

Practical messages intended to help you elevate the success of your practice.

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[Conversations | Discussing Volatility](#)

Engaging the reluctant-to-engage

The coping styles of your clients deserve careful consideration - especially right now. In our book, "The Charismatic Advisor[®]," Dr. Robert Brooks and I discuss the challenge of nurturing resilience with clients who tend to "tune out" when markets turn volatile.

In his clinical work, Dr. Brooks refers to this type of behavior as a protective shield. It is vital to engage these clients in conversation without attempting to remove their protective shield too abruptly. How? A good first step would be to contact each of these "reluctant-to-engage" clients to set up a longer time to chat.

In our upcoming book, "Chasing Positivity[™]," we drill more deeply into the approach you might deploy in your follow-up conversations:

"I've worked with many clients during volatile financial times and I know that people react in very different ways. Some clients are so upset with the ups and downs of the market that they become glued to business shows on TV. Others get angry, sometimes with me or even themselves. Still others become very anxious and they don't know what to do, so they find temporary relief by totally ignoring what is going on in the markets."

"I have found that whatever ways my clients react, my role is to review their portfolios and make recommendations that they might follow to place themselves in the most favorable position when, as always happens, the market begins to recover. That is what I would like to discuss with you. How does that sound?"

Bottom line: Initiate dialogue with all your clients. Pay extra special attention to those who seem to withdraw during stressful times. They may not show it, but they do want to hear from you.

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David Richman
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