

The Human Side of working with Clients in Transition



All about Life Transitions

Why clients in every culture, every age and gender tend to get stuck while managing life changing events.

Characteristics to watch for

Stages of Transitions

How we help clients manage overwhelm can determine struggle vs. opportunity

Tools to use with clients for minimizing stress and enhancing executive functioning.

Communication Preferences

Decision Free Zone®

Communication Quadrants

Managing Expectations



- According to the Modern Elder Academy, we go thru 26 minor and 6 major transitions in life.
- The 6 major transitions are those we help our clients with: death, divorce, major illness, job loss, natural disaster, etc.
- These are the life pivots that can have a major impact on the rest of our lives going forward.

*When money changes, life changes
and when life changes, money changes®*

Susan Bradley

The disconnect and the opportunity



Clients see their life
changing and want
help managing change

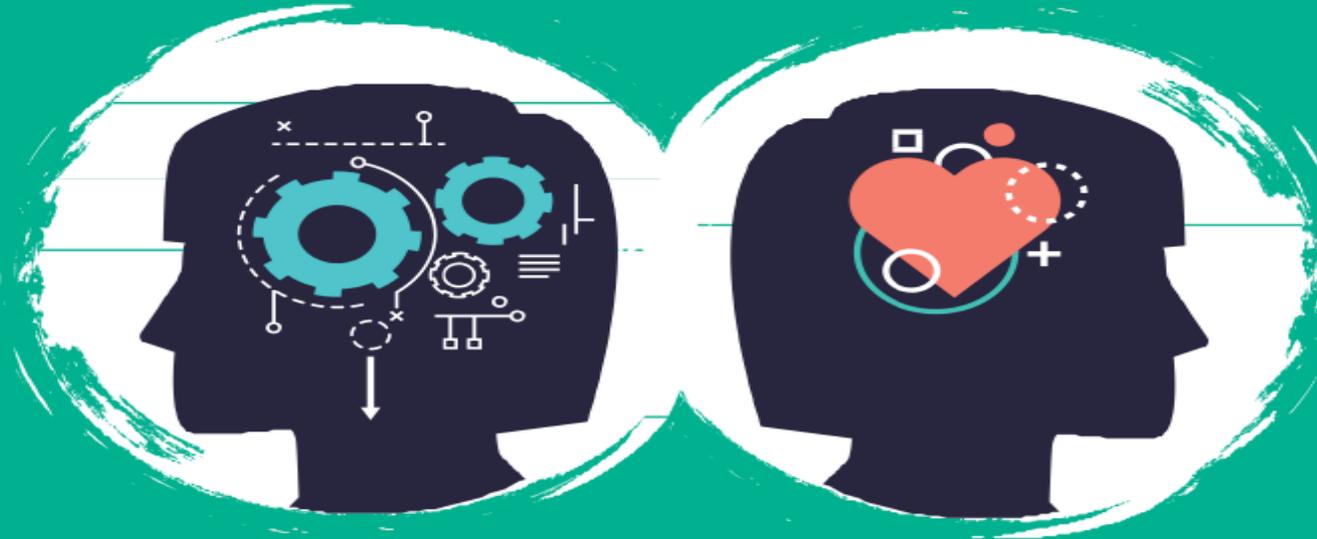


Advisors see
money in motion and
want to capture it

Two sides of money

Technical

Taxes
Investments
Estate Planning
Cash Flow
Risk
Management



Personal

Relationships
Emotions
Hopes & Dreams
Self-Esteem
Sense of Well-Being

Both sides are equally *important* and *complex...*
but it is the *personal side* that drives decision-making.

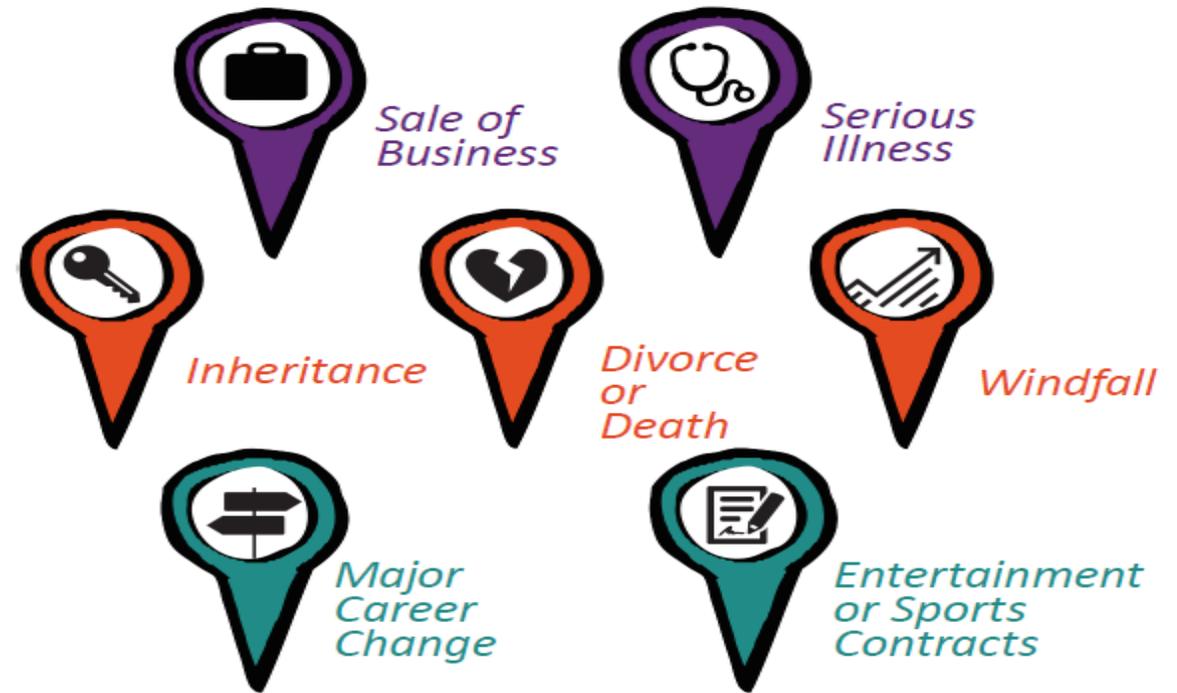


These events
are *why*
clients hire
you

To prepare for,
manage, and
adapt to
change

They are
much more
than money
events

Transitions are
important life pivot points



Transitions begin with an *end* and typically take *longer* than expected. They are often a time of *confusion*... and always a time of *opportunity*.

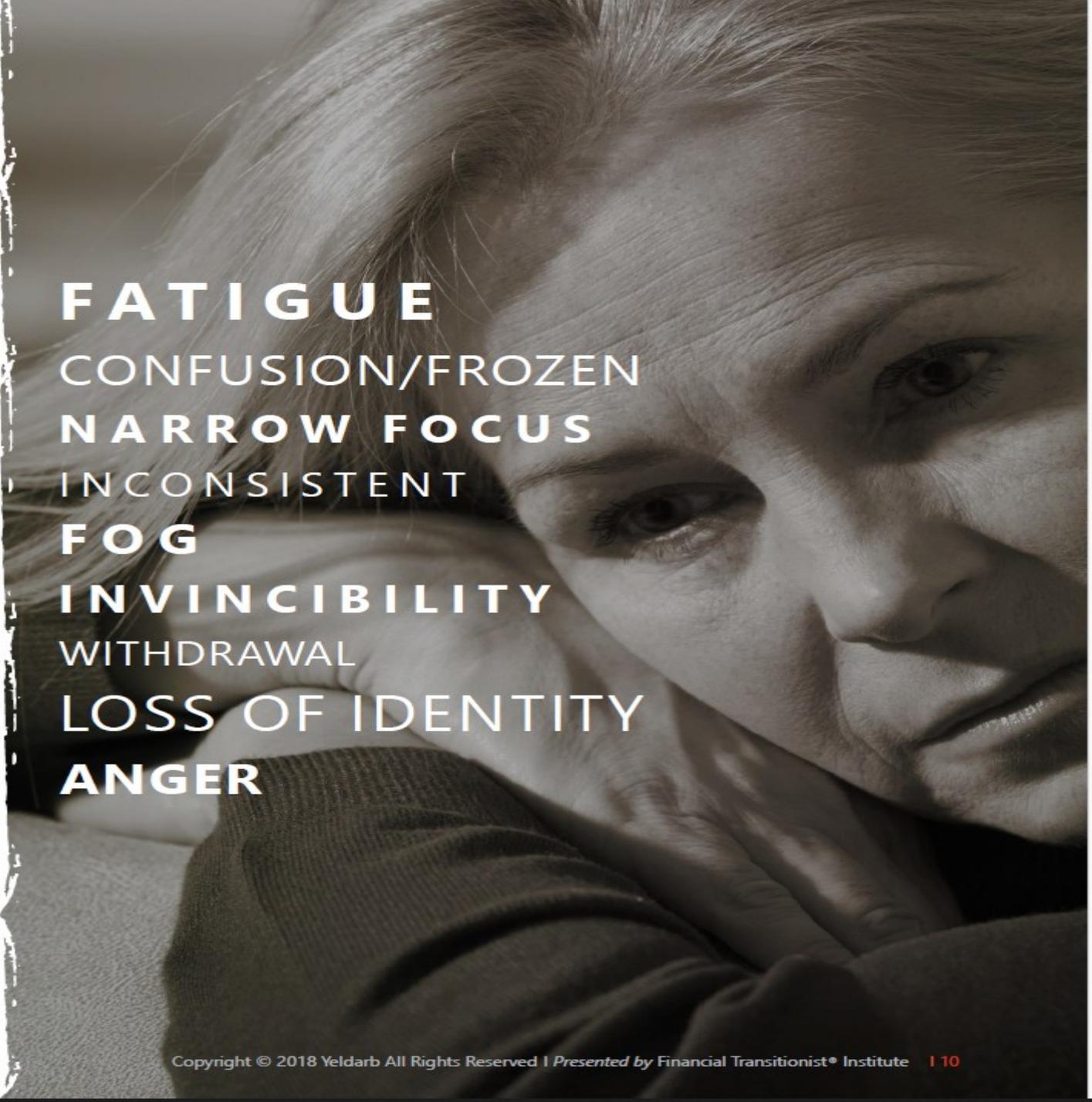


Change
can be
turbulent
and
stressful

Either stress *diminishes* cognitive capacity
or it enhances cognitive capacity

Struggle Traits

Without personal-side process, common transition traits compromise memory, decisions, follow through and long-term thinking.



FATIGUE
CONFUSION/FROZEN
NARROW FOCUS
INCONSISTENT
FOG
INVINCIBILITY
WITHDRAWAL
LOSS OF IDENTITY
ANGER

The Gap



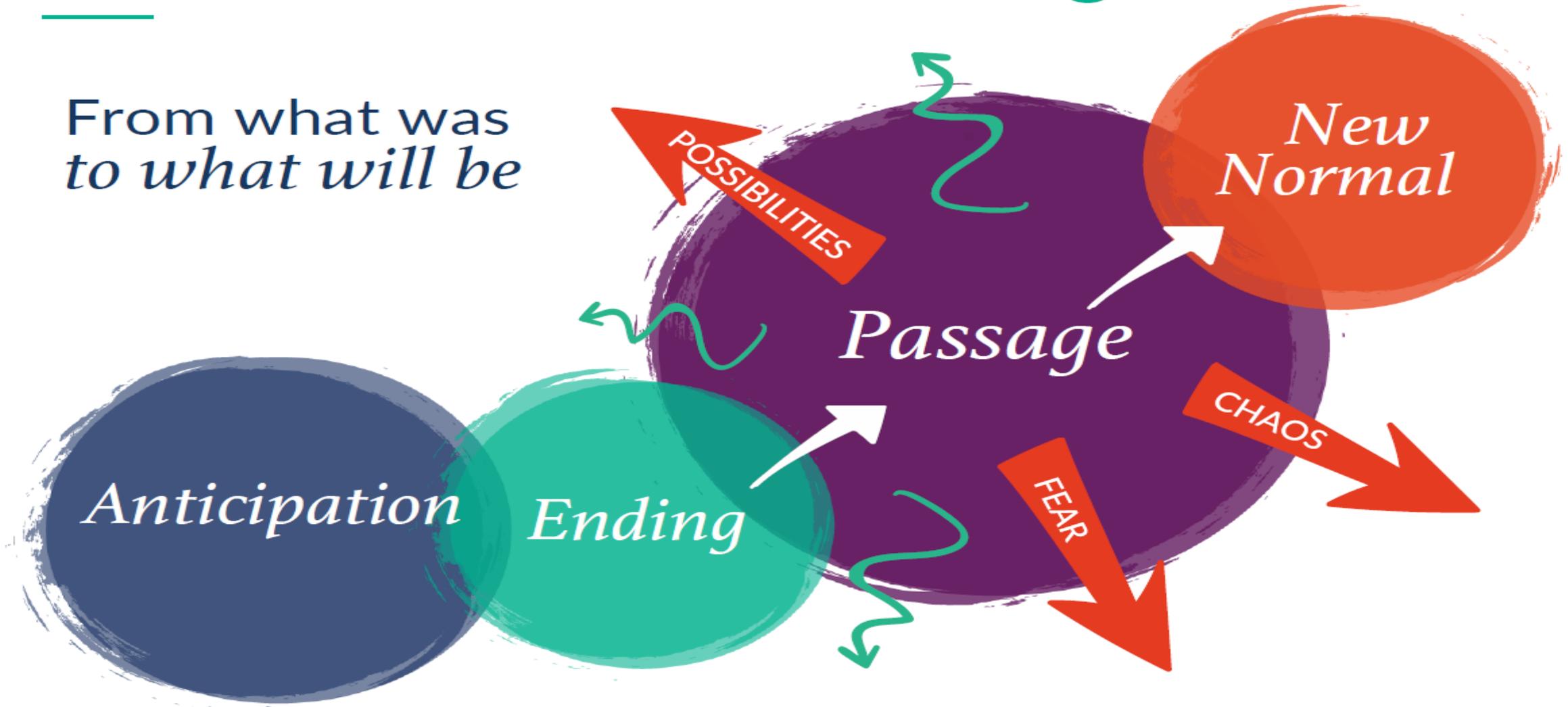
- Not ready
- Too busy
- Cost feels too high
- Too much going on
- Not sure it's best solution
- Don't understand
- Just cannot think it through right now



- I told them several times
- It only takes a few minutes to sign
- They know this is important
- They just need to come back in
- Maybe they don't care

Transitions Have Four Stages

From what was
to what will be



Understand the Gap

*Dr. James Prochaska's Model
of Change Readiness:*

20%

Only 20% of people with a problem are ready to take corrective action.

80%

We can improve our ability to help the other 80% get ready for change.

Changing For Good, by Dr. James Prochaska



Understand the Gap

Non-Adherent Behavior:

Many factors contribute to clients' lack of follow-through.

A surprising number of them have to do with the advisors' own tactics.

Advice That Sticks, by Dr. Moira Somers



Personal-side Tools To Fill The Gap

Scientific



Repeatable

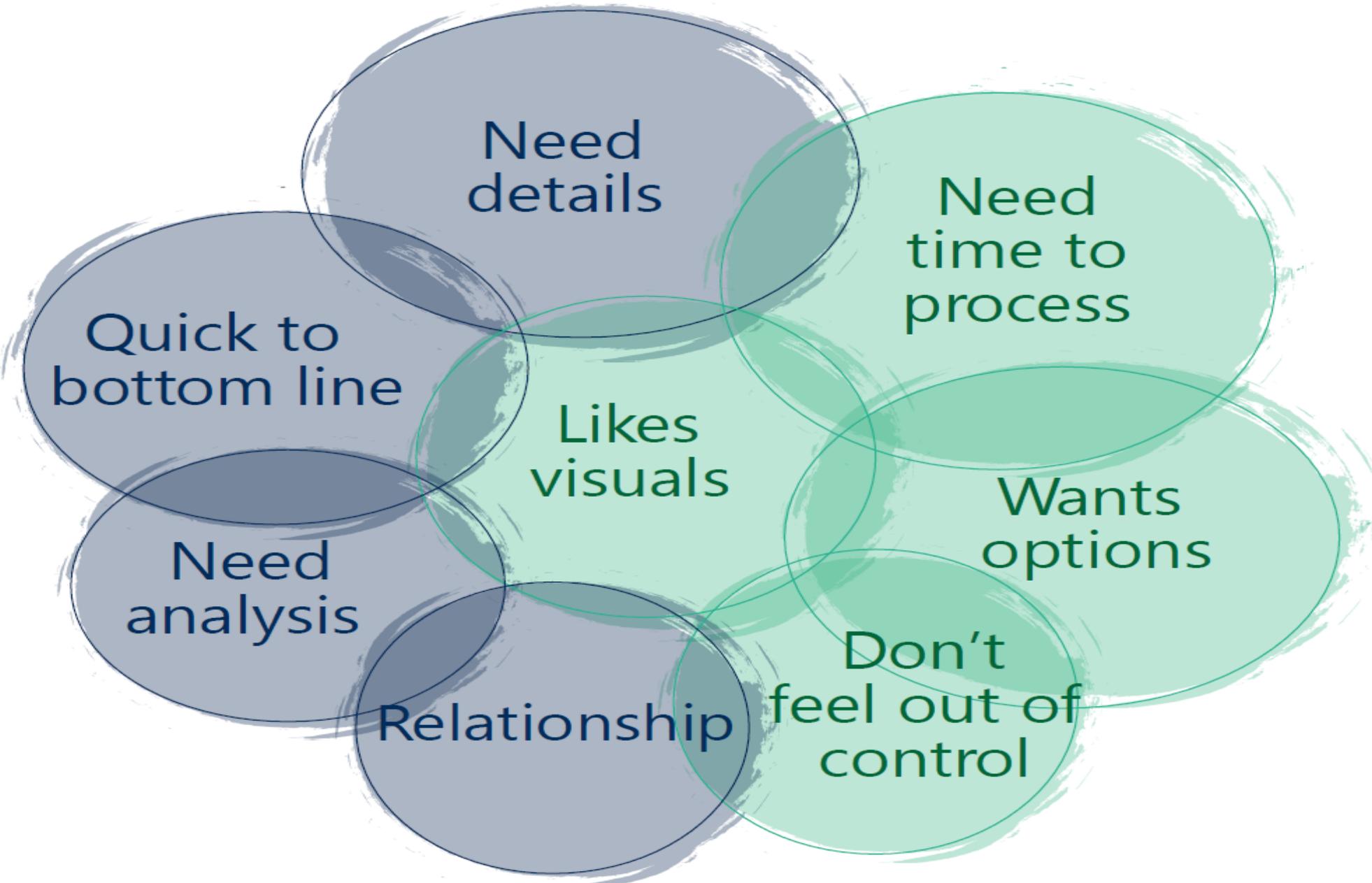


Universal









Advisor and Client Agreements

- ✔ One-page visual overview
- ✔ List of options
- ✔ Bottom line summary
- ✔ Supporting details
- ✔ Time to process and to analyze

Communication Preferences

#1

Meetings



#2

Recommen-
- dations



#3

Decisions



Meetings

#1



*How can I help
you be
comfortable
and productive
in meetings?*

Recommendations

#2



How can I support you when make decisions?

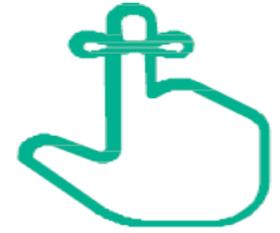
Decisions

#3



How do you prefer to receive recommendations and information?

Reminder



When you work with me as my financial planner please remember:

my tendency to _____

and my need for _____

Decision Free Zone®

Calm state of mind

Proactive time out

Organize, sort, and prioritize

Manage expectations

Provide time between the event and actions

Overwhelmed

How will I run the practice?

Find a good lawyer

What will the staff think?

How do I tell the family?

How can I afford the legal fees?

Am I broke?

Where will the kids go to school?

Where will I live?

Are the kids okay?

Do I need to sell the building?

How do I live?

Should I hire an associate?

Is my stress level really dangerous?

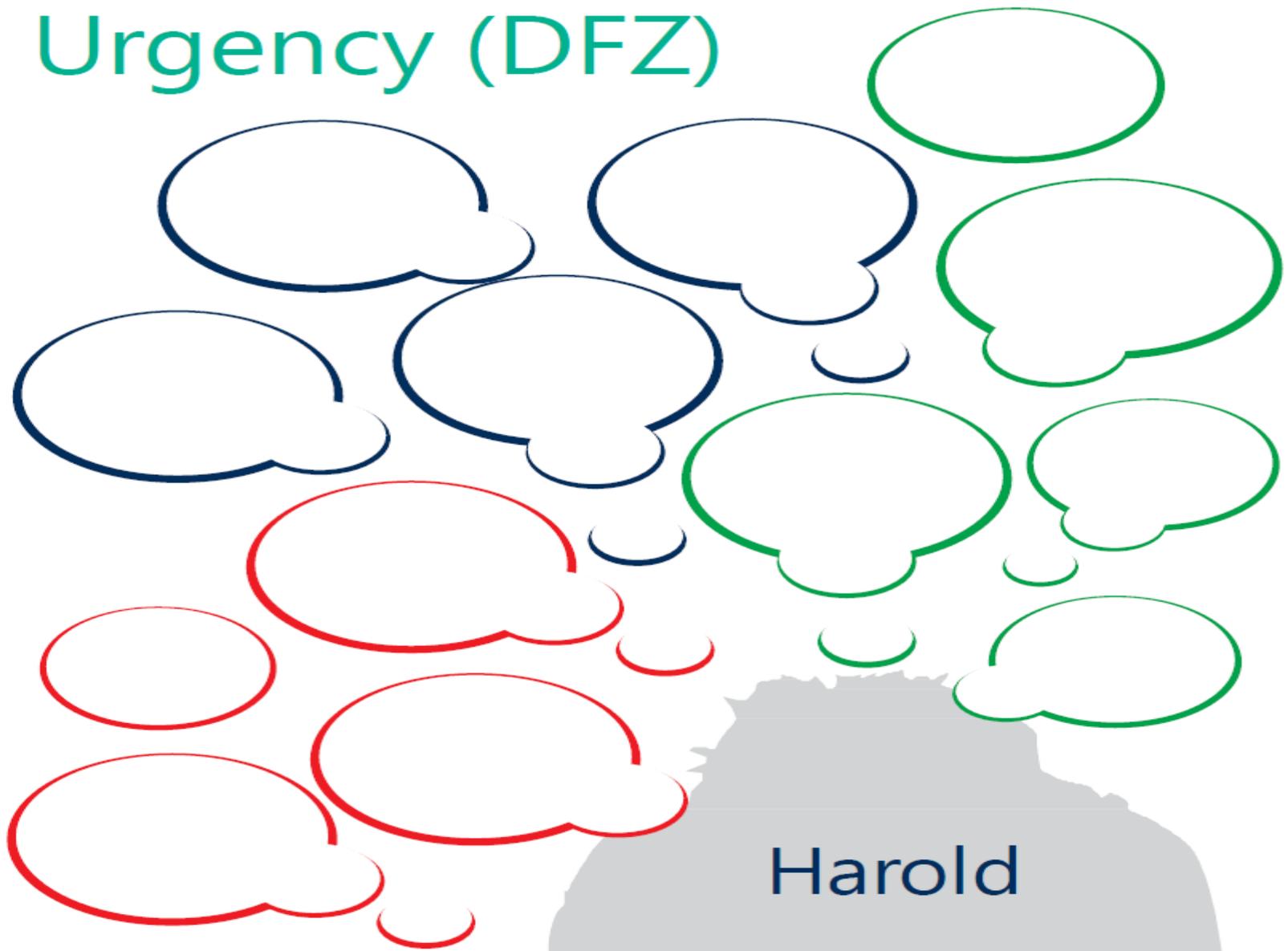


Timeline and Urgency (DFZ)

NOW
Kids
Practice covered
Stress management
Temp housing
Lawyer

SOON

LATER



CeFT[®]
Transition
Conversation
Quadrant

| | |
|---|------------------------------------|
| What Does It Feel Like Now? | What is Changing? |
| What difference would it make if you got this right? | What Needs to be Protected? |

CeFT[®]
Transition
Conversation
Quadrant

| What Needs to be Protected? | Choices/Decisions |
|--|------------------------------|
| <p><u>Priorities:</u></p> <p>Now:</p> <p>Soon:</p> <p>Later:</p> | Consequences/Outcomes |

When?

Now: Urgent and immediate

Soon: Important but not urgent

Later: Needs more time

Manage Expectations

What

When

Why

| | | |
|--|--|--|
| | | |
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It is not what
I expected
but *we can*
work this
out.



Aspects

Technical

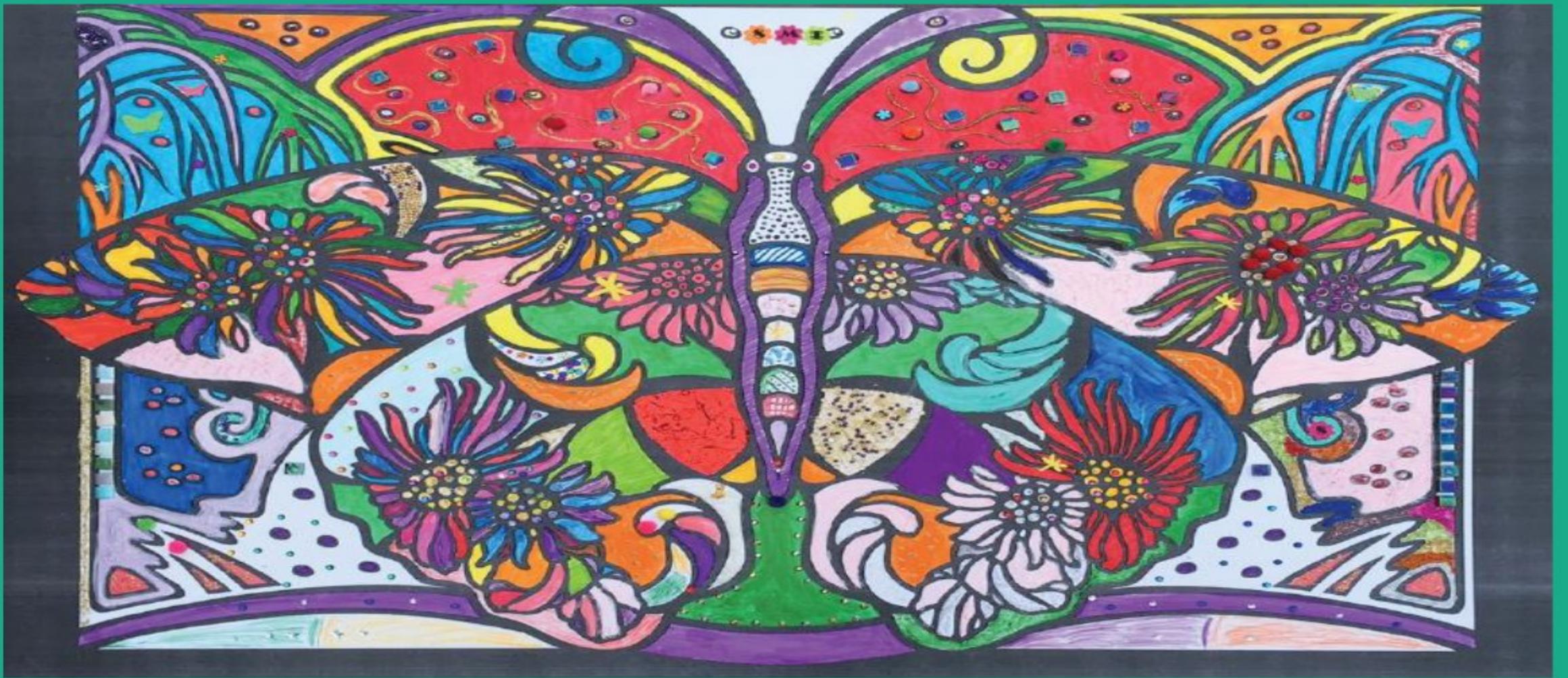


Clinical



Human





For Co-creation and Information

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QUESTIONS



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