



Money Personality Workshop for Advisers

Knowing your client's Money Personality enables you to understand your clients in a way which no fact find or risk profile questionnaire can deliver. It adds a rich layer of insight into adviser-client discussions and relations.

WHY?

- Find out the real values of your client quickly and with ease
- Use a structured and scientific way to get into deeper and more meaningful client-centred discussions
- Develop client presentations that emphasis value in accordance with your client's values hierarchies
- Deliver tangible benefits to your client before they even commit to your service
- Develop Emotional Intelligence in a practical and usable way
- Increase client responsibility around their behaviours that assist/detract from the success of their financial planning
- Build mutually respectful client relationships based on interdependence and appreciation of value differences
- Understand clients like you have never done so before

Benefits to advisers

- Stronger client relationships
- Reduce client stress and conflict
- Increase client commitment
- Influence client behaviour
- Increase referrals
- Tangible reporting
- Easy to use and understand
- Competitive advantage

Benefits to clients

- Understand strengths and weaknesses
- Stronger client-adviser relationship
- Stronger relationship with spouse/family
- Increased personal responsibility
- Reduced stress
- Reduced conflict
- Easy and memorable
- Open communication

Money Personality delivers a truly scalable and 'easy to implement' solution which enables you to understand the behavioural biases of your clients in a non-obtrusive, memorable and engaging way.

Having first experienced personality or behavioural profiling in the early 1980s with Wilson Learning, then Myers Briggs in the 1990s, and finally DISC in the last decade, I thought I knew all about myself. Reading my Money Personality report, I found new insights that were so accurate (on reflection) I was amazed. If you have been lucky enough to hear about Money Personality, don't hesitate! What you learn about yourself will be insightful, what you learn about your clients will be invaluable.

Noel Corley, The Knack Consulting



money
personality

Why advisers are showing keen interest in Money Personality?

Studying human behaviour is not new. It has been formally studied for well over 2,500 years. What may appear new is how personal behavioural preferences influence how a person prefers to manage, grow and distribute wealth. With the changing face of the financial service industry, advisers will benefit from having tangible ways to demonstrate a high level of interest in the client's behavioural preferences as much as getting the technical advice or recommendations right.

Importantly, the Money Personality model enables an adviser to get their head around these behavioural concepts, and their client's behavioural preferences, without the need to study psychology. The training will enable you to feel confident and be competent in conducting a deeper level of client assessment without it diverting your focus from your primary role as a financial adviser. The online questionnaire and reporting means advisers who are adequately interested can integrate such client understanding techniques into the advice process with ease.

By doing so, you will know what part of your recommended strategy the client will like and which parts they will struggle with. Further to that, you can gain a deeper understanding of the relationship dynamic between spouses, and understand what communication style is required to win the ongoing custom and referrals from different clients.

Money Personality provides a simple yet robust opportunity to demonstrate you really want to understand your clients, and are genuinely interested in their personal and financial needs, wants and desires. Having a greater relationship and more engaged clients is good for business.

Read about Money Personality as featured in the press – www.moneypersonality.com.au/inthepress.php

From the Merrill Lynch/Capgemini 2010 World Wealth Report

Among wealth management firms, early adopters are incorporating and applying behavioural finance into their advisory processes to capture and translate investor behaviour into a more robust advisory process – so as to facilitate the kind of financial strategies clients really want and need.

Firms that incorporate 'behavioural finance' more deeply into processes and organisational models will need to do so in a standardised, scalable and efficient way.

WHAT is delivered?

Half day workshop on:

1. Why financial planning organisations are learning about human behaviour, behavioural economics and Money Personality?
2. Developing adviser knowledge of human behaviour and motivation, Temperament Theory and Personality Behavioural Models, (including an overview of the work of Hippocrates, Galen, Spranger, Jung, Myers Briggs, Keirseey and others).
3. Develop adviser understanding of the Money Personality model behavioural preferences assessed
 - questionnaire framework and technique
 - reliability and validity
 - interpretation of clients results
4. Understanding the influence of client's Money Personality in six key areas
 - perception of value
 - focal areas of the financial plan
 - preferred communication style
 - stress triggers
 - flight risk
 - path to advocacy
5. Assessing practical implementation opportunities to collect and use client's behavioural preferences in relation to money and wealth, including but not limited to...
 - initial meeting
 - review meeting
 - general and client-specific value propositions
 - marketing and seminars



WHAT each participant receives...

- 6 CPD points approved by the FPA.
- Easy to refer to workbook with background on Money Personality preferences and applications to financial planning.
- 15 page Money Personality Report for every participant.
- 4 'cheat sheets' providing a snapshot of value perception, communication preferences, plan highlights, sources of stress, flight risk triggers and advocacy for the different money personalities.

Fees

Half day fee is \$3,500 + GST, for up to 10 participants. Additional participants at \$190+GST per person.

Guarantee

Fee returned for any individual who believes this training was not of value to them (on a per person basis).

Enquiries and bookings

For all enquiries and bookings, please call 02 4948 4502 or email info@moneypersonality.com.au.

Background – Money Personality

The Money Personality model has been developed by Matt Linnert over the past decade; however, the science behind defining each personality type has been tested and refined over thousands of years. Money Personality uses animals to describe preferences – Owl, Dolphin, Monkey and Labrador – making them memorable, engaging and intuitive.

Matt Linnert holds an Education degree, majoring in Mathematics, a Diploma of Financial Planning, and is an accredited MBTI practitioner. Matt is a sought after consultant, educator, presenter and writer.

Most recently he has presented at conferences for Securitor, AXA, Zurich, Fund Executive Forum Ltd and the Australian Institute of Superannuation Trustees at the Conference of Major Superannuation Funds. He has been quoted and/or published in The Australian, Professional Planner magazine, The Association of Superannuation Funds of Australian magazine, Human Capital and HR Daily.

Matt is the founding director of Linnerts, co-founder of innergi.com.au and Money Personality.