

[< Back to overview](#)

Chasing Positivity® > The Charismatic Advisor® in Conversation

# LISTEN | Align by deploying the joining technique

11 minutes

Welcome. I'm David Richman with the Eaton Vance Advisor Institute. Simply because someone is a client doesn't necessarily mean that person is open to listening to your ideas, does it? As you know likely all too well, there are times when a client's preconceived thoughts get in the way. Often, this can be an even far more common challenge with prospective clients. How might you consciously collaborate deploying approaches that will open them up to an alternative way to see things? One approach we'd like to share today is the joining technique.

Now, think of the joining technique as a two-step process. First, you identify and acknowledge one or perhaps two priorities, perhaps principles that you share in common with a client or prospective client. Second, you explore alternative ways to achieve these priorities or principles moving forward. Acknowledging shared priorities and principles is an important opportunity. Why? Because it can help the other person feel like you are both on the same page. It puts you on a path to generating consensus.

So when should you apply the joining technique? The most impactful situation for deployment is when the other person signals through words or perhaps their actions that they're really not that interested in hearing what you have to say. Think about it. How many times have you engaged with someone who, for whatever reason, seemed fixated on a particular path that you didn't believe was in that person's best interest? What could you do in these situations? Did you focus on the tactical merits of your approach? If so, how'd that work out?

Next time, try the joining technique. This approach prepares the other person to hear what you're about to say so that you can begin to collaborate on alternative potential next steps. Successful joining relies on communicating empathically and collaborating consciously. Let's take a classic example of what this means and how to put joining into action. Suppose you are introduced to a married couple, Peter and Emily, in their early 60s. Both recently retired, their investment portfolio valued around \$8 million of which \$6 million is concentrated in the company stock of Peter's former employer.

Let's listen in on a conversation. Advisor says, "As you know, I work with many active and retired executives, and like you, I believe that protecting the financial independence you worked so hard to achieve is a key priority so that you can enjoy life on your terms and leave behind your desired legacy. May I ask each of you, do you believe your primary priority of long-term financial independence may be at risk given how much exposure you currently have to Peter's former company stock?" Peter says, "Are you suggesting that I sell my holdings in a company that I believe in? That's not my intent at all for our investments."

Advisor says, "Peter, I'm recommending that you and Emily come to a shared agreement about what you hope to accomplish with your money over the course of your lifetime as well as the legacy you'd like to leave behind to your children and community. Based on those aspirations, we can explore the various options to reduce the amount of risk in your overall portfolio so that you can comfortably achieve what matters most to you." "In my experience," continues the advisor, "Neglecting to manage risk properly is one of the biggest disruptors of family wealth. We should talk more about this since it's evident that all of us share the primary priority of protecting financial independence which I don't want you and Emily to jeopardize in any way." Now Emily weighs in, "So it's important that we use a portion of



The views expressed in these posts are those of the authors and are current only through the date stated. These views are subject to change at any time based upon market or other conditions, and Eaton Vance disclaims any responsibility to update such views. These views may not be relied upon as investment advice and, because investment decisions for Eaton Vance are based on many factors, may not be relied upon as an indication of trading intent on behalf of any Eaton Vance fund. The discussion herein is general in nature and is provided for informational purposes only. There is no guarantee as to its accuracy or completeness. Past performance is no guarantee of future results.

## What's next?

If you're interested in digging deeper into this topic, you can go to the next resource. If not, we recommend continuing to the next subtopic.



### Getting started



**[LISTEN](#)** | [An approach to learning the 3 Dynamics](#)

[6 minutes](#)



**[WATCH](#)** | [Why the 3 Dynamics matter](#)

[5 minutes](#)



**[LEARN](#)** | [A road map to master the 3 Dynamics](#)

[5 minutes](#)



**[LEARN](#)** | [Prepare for success](#)

[3 minutes](#)



### Communicating empathically



**[LISTEN](#)** | [Practice leaving yourself behind](#)

[8 minutes](#)



**[LEARN](#)** | [Lead with genuine interest](#)

[5 minutes](#)



**[LEARN](#)** | [Three strategies to understand purpose](#)

[5 minutes](#)



**[PLAN](#)** | [Become more empathic](#)

[15 minutes](#)





## Collaborating consciously



**LISTEN** | [Put away the black robe](#)

[5 minutes](#)



**LISTEN** | [Beware of painting with a broad brush](#)

[5 minutes](#)



**LISTEN** | [Don't take the bait](#)

[5 minutes](#)



**WATCH** | [Why intentionality matters](#)

[6 minutes](#)



**LEARN** | [Engage clients based on their coping style](#)

[5 minutes](#)



**PLAN** | [Become a better collaborator](#)

[15 minutes](#)



## Inspiring action



**LISTEN** | [A proven approach to increase engagement](#)

[10 minutes](#)



**LISTEN** | [Align by deploying the joining technique](#)

[11 minutes](#)



**LEARN** | [Words and phrases to inspire action](#)

[5 minutes](#)



**PLAN** | [Inspire action in others](#)

[15 minutes](#)





## HEADQUARTERS

One Post Office Square  
Boston, MA 02110

## Investments

[Eaton Vance Funds](#)

[Parametric Funds](#)

[Calvert Funds](#)

[Separately Managed  
Accounts](#)

[Closed-End Funds and  
Term Trusts](#)

## Insights

[Advisory Blog](#)

[The BEAT](#)

[Market Update Events](#)

[The Advisor Institute](#)

## Taxes & Tools

[Investment Tax Center](#)

[Tax Information](#)

[Investment Tax Calculator](#)

[Laddered Investing Interest](#)

[Rate Scenario Tool](#)

[Concentrated Stock  
Position Calculator](#)

[Tax-Equivalent Yield  
Calculator](#)

## Resources

[Forms & E-Delivery](#)

[Mutual Funds & Abandoned  
Property](#)

[DST Vision](#)

[Active Advisor](#)

[Corporate Filings](#)

[Annual Reports](#)

[Press Releases](#)

[Diversity and Inclusion](#)

<a href="#">Accessibility</a>	<a href="#">Business Continuity</a>	<a href="#">Privacy &amp; Cookies</a>	<a href="#">Your Privacy Choices</a>	<a href="#">Terms &amp; Conditions</a>	<a href="#">Careers</a>	<a href="#">Contact</a>
<a href="#">Investor Account Access</a>	<a href="#">Morgan Stanley Investment Management Terms of Use</a>					

To report a website vulnerability, please go to [Responsible Disclosure](#).

Eaton Vance is part of Morgan Stanley Investment Management, the asset management division of Morgan Stanley.

For USA PATRIOT Act Disclosure Notice please click [here](#).

 This image indicates content designed specifically for Financial Advisors / Investment Professionals. This material is not to be used with the public.

Before investing in any Eaton Vance, Calvert or Morgan Stanley Investment Management Inc.-advised fund, prospective investors should consider carefully the investment objective(s), risks, and charges and expenses. Read the prospectus carefully before you invest or send money. For **open-end mutual funds**, the current prospectus contains this and other information. To obtain an **open-end mutual fund** prospectus or summary prospectus and the most recent annual and semiannual shareholder reports, contact your financial advisor or [download a copy here](#). For **closed-end funds**, you should contact your financial advisor. To obtain the most recent annual and semi-annual shareholder report for a closed-end fund contact your financial advisor or [download a copy here](#). To obtain an **exchange-traded fund**, ("ETF") prospectus or summary prospectus, contact your financial advisor or [download a copy here](#).

Before purchasing any **variable product**, consider the objectives, risks, charges, and expenses associated with the underlying investment option(s) and those of the product itself. For a prospectus containing this and other information, contact your investment or insurance professional. Read the prospectus carefully before investing.

NOT FDIC INSURED | OFFER NO BANK GUARANTEE | MAY LOSE VALUE | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY | NOT A DEPOSIT

Eaton Vance does not provide tax or legal advice. Prospective investors should consult with a tax or legal advisor before making any investment decision. The information on this Web page is for U.S. residents only and does not constitute an offer to sell, or a solicitation of an offer to purchase, securities in any jurisdiction to any person to whom it is not lawful to make such an offer.

© Eaton Vance Management. All rights reserved.

Eaton Vance open-end mutual funds are offered through Eaton Vance Distributors, Inc. One Post Office Square, Boston, MA 02110. Member [FINRA](#) / [SIPC](#). Exchange-traded funds are distributed by Foreside Fund Services, LLC.

Publication details: Tuesday, March 5, 2024 10:50 AM

Page ID: 39558 - <https://www.eatonvance.com/listen-advisor-institute.php>