

EVOLVE

A New Approach to Discovery Online Tool



Russell Investments digital Client Discovery cards

We are excited to offer you and your clients our online version of the popular Client Discovery cards. While we believe that an in-person experience of the Discovery exercise is superior, having a virtual exercise option available will allow you to go through this powerful exercise with your clients via any screen-sharing virtual platform. Below we offer some tips, best practices and answers to frequently asked questions for successfully using the cards online.

What can I expect from the online experience?

Just like an in-person process of going through the cards, the online exercise will also take only about 10-15 minutes. Although the exercise is digital, be sure to guide your client through it—do not simply send them the link and have them complete the exercise on their own. You would miss a valuable opportunity to learn from observing their decision-making process and build trust with your client. Here is what you can expect online!

1. Welcome page

A brief welcome message that succinctly highlights the benefits of going through the process: Quickly identifying and prioritising what matters most to your clients.



2. Instructions

A short two steps explaining how to sort the cards in the two groups of “Important to me today” and “Not important to me today,” followed by identifying the top **three** priorities in the “Important” group.

Instructions

Step 1. Take a look at the list of items on the left. We'd like you to sort those items into the first two groups provided on the right - "Not important to me today" and "Important to me today."

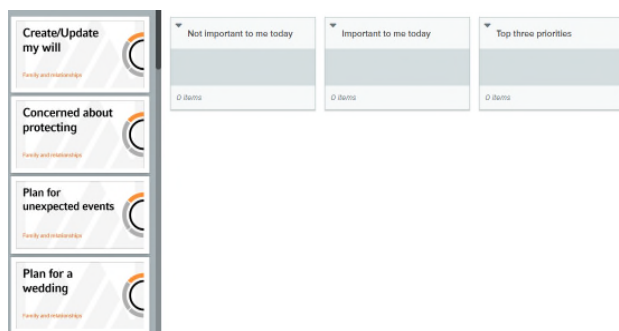
There is no right or wrong answer, just do what comes naturally.

Step 2. From the "Important to me today", identify the top three priorities that you would like to focus on this year and drag them over to the "Top Three Priorities" group on the right hand side.

OK

3. The cards

The individual cards will appear on the left hand side of the screen, grouped into the six categories of the Wealth Wellness Wheel. The client will simply click and drag each card into the first two groups, and lastly drag the top **three** priorities into the last group.



4. Top 3 priorities

Once the client has identified their top **three** priorities, ask the client open-ended questions to begin exploring their top priorities. Start scribing to capture these details on the Client Discovery Worksheet provided with this 1-pager.

For example: Tell me more about these top three priorities? Which other family members need to be involved? How would you and your family feel if we accomplished these goals?



7. Gather your thoughts and build the roadmap

Your next steps are:

- Review the notes you captured on the worksheet regarding the client's or prospect's top three priorities and any other additional information.
- For your top clients, update their financial plan if necessary and create their customised roadmap that demonstrates all the work you will be doing for the client in order of priority of their goals. Present the custom Roadmap to the client and get started on execution.
- For qualified prospects, utilise the roadmap to recommend next steps for implementation if they choose to work with you.



YOUR WEALTH WELLNESS - CHECKLIST

Take some time to reflect on what is important to you. Use the checklist below to identify the things that are important and concerning to you right now. We will discuss these priorities with you and look forward to creating a roadmap to help you achieve your goals.

FAMILY & RELATIONSHIPS

- | | |
|---|---|
| <input type="checkbox"/> Create/update My Will | <input type="checkbox"/> Prepare my heirs for wealth transfer |
| <input type="checkbox"/> Concerned about protecting | <input type="checkbox"/> Plan my funeral/celebration of life |
| <input type="checkbox"/> Plan for unexpected events | <input type="checkbox"/> Create/update my power of attorney |
| <input type="checkbox"/> Plan for a wedding | <input type="checkbox"/> Care for children or dependents |
| <input type="checkbox"/> Fund education expenses | <input type="checkbox"/> Care for dependents with special needs |
| <input type="checkbox"/> Organize family meeting to discuss my plan | <input type="checkbox"/> Care for parents/elders |
| <input type="checkbox"/> Educate my children on wealth matters | <input type="checkbox"/> Start or grow my family |

6. Thank you and next steps

Once the client clicks "Finished," a thank you message will appear that includes the following statement *"Your adviser will now help you develop and continuously update your plan accordingly. We also know that life happens and these priorities could change, so be sure to continue communicating changes to your trusted adviser."* At this point, you will know the clients three priorities and can begin a deeper dialogue regarding those priorities.



Thank you!

All done, awesome! Thank you for taking the time to create clarity around your top priorities. We hope you found this exercise valuable.

Your advisor will now help you develop and continuously update your plan accordingly. We also know that life happens and these priorities could change, so be sure to continue communicating changes to your trusted advisor.

You may now close this window or navigate to another web page.

[Access the tool here](#)

Frequently asked questions

What is the best way to share this cool new tool with clients?

We recommend that you do not share the link with the client or prospect, rather share the tool on your screen and give the client mouse control so that they go through the exercise. It is important that you facilitate the exercise for the client so that it is a discovery and trust-building opportunity between you and the client.

What other questions could I ask the client or prospect regarding each priority?

What does this card mean to you?

What are you doing or not doing that makes this a priority?

What does having this addressed look like to you?

What will this help you achieve?

Why is this important to you?

In what stage of the process should I engage the Russell Investments team?

We know your familiarity and confidence in guiding clients through the discovery exercise will grow with time. But regardless of how many times you have gone through it, please rest assured that the Russell Investments team is always a resource to you! Whether it's facilitating the conversation with one of your top clients, role playing the exercise before engaging with the client, debriefing a call that you have had, or helping you think through a Client Engagement Roadmap you are crafting for a client, please feel free to engage your Regional team. We love doing this!

Learn more!

We are passionate about helping you build the business you want, whether that means building more efficient processes, improving client relationships, or simply freeing up more of your time.

To learn more on how we can help elevate your business, please contact your Russell Investments regional manager or visit russellinvestments.com/au/support/financial-adviser/business-solutions/meet-the-team

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