

## **Advising Couples Coaching Program: Engaging with Both Partners**

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Many financial advisors freely admit that they are not comfortable advising couples. What prevents these advisors from feeling confident working with couples as clients? The reasons often lie in one of three areas:

1. Discomfort dealing with the differing communication styles between men and women.
2. A lack of understanding concerning the different male/female perspectives towards finances.
3. Concern about facilitating the conversation between couples on sensitive financial subjects and managing potential conflicts.

Those advisors who are most successful working with couples report that they employ subtle differences in strategy when speaking with a man and/or woman as part of a couple. In order to cultivate this type of strategy there are three key steps.

**STEP 1: Acknowledging Gender Differences** – It is essential to get comfortable with the content that explains the critical underlying differences between men and women regarding their communication styles and financial perspectives.

**STEP 2: Being Comfortable in the Role of Facilitator** – Next you need to familiarize yourself with behavioral communication strategies to help guide couples through potentially difficult conversations as they negotiate complex financial decisions.

**STEP 3: Committing to a Behavioral Plan for Engaging with Both Partners** – Finally, you need to adopt repeatable processes in your practice that allow you to develop a more inclusive, collaborative approach to working with women and couples.

This coaching program and workbook will address these essential gender content issues, as well as provide a step by step behavioral guide to developing the necessary procedures to advise women and couples effectively. Additionally, insights for advisors concerning special topics (such as age / generational differences in financial attitudes; non-traditional couples where the female is the primary breadwinner, second marriages, etc.) will also be provided.