

## Accelerate Your Communication, Improve Client Trust

(Part 1 of 3)

*“Everything that irritates us about others can lead us to an understanding of ourselves” – Carl Jung*

An estate planning attorney organization we belong to was recently introduced to a very interesting book for advisors, called *Financial DNA* by Hugh Massie. The author has given our organization permission to share some of his ideas on communication and trust, and we thought you might find them useful in your business.

Have you considered the impact of communication on financial decisions? Is money the poison of relationships or is it poor communication? Have you experienced how trust can be built when there is more open communication?

How advisors and clients communicate is not only important to the quality of the relationship but also to the quality of the financial decisions that get made. They are intertwined. What happens when the communication is poor is that people start making decisions *around* each other because the trust has been diminished. Also, poor decisions can be made because the information has not been heard as intended. The same is true when couples, families, business partners and teams communicate.

It is important to recognize that our communication styles are driven by our natural behavioral styles. Therefore, we naturally communicate based on who we are and how we see the world. Of course, how the other person hears the message depends on who *they* are and how *they* see the world.

There is often a gap that needs to be bridged between what was said and what was heard. One of the keys to success in any relationship is closing this gap by communicating with the other person on their terms rather than your own terms. How the message is communicated becomes as important as the message itself. This is not always easy because when we are under pressure or out of our comfort zone, we will tend to revert back to our natural behavior.

Over the past few years, as Massie has done more work with communication around financial decisions, people's learning styles have emerged as an important area of focus. For example communication varies depending on whether a person is more concrete (experiential) or abstract (new idea) driven.

This difference in behavior (not intellect) has a very significant impact on communication. For instance, an advisor presenting a new real estate fund or estate planning solution could be heard very differently depending on the client's learning style. Further, it will impact the client's perception of how risky the transaction is, regardless of the actual level of risk. Surprisingly, that perception may have little to do with the client's actual risk propensity or tolerance.

In part two of this article, we'll discuss some steps we can take to build our communication skills from the client's perspective – and be sure we are communicating what we intend to communicate to them.



**KETRA A. MYTICH, LTD.**

*‘Providing Peace of Mind for your and your loved ones’*

**On April 19, 2007 Ketra will be speaking to the National Association of Independent Financial Advisors.**

**If you would be interested in attending a future seminar, or setting up a seminar for your organization, please contact our office.**

**If you are interested in providing your clients with a copy of Ketra's book ‘Your Life, Your Legacy’ please call Vicki for complimentary copies.**

KETRA A. MYTICH, LTD.  
6809 N. KNOXVILLE AVE., SUITE B.  
PEORIA, IL 61614-2866