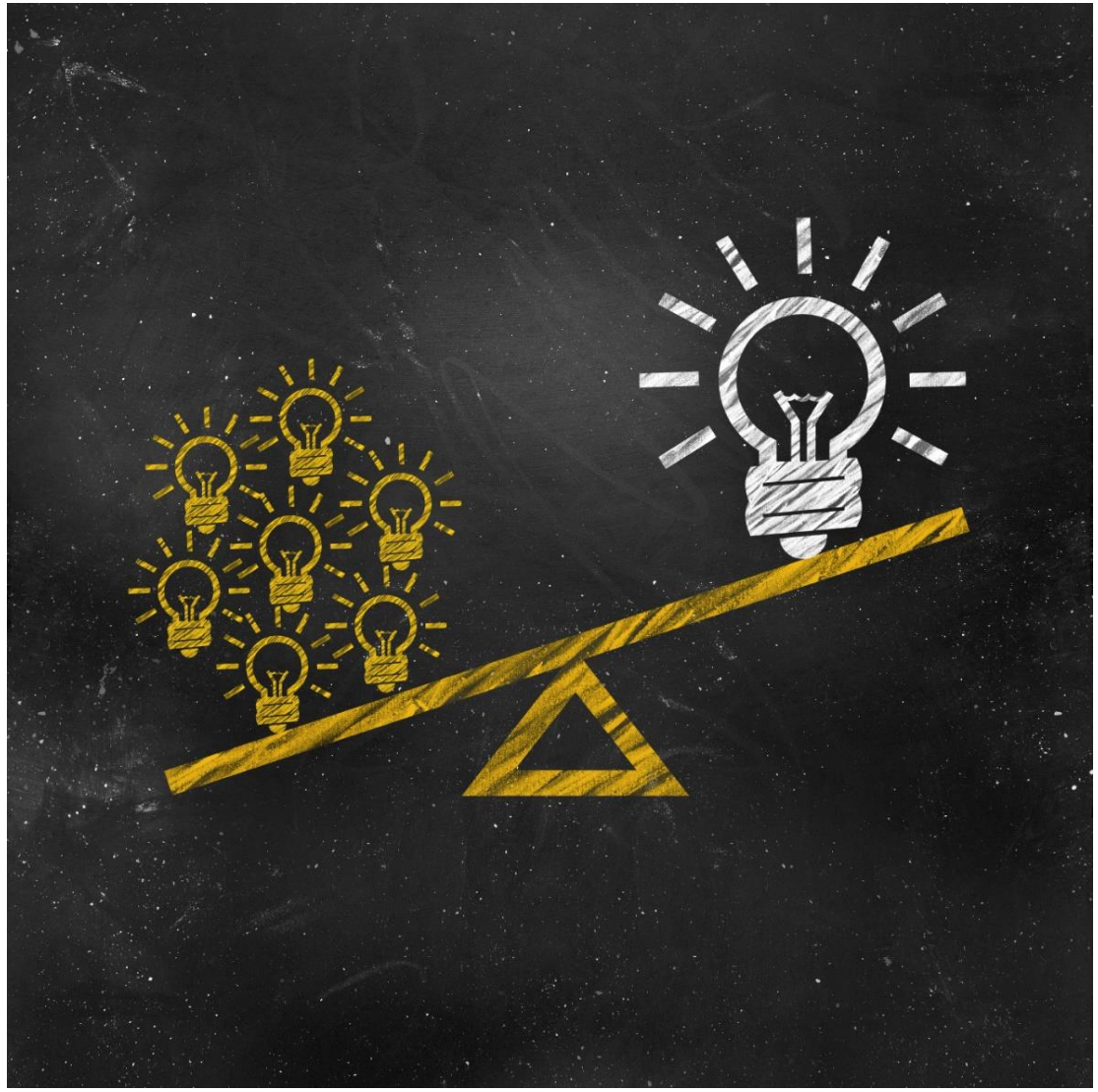
Goals-Based Advice

MASTERING VALUE DEFINITION

CERTAINTY
ADVICE GROUP

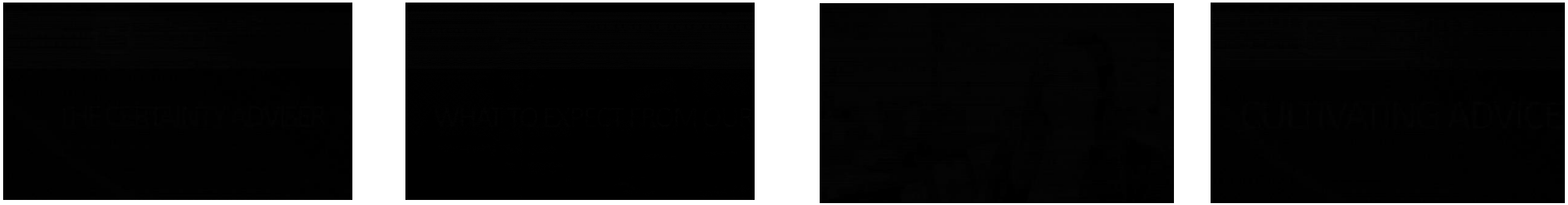
© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP



Clients define value

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Community of Advisory Firms



© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Why are you attending this webinar?

- I’m using goals-based advice and always looking for ways to improve…
- I’m planning to implement a new approach with some clients…
- Supporting my team’s business planning skills?
- Just interested in this topic…
- Other….

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

45 minutes?

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

1. Set context…
2. Goals Advice – How to conduct….
3. Do’s & Don’ts
4. Results/Benchmarks

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

YOUR OBJECTIVES…

1. Identify client's value
2. Increase client loyalty
3. Build team productivity
4. Build a consistent & productive client engagement (and re-engagement) methodology
5. Fast-track team collaboration
6. Build profits

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

CULTIVATING ADVICE

Outcomes Map® v3.61

Name: _____ Meeting Date/Time: _____

STEP FIVE: Thank you. They can be tough questions. We'll ask similar questions each year to re-confirm the outcomes that represent WHY you are engaging us as your advisory firm. Our job now is to build a plan, that contains WHAT we believe is required to maximise the probability of you achieving [name their identified Signature Aspirations]. Is that what you are seeking from an advisory firm like ours?

Significance Conversations

SIGNIFICANCE

STEP FOUR: Let's assume through our future work together these signature aspirations are being met [carefully include the identified signature aspirations from your Signature Conversation in this sentence here]. What is the significance or value of achieving this aspiration for you? [After the client's response to STEP FOUR, return to STEP THREE, probe for additional aspirations ideally until eight specific and distinct signatures aspirations are revealed across up to six categories. Once approx. eight signatures are revealed or conversation is exhausted then STEP FIVE]

COMPLEXITIES

Complexity Probing

Apart from money, what's getting in your way, slowing you down, or stopping you from achieving this aspiration? Is anyone impacting your ability to achieve this aspiration? Is this making sense so far? Are you 100% comfortable with everything so far?

Signature Conversations

Can we explore that aspiration further? Tell us more about it? These questions can be tough, take your time. Your specific aspirations will serve as a focus for all the work we ever do together. We aim to understand the whole breadth & depth of your aspirations.

That aspiration can mean different things, tell us what it means for you?

SIGNATURES

Signature Aspirations are UNIQUE, SPECIFIC, and as yet UNMET aspirations that require MONEY, ADVICE & PLANNING to achieve – These categories could include: Children (e.g. Setting Up, Inheritance, Issues), Parents (e.g. Care, Estate), Siblings, Relatives, Education (for children, grandchildren, self or others), Travel, Holidays, Home (e.g. Renovations, New House, Property, Land), Business opportunities, Jobs, Hobbies (e.g. Cars, Boats, Holidays Homes, Artworks, Collections), Charities, Volunteering, Church

STEP THREE: We'd like to explore other aspirations that may require money, planning and advice to achieve – we refer to these as your "signature" aspirations – that is, like your signature, these are unique, specific and still unmet desires, ambitions, wants or aspirations meaningful just for you? [Probe one category at a time for one or two signatures, then STEP FOUR]

Fundamentals Conversations

STEP TWO: For the next ten minutes or so, could you now put yourself in a position where these fundamental needs are being met. Namely if you could envisage you are now experiencing or achieving [carefully and slowly finish this sentence including all their Fundamental needs identified below one by one – then smoothly proceed to STEP THREE]

Fundamentals are universal, generic, general, broad and common objectives people aspire for in their financial lives - e.g. Comfort, Choice, Less Stress, Greater Security, Options, Confidence, Happiness, Freedom, Pay Bills, Pay off Debts/Mortgages, Retirement, Survive, Food on the table, as well as the maintenance of current lifestyle**…

FUNDAMENTALS

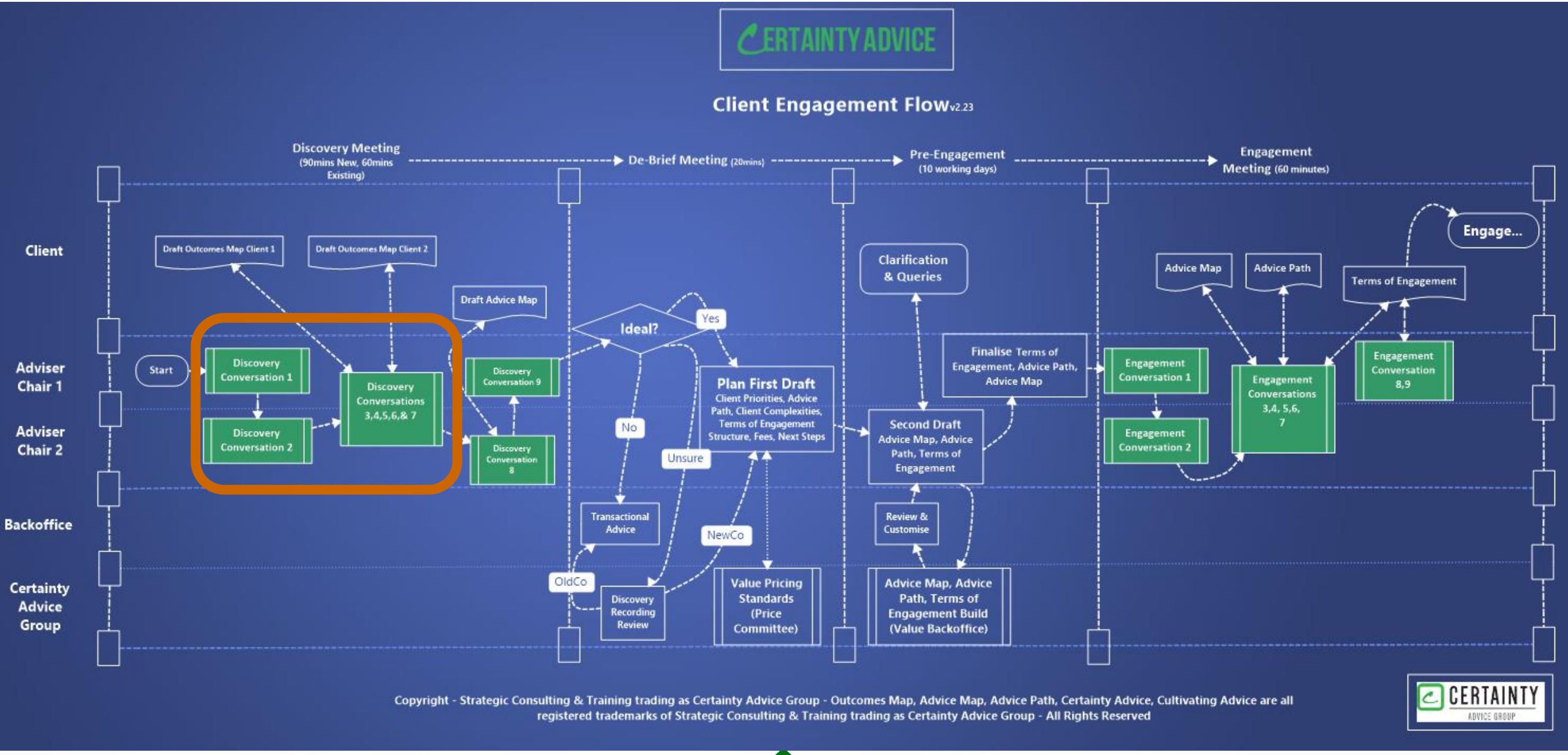
STEP ONE: What are the fundamental/basic needs of your financial life?

** In extraordinary circumstances (e.g. loss of health, income, chronic overspending) the future maintenance of current lifestyle may not be treated as a Fundamental but should be included as a Signature

© COPYRIGHT - Outcomes Map & Cultivating Advice are registered trade marks of Strategic Consulting & Training Pty Limited trading as Certainty Advice Group – All Rights Reserved

Where do Goals Conversations fit in the client engagement process?

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED



© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

9 Conversations

1.Purpose

2.Set-Up

3.Fundamentals

4.Signatures

5.Complexities

6.Significance

7.Confirmation

8.Advice Map Questions

9.FAQs/Next Steps

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

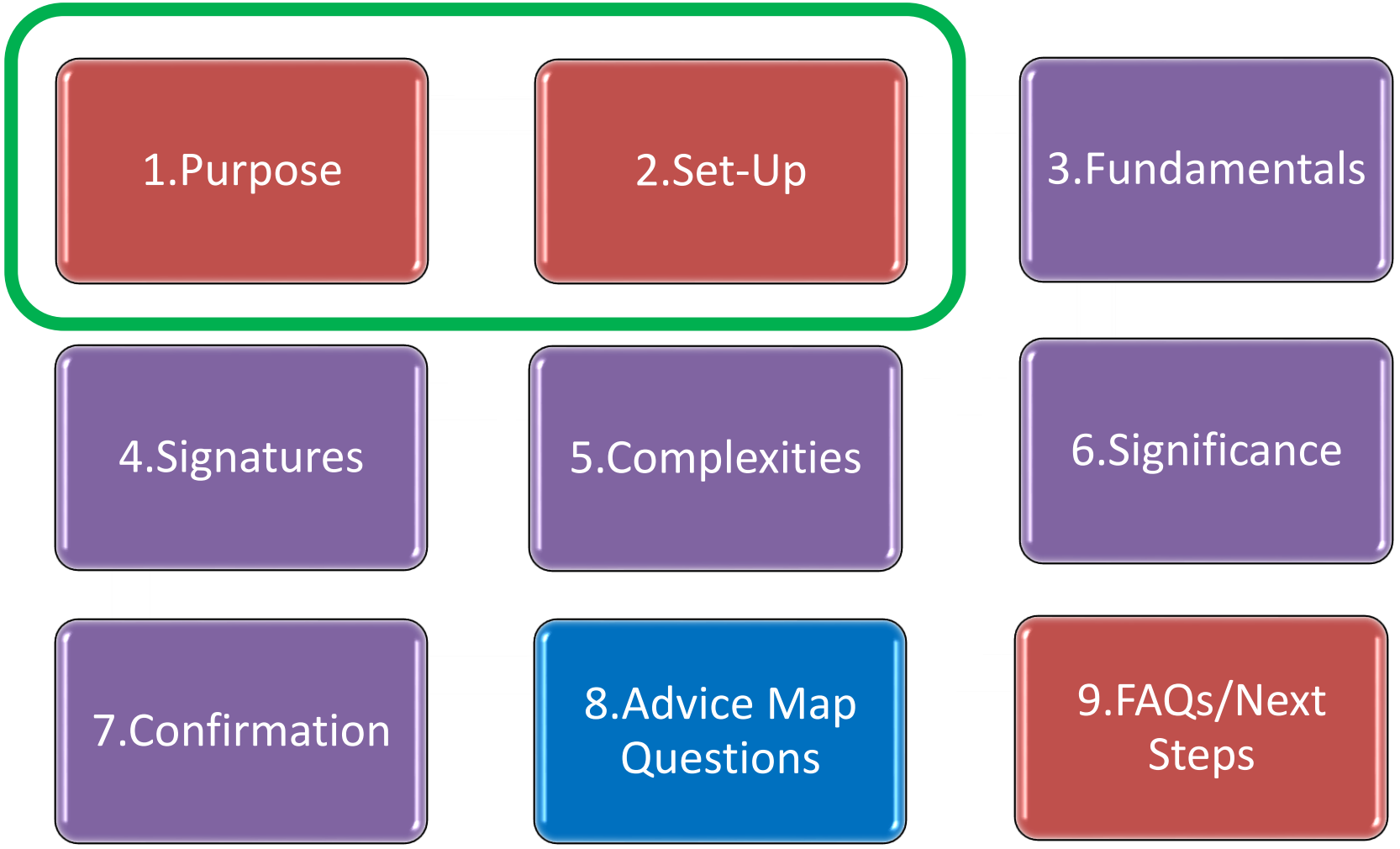
Do you use ‘scripts’ to support your client engagement process?

- No – never….
- No – but have tried in past…
- Yes – sometimes
- Yes – often, if not always
- None of above…

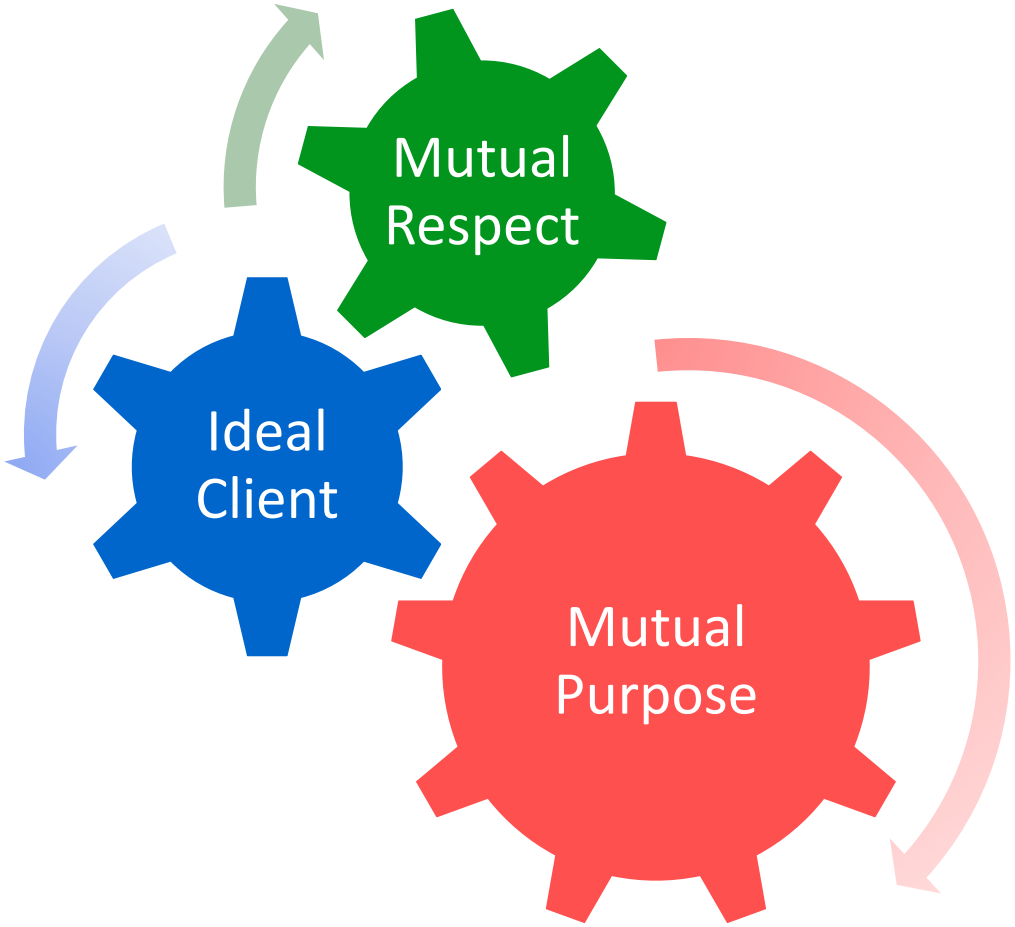
© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

9 Conversations



© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED



Establishing purpose

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

Conversation 1 & 2 (Focusing on the couple)

1.Purpose

PURPOSE CONVERSATION (Two minutes approximately)

1. Rapport [60 seconds at most]
2. We need to understand what you want to achieve that will require **money, planning and advice…**
3. We also want to understand what's working for you and what may not be working for you financially…
4. We help our clients maximise the probability of achieving their most meaningful outcomes…
5. To do this we ask lots of questions, individually and collectively, we record all important conversations to ensure we don't miss anything, and we will create a map of your financial lives on one page to put everything into perspective.

2.Set-Up

SET-UP CONVERSATION (Three-five minutes approximately)

1. Our next item on the agenda is best done one by one. Ideally we'd like to start with whoever doesn't get as involved with your financials?

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Do you record your engagement conversations?

&

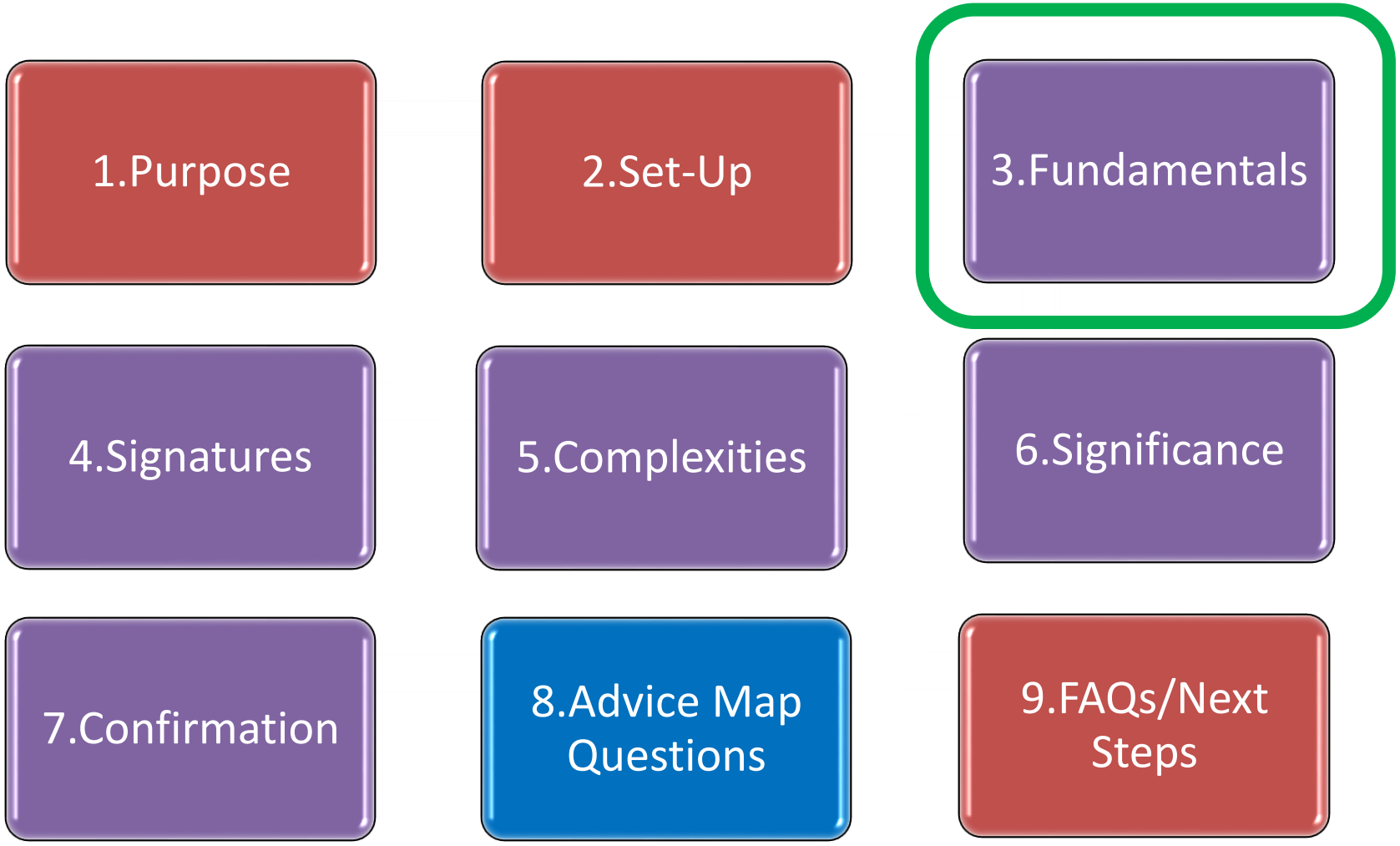
Do you always attempt to meet both members of a couple?

- No – I don’t record engagement conversations
- Yes – I do record engagement conversations
- No – I don’t attempt to meet both members of a couple
- Yes – I do attempt to meet both members of a couple
- These questions are not applicable for my role…

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

9 Conversations



© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

Conversation 3 (focus on an individual)

3.Fundamentals

FUNDAMENTALS CONVERSATION (3-5 minutes approximately)

1. What are the fundamental needs of your financial life?
2. [New Clients particularly aren't expecting this question. It may need to be re-phrased and repeated a couple of times. For instance "What are the basic needs of your life?"]
3. [Once you identify fundamentals] Is there anything pressing, that you would like to ensure that we discuss today?

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Fundamentals are generic

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

CULTIVATING ADVICE

Outcomes Map® v3.61

Name: _____ Meeting Date/Time: _____

STEP FIVE: Thank you. They can be tough questions. We'll ask similar questions each year to re-confirm the outcomes that represent WHY you are engaging us as your advisory firm. Our job now is to build a plan, that contains WHAT we believe is required to maximise the probability of you achieving [name their identified Signature Aspirations]. Is that what you are seeking from an advisory firm like ours?

Significance Conversations

STEP FOUR: Let's assume through our future work together these signature aspirations are being met [carefully include the identified signature aspirations from your Signature Conversation in this sentence here]. What is the significance or value of achieving this aspiration for you? [After the client's response to STEP FOUR, return to STEP THREE, probe for additional aspirations ideally until eight specific and distinct signatures aspirations are revealed across up to six categories. Once approx. eight signatures are revealed or conversation is exhausted then STEP FIVE]

Signature Conversations

Can we explore that aspiration further? Tell us more about it? These questions can be tough, take your time. Your specific aspirations will serve as a focus for all the work we ever do together. We aim to understand the whole breadth & depth of your aspirations. That aspiration can mean different things, tell us what it means for you?

Complexity Probing

Apart from money, what's getting in your way, slowing you down, or stopping you from achieving this aspiration? Is anyone impacting your ability to achieve this aspiration? Is this making sense so far? Are you 100% comfortable with everything so far?

Signature Aspirations are UNIQUE, SPECIFIC, and as yet UNMET aspirations that require MONEY, ADVICE & PLANNING to achieve – These categories could include: Children (e.g. Setting Up, Inheritance, Issues), Parents (e.g. Care, Estate), Siblings, Relatives, Education (for children, grandchildren, self or others), Travel, Holidays, Home (e.g. Renovations, New House, Property, Land), Business opportunities, Jobs, Hobbies (e.g. Cars, Boats, Holidays Homes, Artworks, Collections), Charities, Volunteering, Church

STEP THREE: We'd like to explore other aspirations that may require money, planning and advice to achieve – we refer to these as your "signature" aspirations – that is, like your signature, these are unique, specific and still unmet desires, ambitions, wants or aspirations meaningful just for you? [Probe one category at a time for one or two signatures, then STEP FOUR]

Fundamentals Conversations

STEP TWO: For the next ten minutes or so, could you now put yourself in a position where these fundamental needs are being met. Namely if you could envisage you are now experiencing or achieving [carefully and slowly finish this sentence including all their Fundamental needs identified below one by one – then smoothly proceed to STEP THREE]

Fundamentals are universal, generic, general, broad and common objectives people aspire for in their financial lives - e.g. Comfort, Choice, Less Stress, Greater Security, Options, Confidence, Happiness, Freedom, Pay Bills, Pay off Debts/Mortgages, Retirement, Survive, Food on the table, as well as the maintenance of current lifestyle**…

Security	Pay off debt	Maintain Lifestyle	Retire as soon as possible		

STEP ONE: What are the fundamental/basic needs of your financial life?

** In extraordinary circumstances (e.g. loss of health, income, chronic overspending) the future maintenance of current lifestyle may not be treated as a Fundamental but should be included as a Signature

© COPYRIGHT - Outcomes Map & Cultivating Advice are registered trade marks of Strategic Consulting & Training Pty Limited trading as Certainty Advice Group – All Rights Reserved

Discovery Meeting

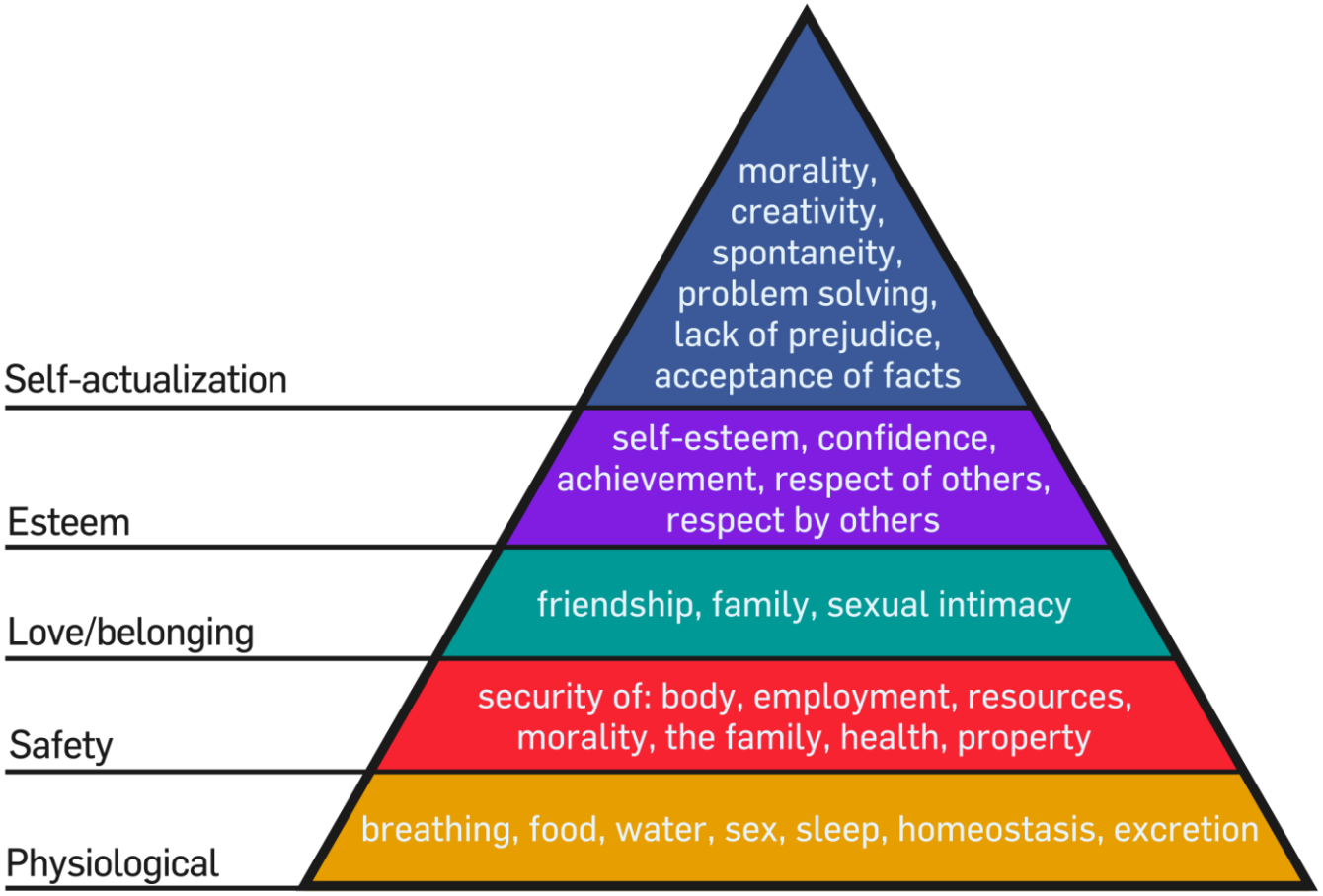
Conversation 3 (focus on an individual)

3.Fundamentals

SAMPLE FUNDAMENTAL RESPONSES

- Have enough money
- Pay bills
- Maintain lifestyle
- Feel comfortable
- Less stress
- Slow down
- Pay off mortgage
- Enjoy retirement
- Have options & choice
- Greater sense of security
- Freedom
- Not rely on pension
- Better budgeting
- Investment returns
- Cash flow positive
- Build savings

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED



"A Theory of Human Motivation" Abraham Maslow - 1943

Fundamentals are generic

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

Conversation 3 (focus on an individual)

Capture,
Identify,
Move On…

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

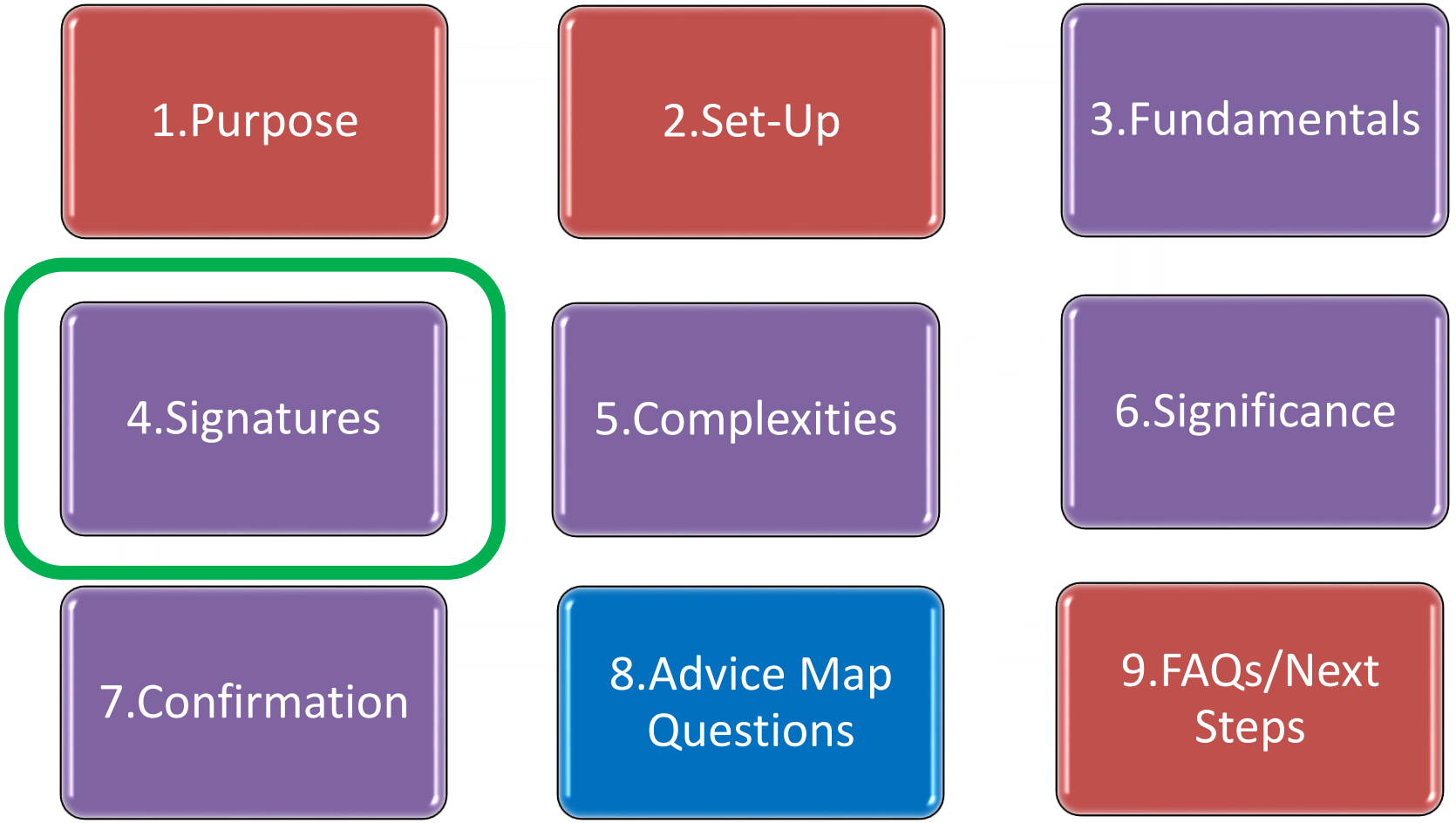
Do you treat client's fundamental goals differently to their aspirational goals?

- Not sure - I haven't done a lot of goals conversations
- No
- Yes
- Still unsure of the difference between client's aspirational and fundamental goals
- This question is not applicable for my role

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

9 Conversations



© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

Conversation 4 (focus on an individual)

4.Signatures

SIGNATURE CONVERSATION (Fifteen minutes approximately)

1. For our questions over the next fifteen minutes, can we assume that through our work together we will ensure your fundamental needs are met?
2. Based upon that important assumption, can we now talk about specific Signature aspirations that build upon your fundamentals? These aspirations are still unmet, are meaningful to you, and will require money, planning and advice for you to achieve?
3. [Probe for specific unmet Signature aspirations that will require money, advice and planning across six different areas of your client's future lives]

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

Conversation 4 (focus on an individual)

4.Signatures

SAMPLE SIGNATURE TOPICS that require money, planning and advice to achieve:

- Travel
- Holidays
- Property/Home/Holiday house
- Property/Home Renovations
- Providing for family (i.e. children, grandchildren, parents, siblings, relatives)
- Education (for self, for family or extended family)
- Providing for others (i.e. friends, community, new ventures, churches, charities, causes)
- Business opportunities (i.e. sale or purchase)
- New job/changing jobs/new careers
- Providing for self - Hobbies (i.e. boats, cars, collections, health, interests, artworks, sporting passions, interest groups)
- Philanthropy

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

Conversation 4 (focus on an individual)

4.Signatures

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

Conversation 4 (focus on an individual)

4.Signatures

PROBING SIGNATURE TOPICS that require money, planning and advice for NECESSARY DETAIL:

- Please let's explore that aspiration a bit further…
- Even if you may not have thought deeply about this aspiration, it's OK to guess, please delve a bit further into some details…
- The details are important for our planning and advice work. In fact, they will become the focus for all the work that we provide you…
- We need to understand the full breadth and depth of all your aspirations that are still unmet and will require money, planning and advice to achieve;
- Your aspiration can mean different things to different people, tell me more what specifically and/or uniquely it means for you?

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

CULTIVATING ADVICE

Outcomes Map® v3.61

Name: _____ Meeting Date/Time: _____

STEP FIVE: Thank you. They can be tough questions. We'll ask similar questions each year to re-confirm the outcomes that represent WHY you are engaging us as your advisory firm. Our job now is to build a plan, that contains WHAT we believe is required to maximise the probability of you achieving [name their identified Signature Aspirations]. Is that what you are seeking from an advisory firm like ours?

Significance Conversations

STEP FOUR: Let's assume through our future work together these signature aspirations are being met [carefully include the identified signature aspirations from your Signature Conversation in this sentence here]. What is the significance or value of achieving this aspiration for you? [After the client's response to STEP FOUR, return to STEP THREE, probe for additional aspirations ideally until eight specific and distinct signatures aspirations are revealed across up to six categories. Once approx. eight signatures are revealed or conversation is exhausted then STEP FIVE]

Signature Conversations

Can we explore that aspiration further? Tell us more about it? These questions can be tough, take your time. Your specific aspirations will serve as a focus for all the work we ever do together. We aim to understand the whole breadth & depth of your aspirations. That aspiration can mean different things, tell us what it means for you?

Six weeks outback annually					
Macerata, Italy for six months					
Travel					

Complexity Probing

Apart from money, what's getting in your way, slowing you down, or stopping you from achieving this aspiration? Is anyone impacting your ability to achieve this aspiration? Is this making sense so far? Are you 100% comfortable with everything so far?

Signature Aspirations are UNIQUE, SPECIFIC, and as yet UNMET aspirations that require MONEY, ADVICE & PLANNING to achieve – These categories could include: Children (e.g. Setting Up, Inheritance, Issues), Parents (e.g. Care, Estate), Siblings, Relatives, Education (for children, grandchildren, self or others), Travel, Holidays, Home (e.g. Renovations, New House, Property, Land), Business opportunities, Jobs, Hobbies (e.g. Cars, Boats, Holidays Homes, Artworks, Collections), Charities, Volunteering, Church

STEP THREE: We'd like to explore other aspirations that may require money, planning and advice to achieve – we refer to these as your "signature" aspirations – that is, like your signature, these are unique, specific and still unmet desires, ambitions, wants or aspirations meaningful just for you? [Probe one category at a time for one or two signatures, then STEP FOUR]

Fundamentals Conversations

STEP TWO: For the next ten minutes or so, could you now put yourself in a position where these fundamental needs are being met. Namely if you could envisage you are now experiencing or achieving [carefully and slowly finish this sentence including all their Fundamental needs identified below one by one – then smoothly proceed to STEP THREE]

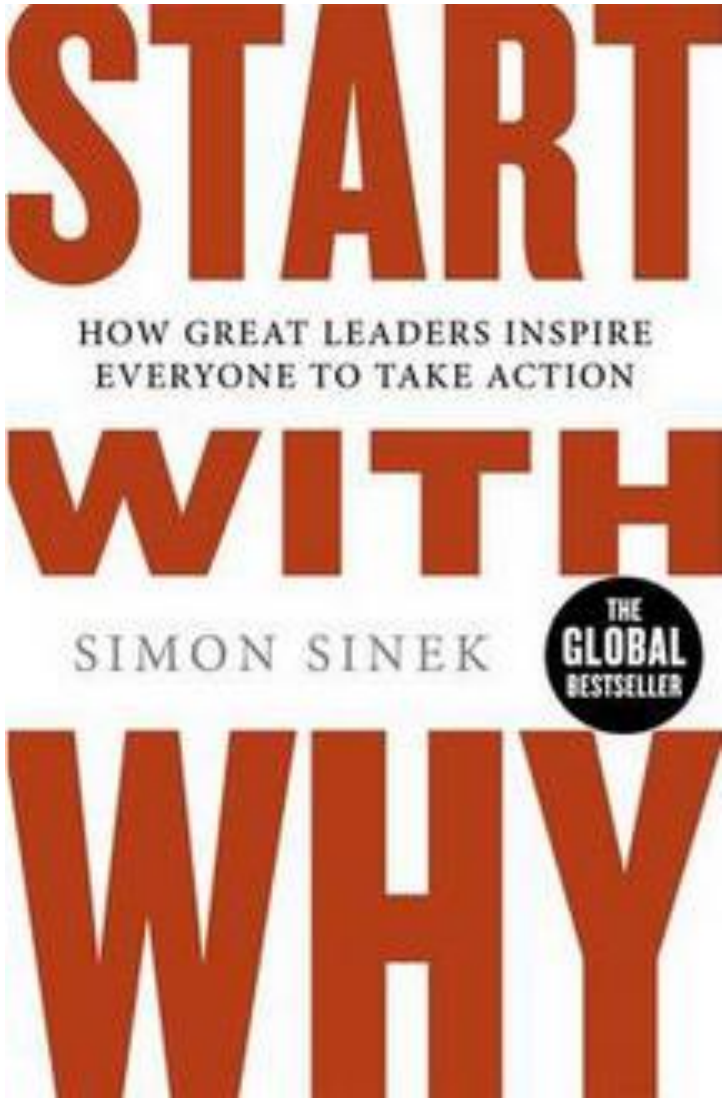
Fundamentals are universal, generic, general, broad and common objectives people aspire for in their financial lives - e.g. Comfort, Choice, Less Stress, Greater Security, Options, Confidence, Happiness, Freedom, Pay Bills, Pay off Debts/Mortgages, Retirement, Survive, Food on the table, as well as the maintenance of current lifestyle**…

Security	Pay off debt	Maintain Lifestyle	Retire as soon as possible		

STEP ONE: What are the fundamental/basic needs of your financial life?

** In extraordinary circumstances (e.g. loss of health, income, chronic overspending) the future maintenance of current lifestyle may not be treated as a Fundamental but should be included as a Signature

© COPYRIGHT - Outcomes Map & Cultivating Advice are registered trade marks of Strategic Consulting & Training Pty Limited trading as Certainty Advice Group – All Rights Reserved



Signature aspirations identify client value – the WHY clients take your advice

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

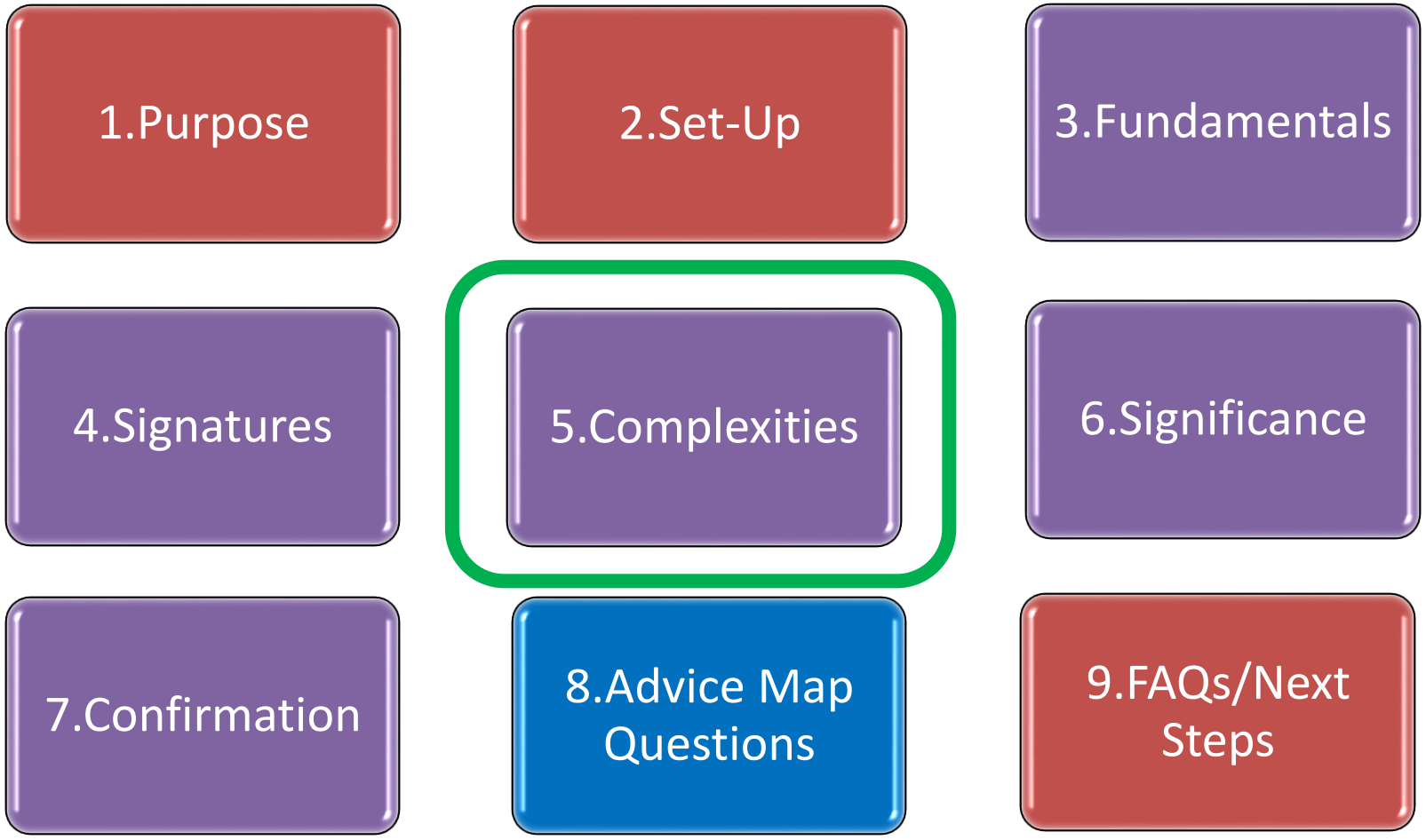
Do you consistently & methodically identify your client's signature goals?

- Not sure - I haven't done a lot of goals conversations
- No
- Yes
- Still unsure of what a client's signature goals are
- This question is not applicable for my role

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

9 Conversations



© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

Conversation 5 (focus on an individual)

5.Complexities

PROBING for specific COMPLEXITIES apart from money, that may be hindering attaining specific detailed Signature aspirations:

- [These questions are asked once a specific unmet Signature aspiration is identified]
- Apart from money, is there anything obstructing, hindering or stopping you from achieving this specific Signature aspiration?
- Is anyone impacting or hindering you from best achieving this specific Signature aspiration?
- Is this process making sense so far?
- Are you 100% comfortable with everything so far?

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

Conversation 5 (focus on an individual)

Complexities block & ruin plans

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

Conversation 5 (focus on an individual)

Typical Complexities

- Too busy
- Overspends
- Underspends
- Uncollaborative
- Financially impatient
- Change of career/work
- Family breakdown
- Financially isolated
- Health issues
- Poorly advised
- Money is status & power
- Indifferent towards money
- Doesn’t listen
- Overbearing financially
- Victim of bad advice

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

CULTIVATING ADVICE

Outcomes Map® v3.61

Name: _____ Meeting Date/Time: _____

STEP FIVE: Thank you. They can be tough questions. We'll ask similar questions each year to re-confirm the outcomes that represent WHY you are engaging us as your advisory firm. Our job now is to build a plan, that contains WHAT we believe is required to maximise the probability of you achieving [name their identified Signature Aspirations]. Is that what you are seeking from an advisory firm like ours?

Significance Conversations

STEP FOUR: Let's assume through our future work together these signature aspirations are being met [carefully include the identified signature aspirations from your Signature Conversation in this sentence here]. What is the significance or value of achieving this aspiration for you? [After the client's response to STEP FOUR, return to STEP THREE, probe for additional aspirations ideally until eight specific and distinct signatures aspirations are revealed across up to six categories. Once approx. eight signatures are revealed or conversation is exhausted then STEP FIVE]

Signature Conversations

Can we explore that aspiration further? Tell us more about it? These questions can be tough, take your time. Your specific aspirations will serve as a focus for all the work we ever do together. We aim to understand the whole breadth & depth of your aspirations. That aspiration can mean different things, tell us what it means for you?

Have never been able to save					
Six weeks outback annually					
Macerata, Italy for six months					
Travel					

Complexity Probing

Apart from money, what's getting in your way, slowing you down, or stopping you from achieving this aspiration? Is anyone impacting your ability to achieve this aspiration? Is this making sense so far? Are you 100% comfortable with everything so far?

Signature Aspirations are UNIQUE, SPECIFIC, and as yet UNMET aspirations that require MONEY, ADVICE & PLANNING to achieve – These categories could include: Children (e.g. Setting Up, Inheritance, Issues), Parents (e.g. Care, Estate), Siblings, Relatives, Education (for children, grandchildren, self or others), Travel, Holidays, Home (e.g. Renovations, New House, Property, Land), Business opportunities, Jobs, Hobbies (e.g. Cars, Boats, Holidays Homes, Artworks, Collections), Charities, Volunteering, Church

STEP THREE: We'd like to explore other aspirations that may require money, planning and advice to achieve – we refer to these as your "signature" aspirations – that is, like your signature, these are unique, specific and still unmet desires, ambitions, wants or aspirations meaningful just for you? [Probe one category at a time for one or two signatures, then STEP FOUR]

Fundamentals Conversations

STEP TWO: For the next ten minutes or so, could you now put yourself in a position where these fundamental needs are being met. Namely if you could envisage you are now experiencing or achieving [carefully and slowly finish this sentence including all their Fundamental needs identified below one by one – then smoothly proceed to STEP THREE]

Fundamentals are universal, generic, general, broad and common objectives people aspire for in their financial lives - e.g. Comfort, Choice, Less Stress, Greater Security, Options, Confidence, Happiness, Freedom, Pay Bills, Pay off Debts/Mortgages, Retirement, Survive, Food on the table, as well as the maintenance of current lifestyle**…

Security	Pay off debt	Maintain Lifestyle	Retire as soon as possible		

STEP ONE: What are the fundamental/basic needs of your financial life?

** In extraordinary circumstances (e.g. loss of health, income, chronic overspending) the future maintenance of current lifestyle may not be treated as a Fundamental but should be included as a Signature

© COPYRIGHT - Outcomes Map & Cultivating Advice are registered trade marks of Strategic Consulting & Training Pty Limited trading as Certainty Advice Group – All Rights Reserved

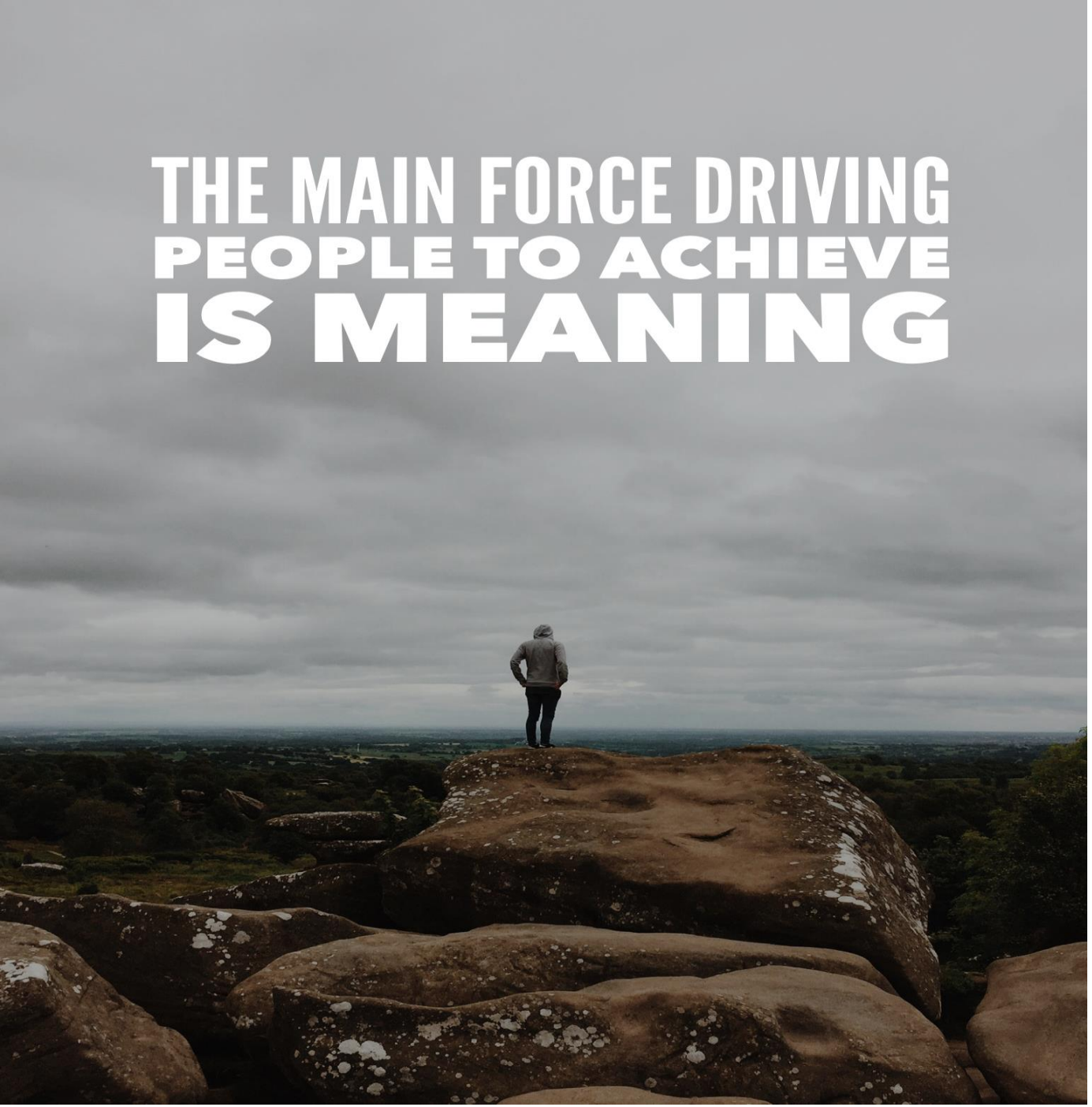
Complexities are behavioural, situational, attitudinal, habitual

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

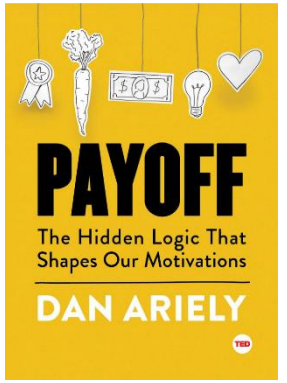
Do you consistently & methodically identify your client's complexities?

- Not sure - I haven't done a lot of goals conversations
- No
- Yes
- Still unsure of what a client's complexities are
- This question is not applicable for my role

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED



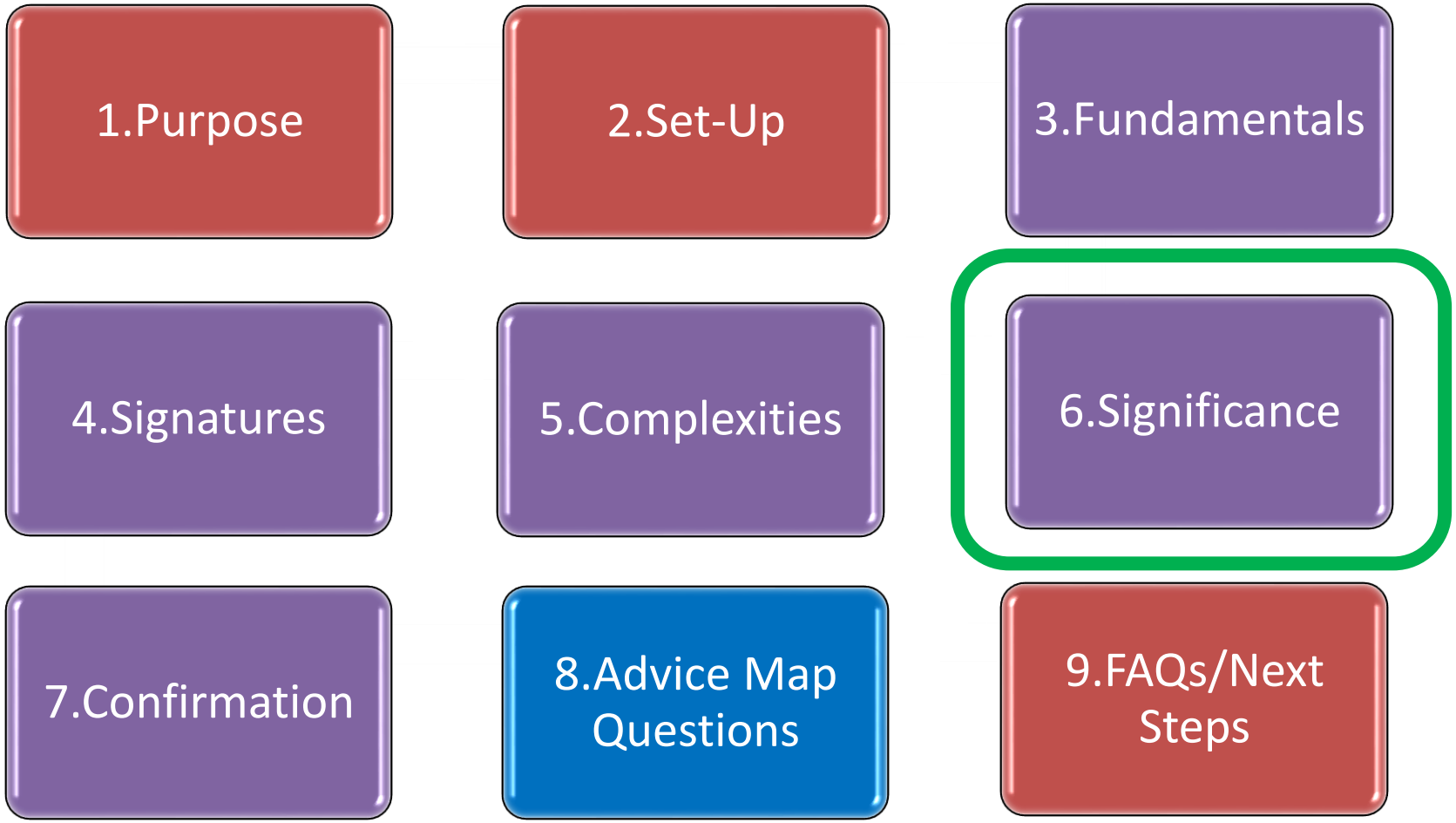
Meaning ≡ Value



© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

9 Conversations



© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

Conversation 6 (focus on an individual)

6.Significance

PROBING for the SIGNIFICANCE of achieving specific SIGNATURE ASPIRATIONS (and overcoming identified COMPLEXITIES) for each SIGNATURE ASPIRATION:

- [This question is asked once a specific unmet Signature aspiration is identified and any complexities identified]
- Assuming through our future work together, these specific Signature aspirations are being met. What is the significance or value of achieving this Signature aspiration for you?

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

CULTIVATING ADVICE

Outcomes Map® v3.61

Name: _____ Meeting Date/Time: _____

STEP FIVE: Thank you. They can be tough questions. We'll ask similar questions each year to re-confirm the outcomes that represent WHY you are engaging us as your advisory firm. Our job now is to build a plan, that contains WHAT we believe is required to maximise the probability of you achieving [name their identified Signature Aspirations]. Is that what you are seeking from an advisory firm like ours?

Significance Conversations

What to live where my mother grew up					

STEP FOUR: Let's assume through our future work together these signature aspirations are being met [carefully include the identified signature aspirations from your Signature Conversation in this sentence here]. What is the significance or value of achieving this aspiration for you? [After the client's response to STEP FOUR, return to STEP THREE, probe for additional aspirations ideally until eight specific and distinct signatures aspirations are revealed across up to six categories. Once approx. eight signatures are revealed or conversation is exhausted then STEP FIVE]

Signature Conversations

Can we explore that aspiration further? Tell us more about it? These questions can be tough, take your time. Your specific aspirations will serve as a focus for all the work we ever do together. We aim to understand the whole breadth & depth of your aspirations. That aspiration can mean different things, tell us what it means for you?

Have never been able to save					
Six weeks outback annually					
Macerata, Italy for six months					
Travel					

Complexity Probing

Apart from money, what's getting in your way, slowing you down, or stopping you from achieving this aspiration? Is anyone impacting your ability to achieve this aspiration? Is this making sense so far? Are you 100% comfortable with everything so far?

Signature Aspirations are UNIQUE, SPECIFIC, and as yet UNMET aspirations that require MONEY, ADVICE & PLANNING to achieve – These categories could include: Children (e.g. Setting Up, Inheritance, Issues), Parents (e.g. Care, Estate), Siblings, Relatives, Education (for children, grandchildren, self or others), Travel, Holidays, Home (e.g. Renovations, New House, Property, Land), Business opportunities, Jobs, Hobbies (e.g. Cars, Boats, Holidays Homes, Artworks, Collections), Charities, Volunteering, Church

STEP THREE: We'd like to explore other aspirations that may require money, planning and advice to achieve – we refer to these as your "signature" aspirations – that is, like your signature, these are unique, specific and still unmet desires, ambitions, wants or aspirations meaningful just for you? [Probe one category at a time for one or two signatures, then STEP FOUR]

Fundamentals Conversations

STEP TWO: For the next ten minutes or so, could you now put yourself in a position where these fundamental needs are being met. Namely if you could envisage you are now experiencing or achieving [carefully and slowly finish this sentence including all their Fundamental needs identified below one by one – then smoothly proceed to STEP THREE]

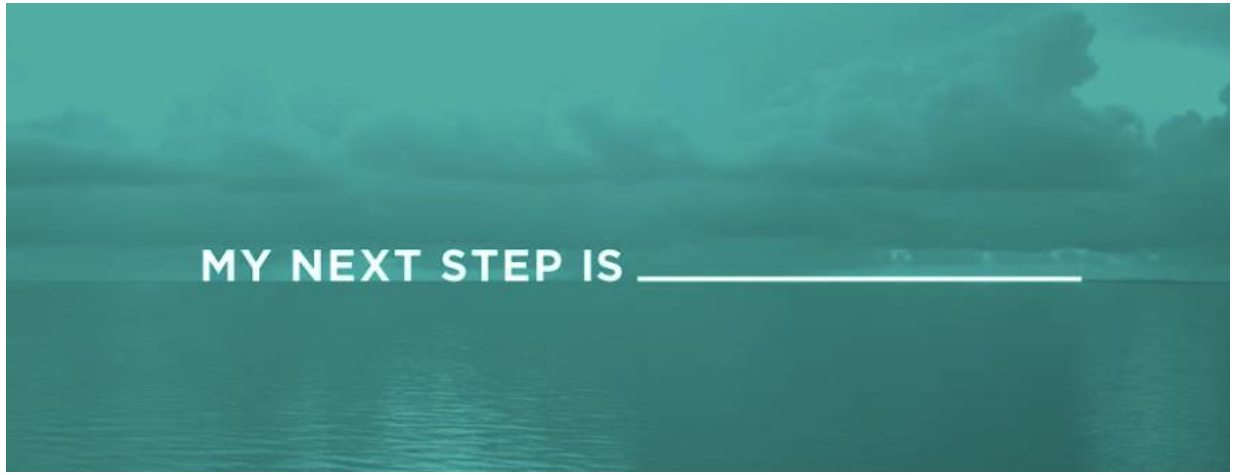
Fundamentals are universal, generic, general, broad and common objectives people aspire for in their financial lives - e.g. Comfort, Choice, Less Stress, Greater Security, Options, Confidence, Happiness, Freedom, Pay Bills, Pay off Debts/Mortgages, Retirement, Survive, Food on the table, as well as the maintenance of current lifestyle**…

Security	Pay off debt	Maintain Lifestyle	Retire as soon as possible		

STEP ONE: What are the fundamental/basic needs of your financial life?

** In extraordinary circumstances (e.g. loss of health, income, chronic overspending) the future maintenance of current lifestyle may not be treated as a Fundamental but should be included as a Signature

© COPYRIGHT - Outcomes Map & Cultivating Advice are registered trade marks of Strategic Consulting & Training Pty Limited trading as Certainty Advice Group – All Rights Reserved



Significance responses prioritise the client's aspirations

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Significance responses identify WHY client's PAY for advice

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

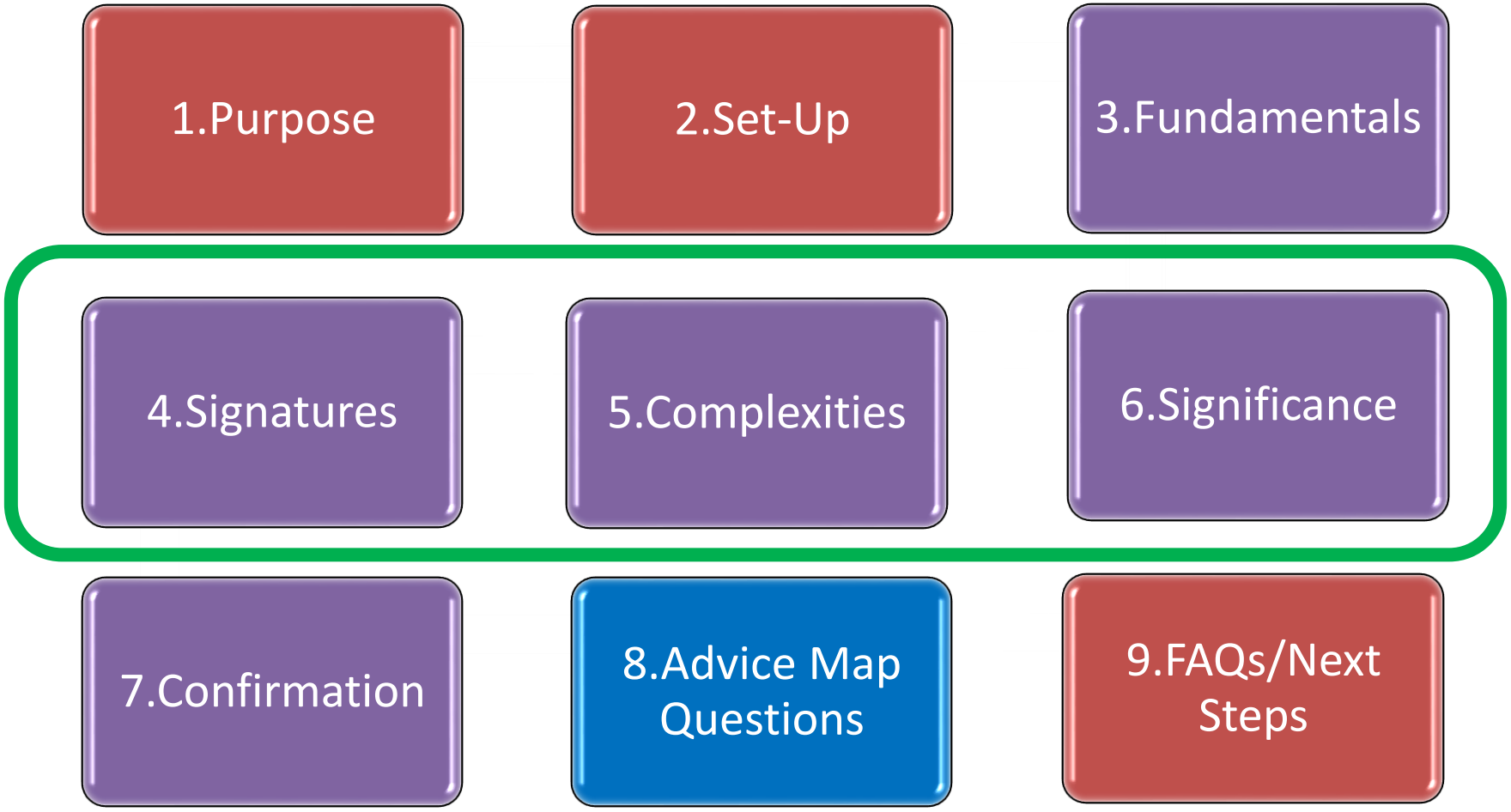
Do you consistently & methodically identify the significance of your client's goals?

- Not sure - I haven't done a lot of goals conversations
- No
- Yes
- Still unsure of what a client's significance responses are
- This question is not applicable for my role

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

9 Conversations



© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

CULTIVATING ADVICE

Outcomes Map® v3.61

Name: _____ Meeting Date/Time: _____

STEP FIVE: Thank you. They can be tough questions. We'll ask similar questions each year to re-confirm the outcomes that represent WHY you are engaging us as your advisory firm. Our job now is to build a plan, that contains WHAT we believe is required to maximise the probability of you achieving [name their identified Signature Aspirations]. Is that what you are seeking from an advisory firm like ours?

Significance Conversations

What to live where my mother grew up	Stop being a wage slave	Space for kids	My job as a parent	Purely selfish – love fishing	Without Streetwise my niece might have died

STEP FOUR: Let's assume through our future work together these signature aspirations are being met [carefully include the identified signature aspirations from your Signature Conversation in this sentence here]. What is the significance or value of achieving this aspiration for you? [After the client's response to STEP FOUR, return to STEP THREE, probe for additional aspirations ideally until eight specific and distinct signatures aspirations are revealed across up to six categories. Once approx. eight signatures are revealed or conversation is exhausted then STEP FIVE]

Signature Conversations

Can we explore that aspiration further? Tell us more about it? These questions can be tough, take your time. Your specific aspirations will serve as a focus for all the work we ever do together. We aim to understand the whole breadth & depth of your aspirations. That aspiration can mean different things, tell us what it means for you?

Have never been able to save	Don't know where to start	Savings issue	Need a definite plan	Haven't considered it realistic	Haven't planned it
Six weeks outback annually			Next ten years		About $50,000 annually
Macerata, Italy for six months	Central Coast Electric Cars	Granny flat & pool	Special needs teachers	Bar Crusher 24'	Fund a Street worker annually
Travel	New business	Upgrade home	Education for Pete	Buy boat	Help Streetwise

Complexity Probing

Apart from money, what's getting in your way, slowing you down, or stopping you from achieving this aspiration? Is anyone impacting your ability to achieve this aspiration? Is this making sense so far? Are you 100% comfortable with everything so far?

Signature Aspirations are UNIQUE, SPECIFIC, and as yet UNMET aspirations that require MONEY, ADVICE & PLANNING to achieve – These categories could include: Children (e.g. Setting Up, Inheritance, Issues), Parents (e.g. Care, Estate), Siblings, Relatives, Education (for children, grandchildren, self or others), Travel, Holidays, Home (e.g. Renovations, New House, Property, Land), Business opportunities, Jobs, Hobbies (e.g. Cars, Boats, Holidays Homes, Artworks, Collections), Charities, Volunteering, Church

STEP THREE: We'd like to explore other aspirations that may require money, planning and advice to achieve – we refer to these as your "signature" aspirations – that is, like your signature, these are unique, specific and still unmet desires, ambitions, wants or aspirations meaningful just for you? [Probe one category at a time for one or two signatures, then STEP FOUR]

Fundamentals Conversations

STEP TWO: For the next ten minutes or so, could you now put yourself in a position where these fundamental needs are being met. Namely if you could envisage you are now experiencing or achieving [carefully and slowly finish this sentence including all their Fundamental needs identified below one by one – then smoothly proceed to STEP THREE]

Fundamentals are universal, generic, general, broad and common objectives people aspire for in their financial lives - e.g. Comfort, Choice, Less Stress, Greater Security, Options, Confidence, Happiness, Freedom, Pay Bills, Pay off Debts/Mortgages, Retirement, Survive, Food on the table, as well as the maintenance of current lifestyle**…

Security	Pay off debt	Maintain Lifestyle	Retire as soon as possible		

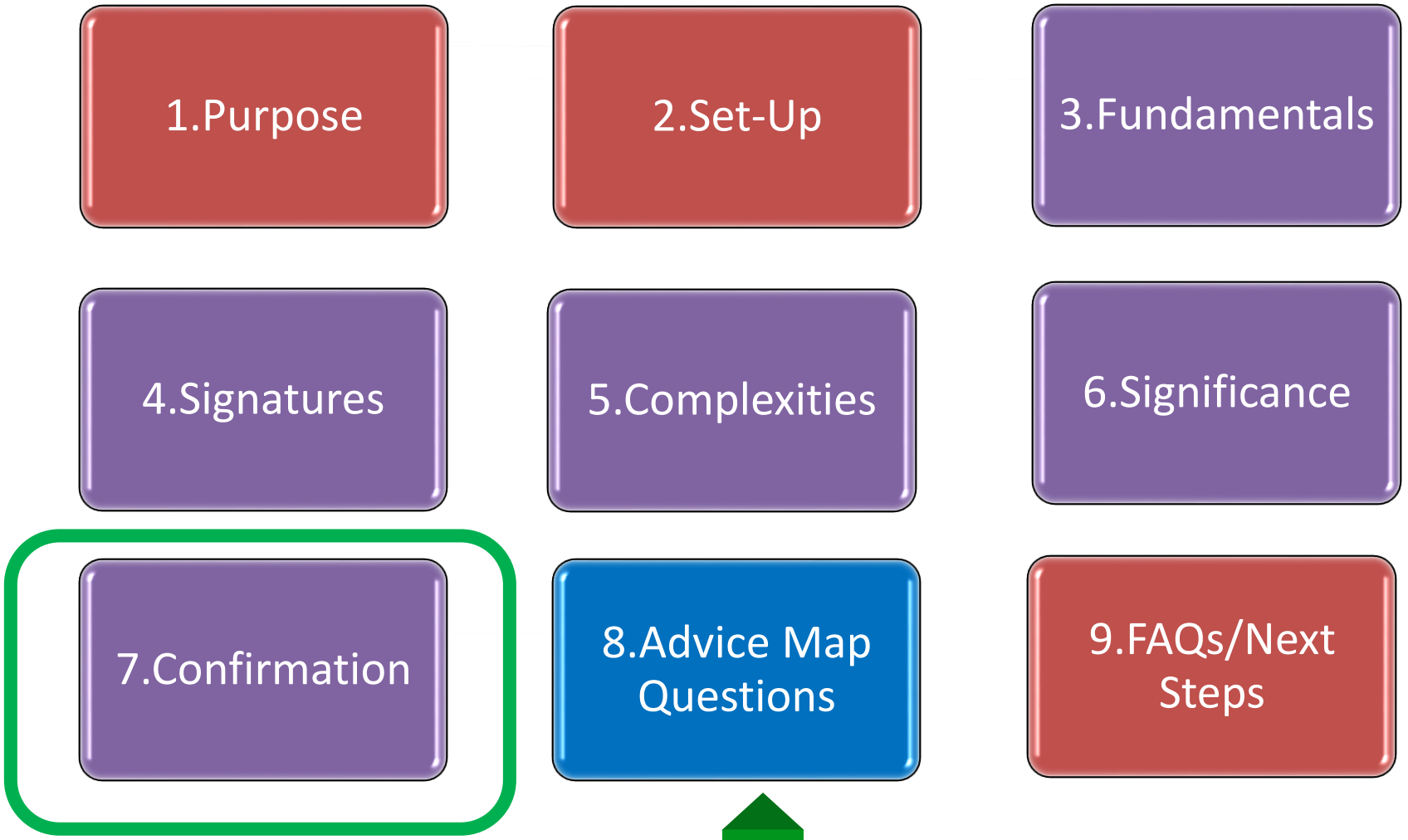
STEP ONE: What are the fundamental/basic needs of your financial life?

** In extraordinary circumstances (e.g. loss of health, income, chronic overspending) the future maintenance of current lifestyle may not be treated as a Fundamental but should be included as a Signature

© COPYRIGHT - Outcomes Map & Cultivating Advice are registered trade marks of Strategic Consulting & Training Pty Limited trading as Certainty Advice Group – All Rights Reserved

Discovery Meeting

9 Conversations



© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

Conversation 7 (focus on an individual)

7.Confirmation

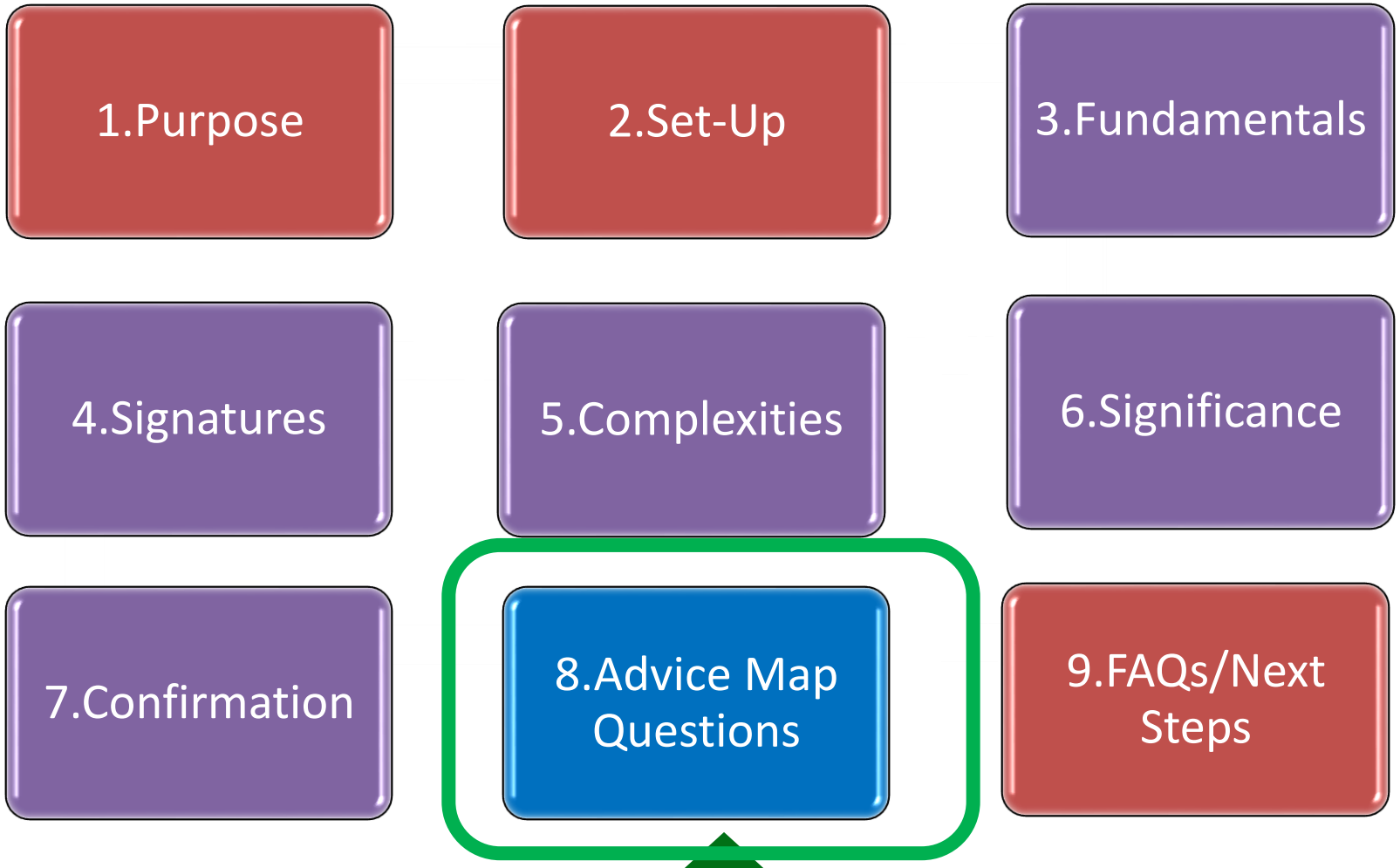
CONFIRMING the Fundamentals, Signatures aspirations, Complexity & Significance Conversations for each Individual:

- [This question is asked once all Fundamentals, Signature aspirations, Complexities and Significances Conversations are understood for each individual client]
- Thanks – those questions can be tough
- We ask similar questions each year to all our advice clients to ensure we understand and our clients understand and confirm the Signature aspirations that represent WHY we are engaged as their advisers.
- Our job now is to build an approach, a plan that contains WHAT we believe is require to maximise the probability of your achieving [LIST THEIR UNMET SIGNATURE ASPIRATIONS THAT REQUIRE MONEY, PLANNING & ADVICE TO ACHIEVE]
- Is that what you are seeking from an advisory firm like ours?

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Discovery Meeting

9 Conversations



© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

8.Advice Map Questions

ADVICE MAP QUESTIONS

(i.e. Questions for Initial & Major Progress/Discovery Meetings with Advice Clients)

GOALS QUESTIONS

1. What goals are important for you? Approximately how much money will be required for each goal? By when (i.e. exact date) do you hope to achieve each goal?*
2. What have been your proudest achievements?
3. Describe your desired lifestyle when you are 45? 55? 65? 75? 85?
4. When you think about your money, what concerns, needs or feelings come to mind?*
5. Presume you don't have to work at all. What would you do with your time?

RELATIONSHIPS QUESTIONS

1. What do you do (or want to do) for your children?*
2. What do you do (or want to do) for your parents?*
3. What do you do (or want to do) for your extended family, friends or community?
4. Which family relationships are the most important ones for you?*
5. What is your religious orientation? How important is religion or worship in your life?*
6. How important are your relationships with people you work with?
7. How important are your relationships with people in your community?
8. What pets do you have? How important are they to you or to those that live with you?*
9. What schools / universities / colleges did you go to? How important is your relationship with these institutions? Do you hope to fund your children / their children / others through similar institutions?
10. Do you have any previous relationships that need to be considered for the purposes of organising your estate planning affairs?*

INTERESTS QUESTIONS

1. What are your hobbies?
2. What charitable causes do you donate to? Volunteer for?
3. What do you like reading?
4. Do you have any health concerns?
5. How important is fitness to you? Do you have a fitness program/regime?
6. What would an ideal weekend be?*
7. What would an ideal holiday be?*
8. Do you follow any sport? What are your favourite teams?
9. What are your favourite types of TV programs and movies?

ADVISERS

1. Who is your accountant? What's the best aspect of the relationship with your accountant?*
2. Who is your lawyer? What's the best aspect of the relationship with your lawyer?*
3. Do you have a financial planner? What's the best aspect of this relationship?*
4. What have been your best and worst experiences with your professional advisers?
5. Of late, have you switched any professional advisers? Why did you switch?*

PROCESS

1. How involved do you want to be in the on-going management of your financial situation?*
2. What have been your best & worst financial decisions? Based upon these experiences, what process should we put in place as we work together?
3. How and when are you best contacted by our team? Online meetings (GoToMeeting, Skype, Zoom, Viber), Phone, Text, Email, work time, non-work time?*
4. How many face-to-face meetings do you want annually?
5. How do you recommend we make contact for matters of higher importance?*
6. How often do you seek a comprehensive progress review of our work together?
7. Who else do you want involved in the decision making, management or just awareness of the work we do together?*
8. How do you recommend we introduce ourselves and maintain necessary communication links with your existing professional advisers?*

FINANCIALS

1. How do you make money today? What is the source of your income? How is this likely to change in the next three years?*
2. How do you save or set aside money? Approximately how much cash do you spend per month? How is this likely to change in the next three years?*
3. What is your strategy for handling your investments the way you do and how do you benchmark your performance? Are you on track to achieve your financial goals?
4. What financial benefits do you get from your workplace?
5. How are your assets structured now (i.e. personally, company or trust)?*
6. What property do you have (e.g. real property, art, collections, jewellery)?
7. What new assets do you expect to receive (for example, from inheritances or share options)?
8. What is your opinion of taxes?
9. When you think about your finances, what are your biggest concerns?*
10. What insurances do you have?*
11. What were your best and worst financial decisions? What happened?

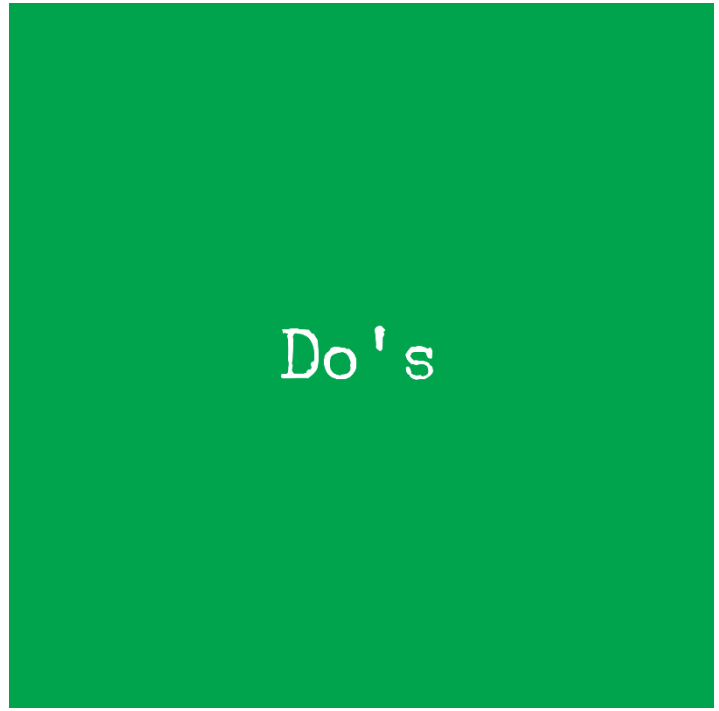
© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Don'ts

Do's

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Not seeking a ‘right’ answer – seeking their answers



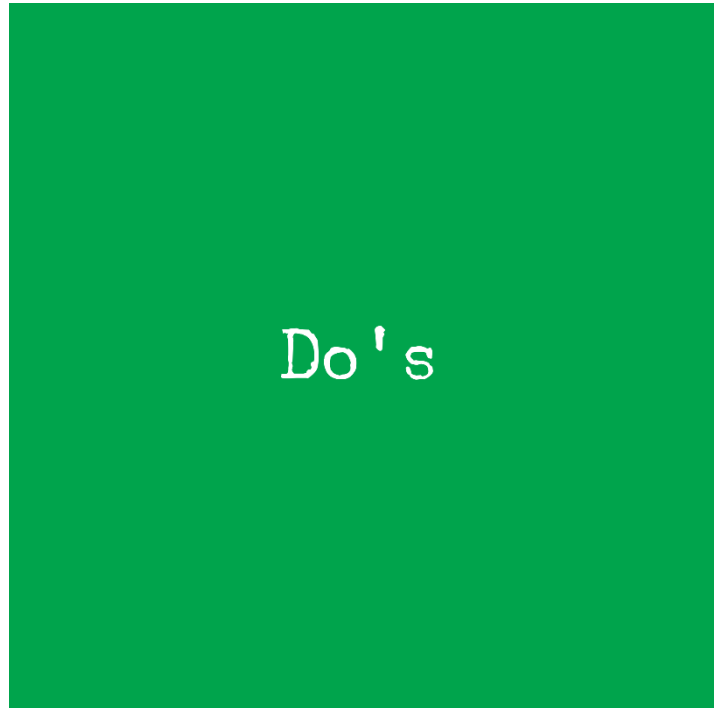
© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Don'ts

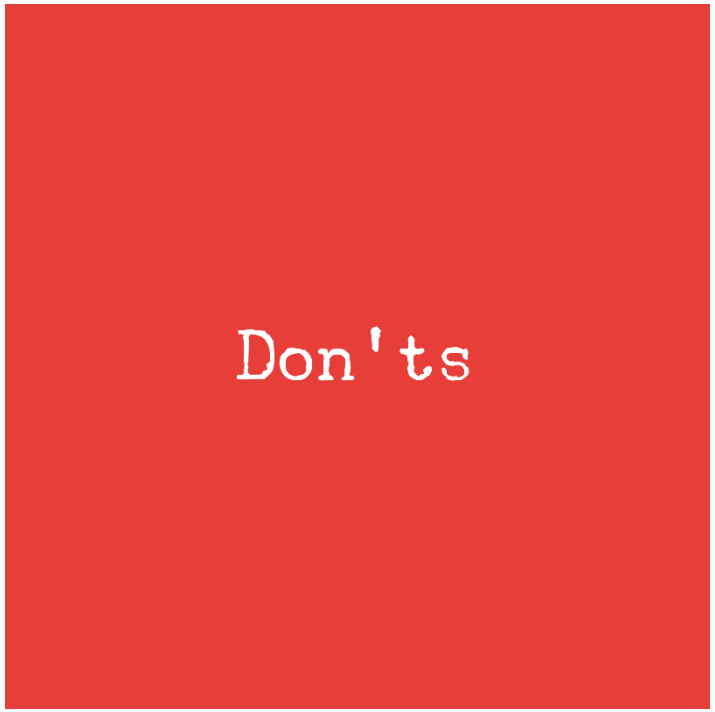
It’s not about you

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Annual conversations

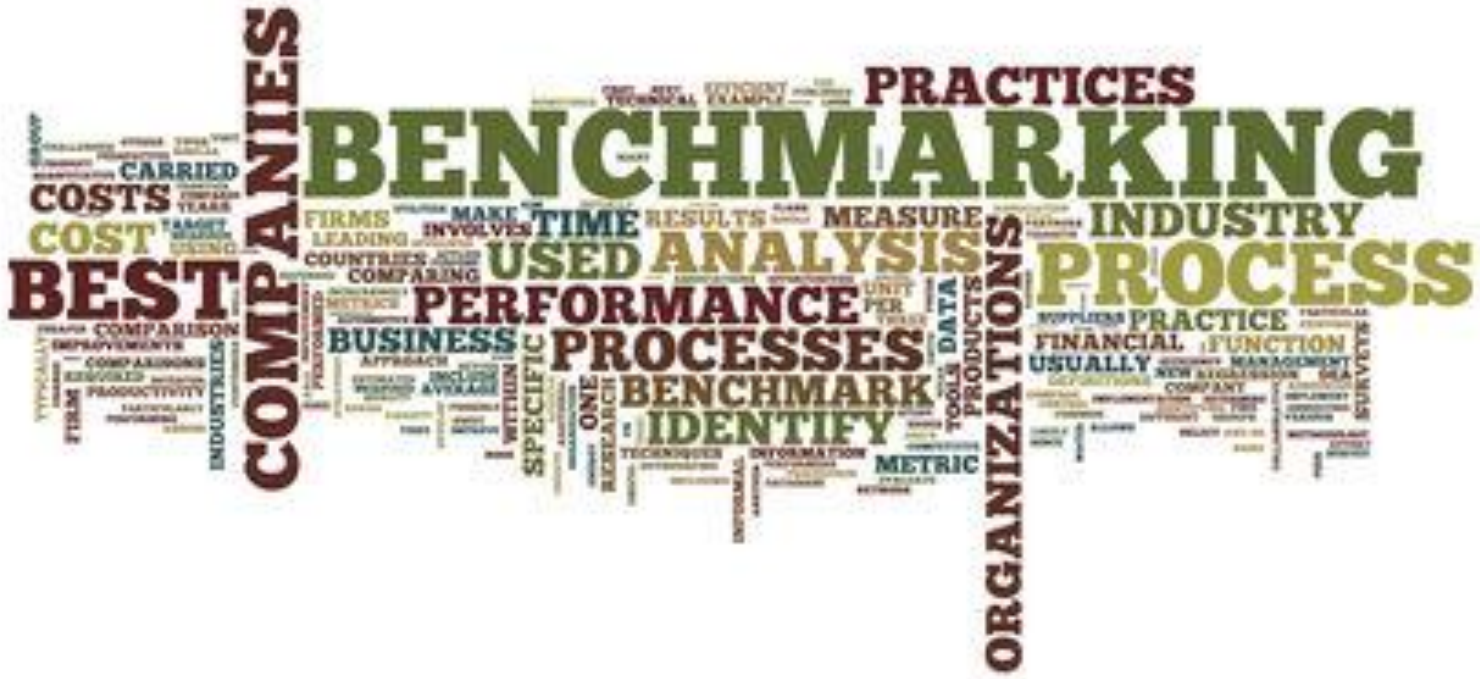


© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED



Don’t assume

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED



Returns?

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Reduce adviser dependency

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Increase team collaboration

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

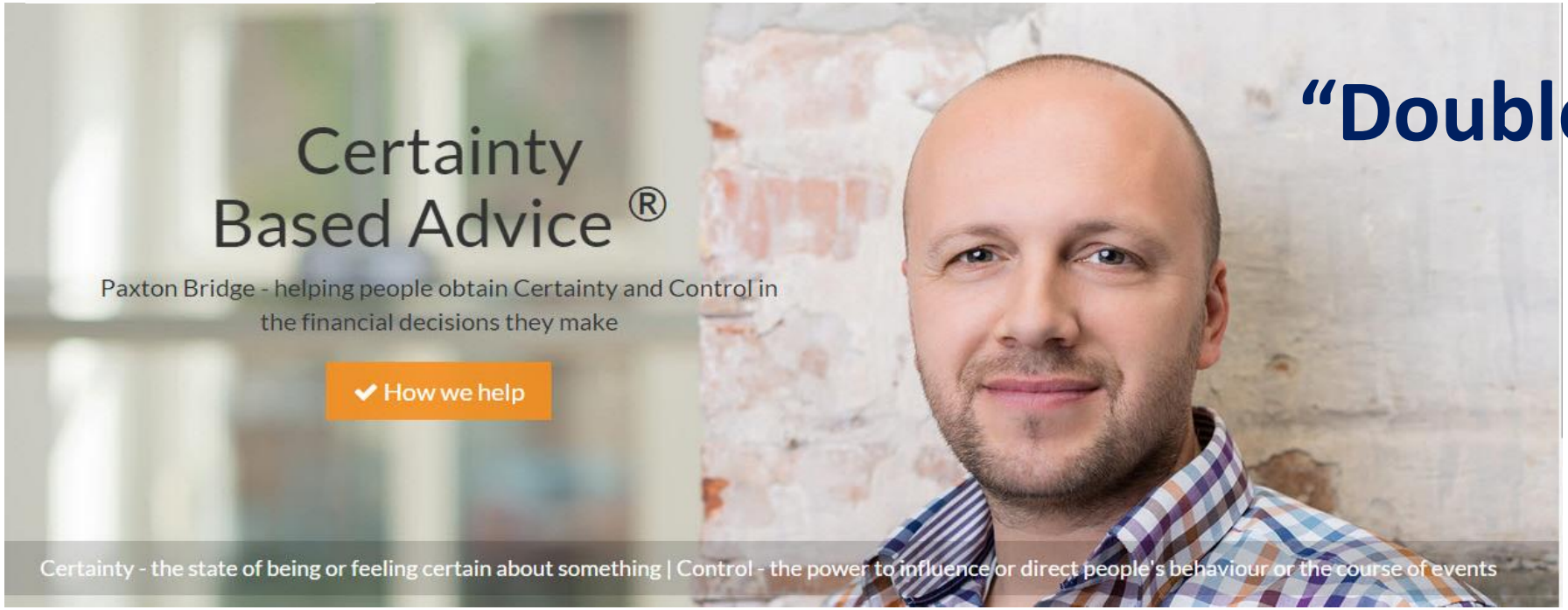
3x ≈ 5x Increase in Fees per Client

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Your next step?

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

PAXTON BRIDGE
FINANCIAL



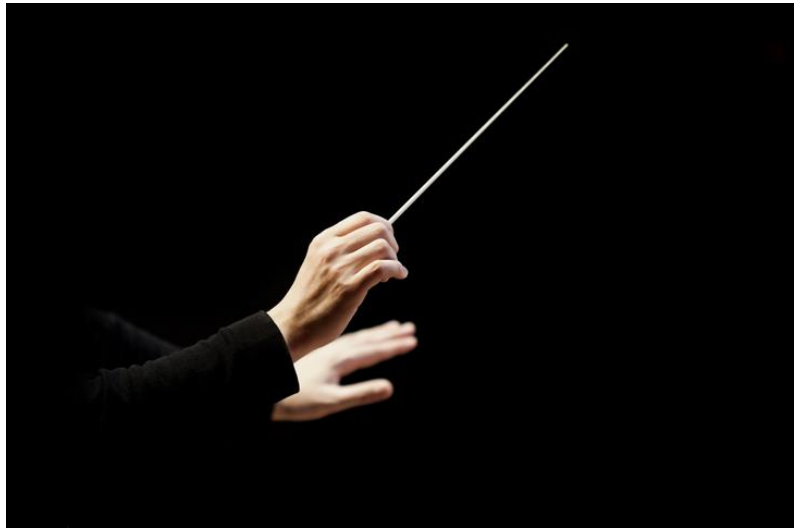
"Doubled my business in 9 months"

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

HOWEVER…

It’s Not For Everyone

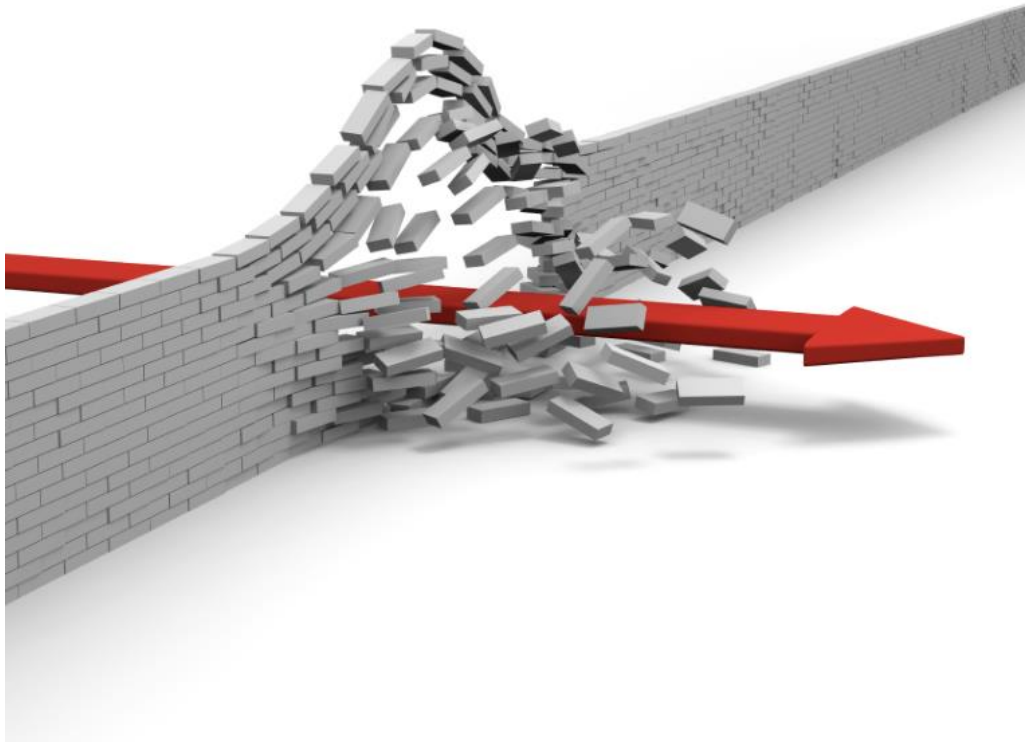
Approach?

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Are you ready for your next stage?

Complete the survey straight after this webinar if…

- You need help to get to your next stage implementing a goals approach…
- You want to access the community of professionals also implementing goals advice…
- You want copies of the materials, scripts, slides and recordings?

- **Listening later? Get in touch jim.stackpool@certaintyadvicegroup.com**
- Other specific questions?



© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

16, 17, 18 AUGUST 2017

NEW!

CULTIVATING ADVICE CONFERENCE

MANLY BEACH, NSW

$9,500+GST

$8,500+GST
PRE 30TH JUNE

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP – ALL RIGHTS RESERVED

Goals-Based Advice: Outcomes Mapping

UNDERSTANDING VALUE

CERTAINTY
ADVICE GROUP

© STRATEGIC CONSULTING & TRAINING PTY LIMITED TRADING AS CERTAINTY ADVICE GROUP