LISTEN | An approach to learning the ***3 Dynamics***

6 minutes



Hi. I'm David Richman with Eaton Vance Advisor Institute.

Prospective clients and clients alike often might recognize that making a change is in their best interest, yet many fail to do so. It's understandable. Change is hard, maybe one of the more difficult things for any of us to need to confront. This can be where the 3 Dynamics come into play – communicating empathically, collaborating consciously and inspiring action. Collectively, these dynamics can provide a genuine approach for having conversations that inspire prospects and clients alike to take actions that you believe are likely to be in their best interests.

Now, some advisors we interact with on this are eager to embrace the paradigm and have asked, "What's the best way for us to master these dynamics? For example, should we tackle them one at a time or should we try all three at once?" Others have asked whether they need to deploy all three dynamics or if they can rely on just one or two of them.

Here are my thoughts. The 3 Dynamics can serve as guideposts for you as an advisor to chase positivity and minimize the gravitational pull of inertia. They can work hand in hand which makes it valuable to deploy all three to chase positivity effectively. So, what's the best way to integrate these approaches more deeply in conversation? The short answer is step by step, one dynamic at a time.

Think about any extracurricular activity you might want to learn how to do and do well that requires, say, two hands. For me, that has been learning to play the piano. I've been taking online piano lessons. It's a lot of challenging fun and the teaching approach I find fascinating. It focuses on learning to play with each hand separately and then putting them together to attempt to play a musical score.

When thinking about the 3 Dynamics, your first steps might be to focus on building your skills on the first dynamic, communicating empathically, and then on the second, collaborating consciously. Communicating empathically actually means starting your conversations by seeking to understand the other person's point of view focused on leading with genuine curiosity and active intent listening.

Next, the next dynamic, focusing on collaborating consciously, this means making certain that in each and every conversation with a prospective client or an existing client, you are intentional about working together. Collaborating consciously helps minimize any objections either overt or hidden that could divert your attention from inspiring action.

Now, keep in mind, for you to inspire action, a prospective or existing client must believe you understand them, you are validating their feelings and thoughts, and you're genuinely interested in forging a partnership with them. That's why these two dynamics - communicating empathically and collaborating consciously - at some level are mere table stakes in your quest to help someone overcome inertia. They work together hand in hand like playing the piano to place you in a potential position to inspire action.

Now, think about it. Have you had experiences where you felt you were clearly being empathic and really collaborative, yet somehow

Disclosure

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

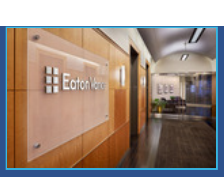
LISTEN | Practice leaving yourself behind	8 minutes	→
LEARN | Lead with genuine interest	5 minutes	→
LEARN | Three strategies to understand purpose	5 minutes	→
PLAN | Become more empathic	15 minutes	→

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

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