

## THE LEGACY ADVISOR COACHING PROGRAM©

### PROGRAM OBJECTIVES

**The Legacy Advisor Coaching Program©** was developed by Federer Performance Management Group. It was created in an effort to combine the consulting expertise of **Federer Performance Management Group**, in the area of the intergenerational transfer of wealth, and the results of research in the financial field that explores the generational issues that could potentially impact the transfer of wealth over the next decade. The results of these studies confirm the importance of expanding the concept of Legacy beyond material assets to include all aspects of an individual's life (including traditions, values and wishes).

There are clearly identified additional opportunities for retention and growth of assets that are available to the financial advisor if they are willing to redefine their client from a single individual to a multi-generational family. **The Legacy Advisor Coaching Program©** teaches Financial Advisors the behavioral skills necessary to deepen relationships with client families, and build up their business by achieving change and realizing the goal of becoming an effective Legacy Advisor.

### Summary of the Program

**The Legacy Advisor Coaching Program** is divided into three phases: The ½ Day Initial Training Workshop; The Educational Teleconference Coaching Sessions; and Behavioral Maintenance (including group and individual coaching sessions)

The specific contents of the program include:

- Breaking down complex “Legacy Concepts” into simple, achievable steps.
- Teaching behavioral techniques and strategies for implementing “Legacy Concepts” into Advisor’s practice.
- Development of individual strategic plans (including action steps and measurable outcome goals).
- Homework assignments.
- Peer mentoring sessions.
- E-mail contacts with Facilitator.

## **PHASE I -- ½ DAY INITIAL TRAINING WORKSHOP**

The goals of Phase I are:

1. Identify the unique psychological and emotional issues involved in Legacy Coaching and Planning.
2. Help financial advisors assess their resistance/readiness to become a Legacy Advisor.
3. Identify the “7 Essential Steps for Being a Legacy Advisor” ©.
4. Introduce and teach some of the specific behavioral skills necessary to become an effective Legacy Advisor.

## **PHASE II -- 4 EDUCATIONAL TELECONFERENCE COACHING SESSIONS**

The goals of Phase II are:

1. Teach additional behavioral skills to Advisors to enhance their role as a Legacy Advisor (i.e.: Ethical Wills, Conducting Family Meetings, Developing Family Mission Statements).
2. Reinforce newly learned behavioral strategies.
3. Problem-solve possible challenges or obstacles to implementing new behaviors.

## **PHASE III -- BEHAVIORAL MAINTENANCE COACHING SESSIONS**

The goals of Phase III are:

1. Reinforce newly learned Legacy behavioral skills.
2. Provide continued individual and group support to FA’s as they deepen client relationships and engage in multi-generational conversations.