LIFE AFTER GRIEF CONSULTING®

ADVISOR’S GRIEVING CLIENT

COMMON ADVISOR CONCERNS AND BEST PRACTICES WHEN WORKING WITH CLIENTS IN GRIEF.

CHRIS DALE, CFP®

- Who am I?
- What I do?
- Have you ever felt…
  - Unprepared?
  - Helpless?
  - Powerless?
- Learning Objectives: knowledge and dialogue to give you confidence working with your grieving client.

DETERMINE YOUR CLIENT'S PREFERRED GRIEVING STYLE

Analytical Griever, Jen—young widow lost husband in January 2020.

a) Timeframe is faster.
b) Little emotion.
c) Maintains focus.
d) Indicates everything is fine.

Intuitive Griever, Chandra—young widow who lost husband in October 2018.

a) Timeframe is slower.
b) Very emotional.
c) Confused.
d) Needs organization.

ADVISOR COMMON CONCERNS WORKING WITH CLIENTS IN GRIEF

Common List

- How do I support my clients?
- How do I know the right things to say?
- How do I help my clients make good decisions that are not irrevocable?
- How do I help my clients move forward?

ADVISOR CONCERNS

1. How do I support my clients?

- Focus on this—support the hell out of your client.
- More support than your average client.
- What is their grieving style?
- Follow up.
  - Early, often and ahead of schedule.
  - Utilization of workflows.
- Tools.
  - Provide access.
  - Grieving resources—griefnet.org, compassionatefriends.org, nationalwidowers.org.
- Family Communication—
  - Resources--https://caregiver.com/articles/ending-family-feud/, caringbridge.org.

ADVISOR CONCERNS CONTINUED

2. How do I know the right things to say?

- Things to Say
  - I can't imagine what this is like for you.
  - I can't imagine what you are going through.
  - I am here to help you navigate your finances in order to help you regain joy in life again.
- Things Not to Say
  - I am sorry. This is just a filler and in my opinion is meaningless.
  - He/She is in a better place.
  - You will get over this.

ADVISOR CONCERNS CONTINUED

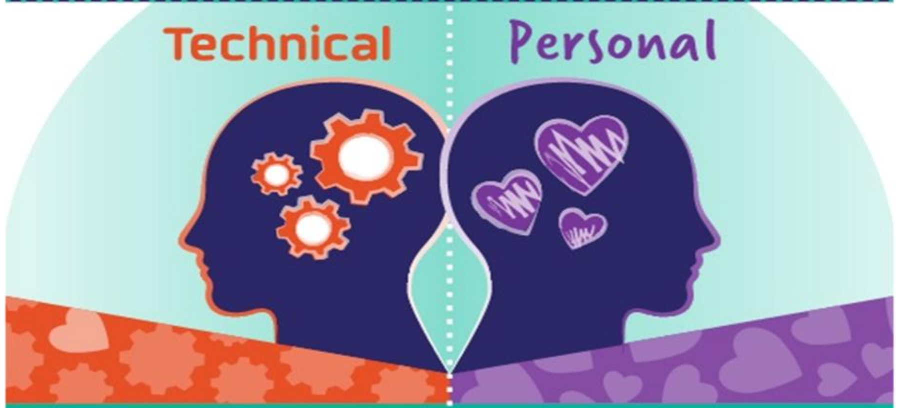
3. How do I help my clients make good decisions that are not irrevocable?

- Reassure your client that there are only a few things that are irrevocable—i.e. trust filing, pending debt, estate tax filing.
  - Make a list of time sensitive decisions asap.
- All other things can wait or be forgiven.
- Careful balance between technical and emotional decision making.

MY TRAINING IN FINANCIAL TRANSITIONS PLANNING MATTERS

It means that I'm specifically trained to manage financial change.

THERE ARE TWO SIDES TO MONEY



Technical	Personal
Taxes ▪ Investments Estate Planning ▪ Cash Flow Risk Management	Relationships ▪ Emotions Hopes & Dreams ▪ Self-Esteem Sense of Well-Being

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

DECISIONS

Financial Transitionist® Institute

LIFE AFTER GRIEF FINANCIAL PLANNING

ADVISOR CONCERNS CONTINUED

4. How do I help my clients move forward?

- By really learning about what they are going through and having realistic expectations.
- Know how they grieve.
- Providing ongoing support.
- Earning their trust early.

MORE COMMON CONCERNS OF ADVISORS

5. How do I act around my client?

Tips

- Use the deceased name.
- Ask questions.
  - How are you feeling today?
  - What do you need help with today?
  - What are you biggest fears?
- Encourage a decision free zone.
- Treat them like a friend.

WHAT IS YOUR CLIENT'S GRIEVING STYLE?
WHAT ARE DISTINGUISHING CHARACTERISTICS OF EACH STYLE?
ANALYTICAL VS. INTUITIVE
(*BREAKOUT GROUPS*)

CLIENT ONE

- Pam lost her mother.
- Pam seems to move through her financial process in the same manner as before her mother's death.
- Pam does not display much emotion.
- Pam indicates that everything is fine.
- Pam pushes her emotions aside to focus on concrete matters.

CLIENT TWO

- Debbie lost her mother.
- Debbie is emotionally distraught.
- Debbie has a very hard time focusing on anything beyond today.
- Debbie often forgets and seems confused at times.
- Debbie's emotions tend to delay or cloud her decision making.

BEST PRACTICES

5 BEST PRACTICES THAT SHOULD HELP YOU GREATLY.

BEST PRACTICES #1

1. Know your client's grief counseling status.

- If you do not know, simply ask the question.
- If they have been to counseling, do you realize that this will help your financial or legal process.
- If they have not been to counseling, do you realize the mere access you provide to your clients will inevitably speed up your process.
- Your job is not to be the counselor, but to provide resources if your client needs help. One of the best resources you can provide is a recommendation and access to a professional grief counselor.
  - Resources—Local Hospice, Grief.com, hellogrief.org.

BEST PRACTICE #2

2. Have you identified your client's preferred grieving style?

- Grieving style = foundation for your client communication going forward.
- Grieving style = accurate understanding of the client's ability to progress through their financial process.
- Their grieving style is much akin to a child's preferred learning style, whether it be visual or auditory. If you teach in their language, you will be more successful with that child or in your case—*your grieving client.*
- Knowing this information = showing your client you have spent time understanding them.
- Incorporates practicing the right things to say.

BEST PRACTICE #3

3. Do you have a solid resource guide that you can follow?

- Here are some thoughts on a resource guide.
  - Reference to help your client through immediate grief needs.
  - It should be measured with time stamps.
  - It should be something that helps you help your client avoid irrevocable decisions.
  - It should be something that helps you not miss any time sensitive deadlines.
  - It should encourage you to forge a relationship with your client's other professionals.

BEST PRACTICE #4

4. Have a solid workflow.

- This workflow should be in 2 parts.
  - Financial/Legal Planning Workflow—this should follow the resource guide you have set forth.
  - Emotional Support Workflow—understand that most support falls off within the several months.
    - High Touch.
    - Format.
      - Check in with a personal note/phone call every 2 weeks for up to 6 months.
      - Then every month up to12 months.
      - Then at 15, 18, and 24 months.

BEST PRACTICE #5

5. How do you engage your grieving client?

- By having a process.
- Following these 10 steps or something very close to it.
  - Understanding your client's *grieving style*.
  - Understand the *types of grief*.
  - Understanding *family dynamics*.
  - Practicing what you *should say* and stay away from when engaging your grieving client.
  - Understanding *protocols and timelines*.
  - Understanding *communication*.
  - Understanding *grief triggers*.
  - Understanding *stages of grief*.
  - Understanding what the *right team* is and corresponding *support services*.
  - Having effective *resources guides, checklists and workflows*.

QUIZ TIME

Don’t worry this will be multiple choice

- 10 Multiple Choice questions to test your knowledge of today’s webinar.
- Don’t worry, it won’t be hard.

QUIZ PAGE 1

1. WHAT ARE SOME GOOD GRIEVING CLIENT CONVERSATION STARTERS?

a. How are you feeling today?
b. What are your biggest concerns?
c. What are your biggest struggles today?
d. All of the above.

2. WHAT ARE SOME WAYS YOU CAN HELP YOUR CLIENT PROGRESS THROUGH THEIR FINANCIAL/LEGAL GRIEVING CYCLE?

a. Be knowledgeable of their preferred grieving style.
b. Gain applicable knowledge outside of your comfort zone.
c. Provide them ongoing resources.
d. All of the above.

QUIZ PAGE 2

3. WHAT ARE SOME WAYS YOU CAN SUPPORT YOUR GRIEVING CLIENT?

a. Follow up with them often.
b. Provide valuable resources to your client.
c. Progress at their pace.
d. All of the above.

4. WHAT ARE SOME GOOD THINGS TO SAY TO A GRIEVER?

a. I can't imagine what this is like for you.
b. I can't imagine what you are going. through, but I will be here every step of the way.
c. I am here to help you navigate your finances(legal) in order to help you regain joy in life again.
d. Any of the above.

QUIZ PAGE 3

5. WHAT ARE SOME BAD THINGS TO SAY TO A GRIEVER?

a. I am sorry.
b. He/She is in a better place.
c. You will get over this.
d. All of the above.

6. NAME SOME COMMON GRIEVING STYLES.

a. Intuitive.
b. Analytical.
c. Subjective.
d. Both a and b.

QUIZ PAGE 4

7. WHAT ARE SOME WAYS YOU CAN SUPPORT YOUR GRIEVING CLIENT?

a. Follow up with them often.
b. Provide valuable resources to your client.
c. Progress at their pace.
d. All of the above.

8. HOW SHOULD I ACT AROUND MY CLIENT?

a. Normal.
b. Let them know that emotions are acceptable.
c. Relaxed, knowledgeable and supportive.
d. All of the above.

QUIZ PAGE 5

9. WHAT IS ARGUABLY THE BEST PRACTICE YOU CAN OFFER YOUR CLIENT?

a. Resources related to Grief Counseling.
b. A Card.
c. A phone call.
d. None of the above.

10. HOW DO YOU IDENTIFY YOUR CLIENT'S GRIEVING STYLE?

a. Listen to your client.
b. Understand how fast(or slow) they want to move.
c. Understand their emotions(or lack thereof). Understand emotions drive decision making.
d. All of the above.

You did great on the quiz. Thanks for being part of the community to serve Grieving Clients. See what is in store during our wrap up.

WRAP UP

To learn more in detail about the information contained in this webinar go to Life After Grief Consulting.

As a thank you for exploring our site you will be able to download our Kickstarting Tips Guide.

- Learn more about the training guide, "The Advisor's Guide to Grieving Clients."
- The training guide will be on par with your professional education to calm your fears and educate you to feel comfortable and productive when working with your client in grief.
- The training guide will give you a carefully crafted playbook to follow when working with a client in grief.
- The training guide is also CE approved for 3 hours with the CFP Board.
- We have found that advisors who have used this process have been better prepared to serve their grieving clients, thus instilling a better experience and valuable resources.
- 10% off the normal price-use code: NWEPC
  - Coupon expires on Friday September 18, 2020.
- Please send questions or comments to chrisdale@lifeaftergriefconsulting.com.