their priorities
- 3. Over-communicate that you and your team are here
- 4. Remind them of your value proposition and why they work with you
- 5. Words matter
- 6. Offer to talk to any friends or relatives that may be concerned
- 7. Embrace technology
- 8. Protect the plan





Discussion: What are some of the communication strategies you are using in your business right now?

"Overcommunicate. It's better to tell someone something they already know than not tell someone someone something they need to hear."

- Alex Irvine, Author



Helping your team stay connected

Build a robust platform to best support your clients and your people



- > Be supportive
- > Hold each other up
- > Focus on what you and your team can control
- > Make sure the team understands the message to clients
- > Build a call-escalation policy
- > Prioritise. Together
- > Establish team communication and transparency
- > Empower the team
- > View this as an opportunities to win new business

Would you like to share any of the ways that you are finding success in connecting with your team?



Best practice for technology enabled meetings





Range of options



Who is actively using some of these technologies with client meetings? What is working well and not so well?













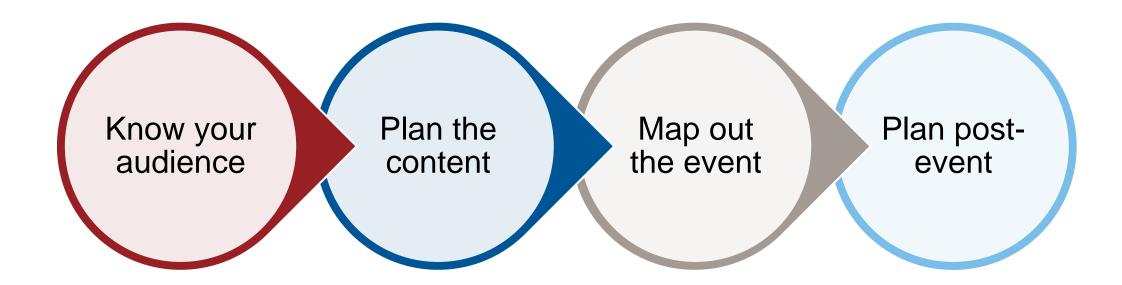


Image source: Mentioned platforms websites



Getting started with video conferencing

Preparing your session





Getting started with video conferencing

Set the scene

- >Lighting
- >Sound
- >Background
- >Research your tech
- >Test, test, test
- >Create a back up communication plan



Raising the bar

Layer your engagement strategies

Onboarding experience

- First slide
- Music
- Video
- Background / green screen

Build variation

- Shared presenters
- Host a guest Subject Matter Expert

Share resources

- Prepared visuals
- Websites with annotation
- Whiteboard

Utilise tech enabled tools

- Raise hand
- Comments for questions
- Polls



Using video conferencing

8 key steps to maximising your tech-enabled meetings



Discussion: What have been your lessons learned so far?

- 1. Have clear agenda and timeframe
- 2. Know and prepare your tech system in advance
- 3. Choreograph participation
- 4. Consider engagement tactics
- 5. Look at the camera
- 6. Don't multi-task and minimise distractions
- 7. Conclude with a short recap or action plan
- 8. Be authentic



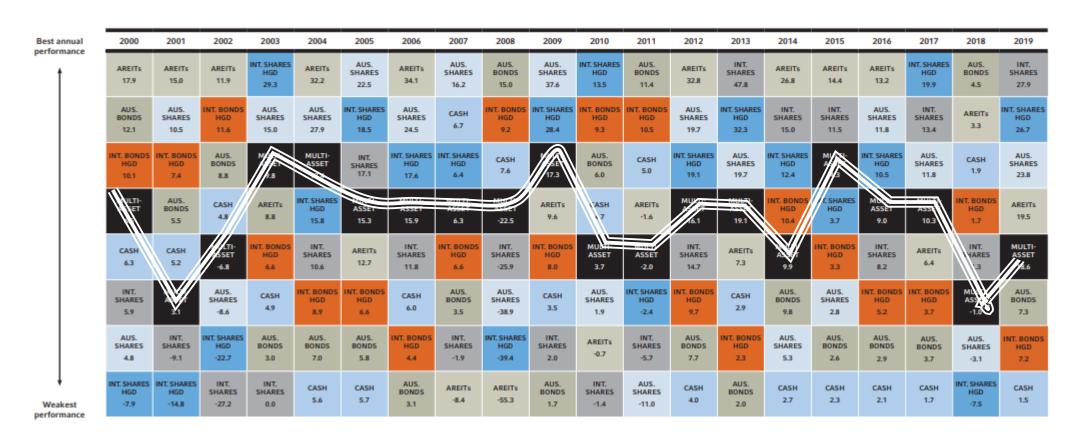
Key resources to use





Use visual tools to reinforce your key messages

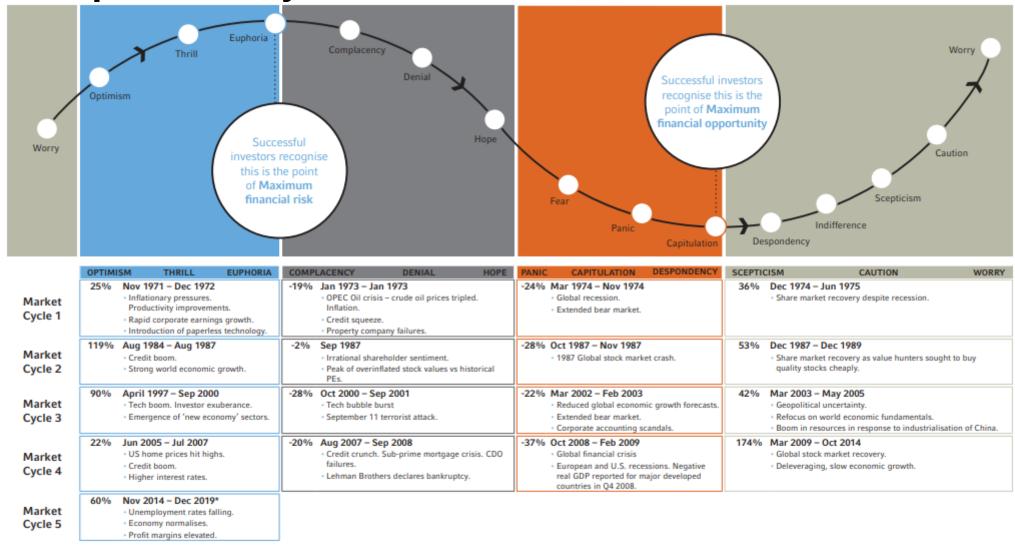
A diversified portfolio offers the smoothest journey over the long term



In different points of the market cycle, different asset classes top performance. However, a well diversified portfolio delivers a smoother ride over the long term.



Perspective - Cycle of Market Emotions

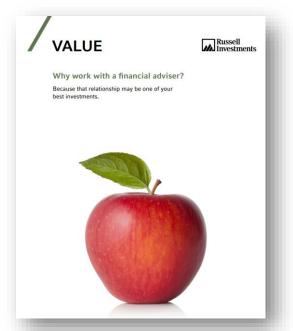


^{*} Latest month-end data available at the time of publishing as at 31 December 2019.

Market cycle returns calculated using S&P500 Price Index (in USD). Indexes are unmanaged, cannot be invested in directly, and do not take into account any fees and costs associated with an actual investment.

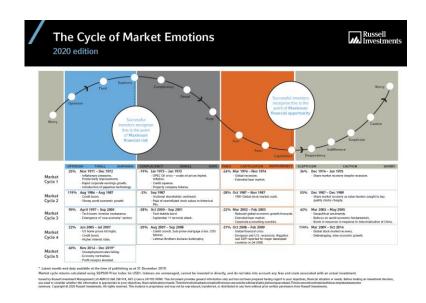


Resources to help you build connections



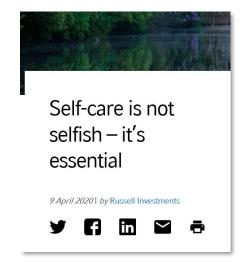


B is for understanding behavioural biases and our tips on how to prevent their adverse effect on investor portfolios.



Connecting with clients - Best practice guide for video conferencing

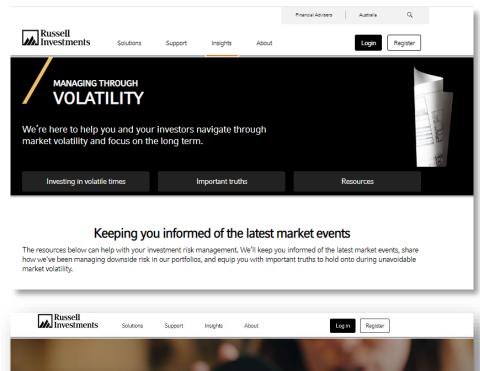
9 April 2020 | by Russell Investments

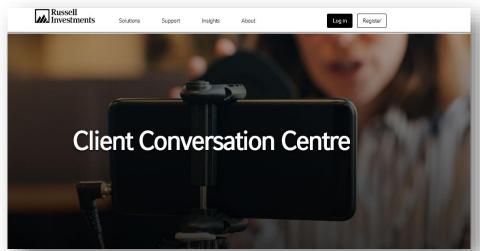




7 August 2019 | by Russell Investments

Other key resources









Taking care of you

Your Business Continuity Plan

You are no good to your clients or your team if you are not taking care of you.

Elements of a self care plan:

- > Physical care eat well, exercise and seek quality sleep
- > Disconnect your tech
- > Stay connected to people
- > Create time in your day to relax you mind and body
- > Find simple activities that bring you joy

Self care is not selfish



In summary

Increase client engagement during this time

Listen Empathise Understand Tie it back to the plan Remind them of your value

Be the behavioural coach your clients need you to be

Experiment with your tech

Prepare, plan and Test Give it a go!



Have you noted down any key action steps to take back to your business?



Thank you.

Key learnings and next steps





Important information

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