

The challenge

"Let's make a change!"

The coaching opportunity

Protect their financial plan

ASK

➤ It sounds like you have put a lot of thought into this! Tell me more about what makes you feel so strongly about this option?

LISTEN

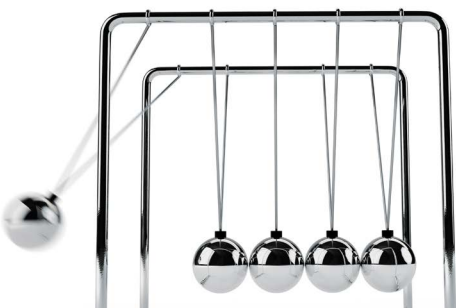
➤ *In addition to listening to the client's words, watch their non-verbal cues as they speak to get additional clues about how they are feeling. That will help you empathise and coach more effectively. Resist the urge to interrupt—let the client speak their current truth.*

EMPATHISE

➤ You certainly have conviction around this option! I can tell you have thought a lot about the potential upsides of this decision. Before making any investment decisions, I always try to equip myself with as much well-rounded information as I can. Thinking about the upside potential of a decision is certainly part of that. Considering the potential downsides is, too. I suggest we explore that part of the scenario now, so that we can together make an informed decision that will serve you well in the long-term. Are you ready to explore that together?

COACH

➤ If we make this change, what might be the implications? *[allow the client time to answer]*. What if you are wrong, what might be the implications of that be? *[allow the client time to answer]*. Have you ever been wrong before? *[Hold the silence and allow this thought to sink in for both of you]*. Investing well is hard! We cannot predict the outcome of the financial markets. But we can prepare you by having a long-term plan and the discipline and courage to stick with it. So, let's consider your current financial plan as a statement of discipline. It requires us to have the courage to stick with why we set up this plan up in the first place. That's my first priority in our work together.



Reinforce the coaching opportunity with additional messaging

“Let’s make a change!”

I have a responsibility, if not the obligation, to give my clients what they need. I’ve found that that’s not necessarily the same as what they want.

Often, client wants are the opposite of their needs. I’ve found that the easy trade is almost always the wrong trade. That’s why clients rely on me to guide them.

Outperforming the market should not be our financial goal. Not running out of money in retirement should be our financial goal.

The mathematics of a recovery tell us that if a portfolio’s value falls by 20%, it will take 25% to get back to even. If it’s down 50%, it will take 100% return to get back to even. Now is likely not the time to abandon our investment policy if we want any chance of recouping losses.

Asset allocation, diversification and rebalancing are the cornerstones to successful long-term investing.

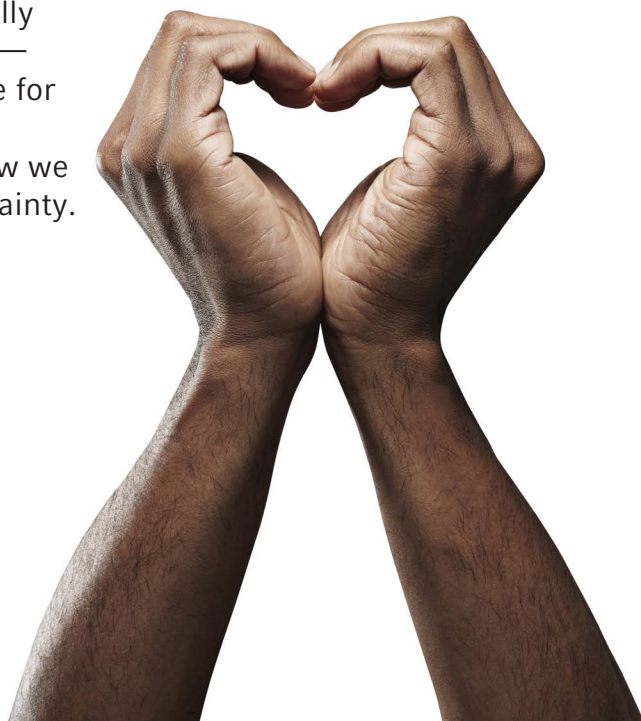
Ultimately, it’s less about beating benchmarks and more about creating wealth over time and doing that with portfolios that you can stick with in both good and bad markets.

Be your clients' coach, guide and guru

Recent market volatility has likely created anxiety among investors and can lead a client to question some of the basic tenants of investing and potentially have great impact on their financial success. Financial advisers who **coach** clients on the timeless concepts like maintaining a long-term investment horizon, understanding the realities of market cycles and share the value they bring to the relationship can turn challenging conversations into business growth opportunities. Getting to the top of your profession and staying there is about **guiding** your clients and being a **guru** in managing client relationships and client expectations.

We are here to help you

Russell Investments has partnered with advisers globally for over 20 years to help them build thriving practices—through all types of market environments. We are here for you today, too. Connect with your dedicated Russell Investments regional manager to learn more about how we can help you and your clients navigate through uncertainty. Please contact us at
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