



Communication DNA[®]

Financial Planning Case Studies



Financial Planning Case Studies

Build a Wealth Management Plan

[Use 1 of 8 case studies provided to you]

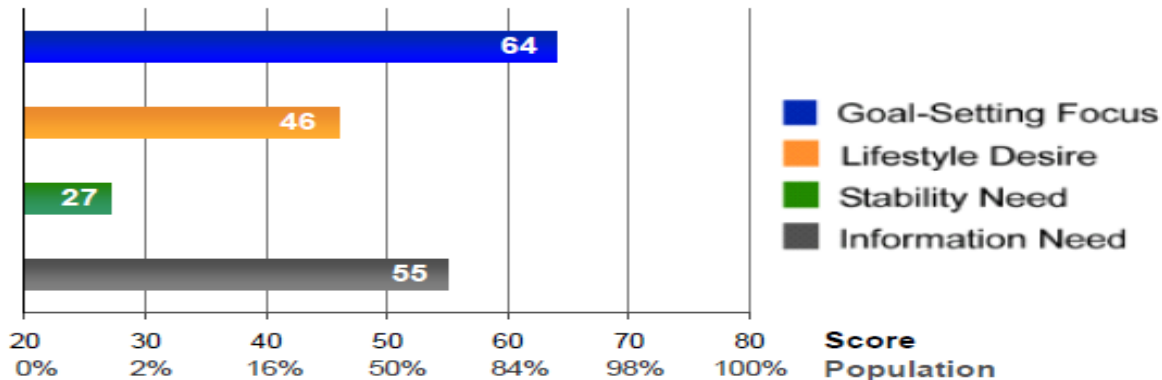
1. What are the most important communication considerations for this client?
2. What are the Wealth Management meeting and agenda items that should be addressed over the next 12 months? – consider themes for:
 - Financial planning
 - Retirement planning
 - Estate planning
 - Insurance
 - Tax planning
 - Investments
3. How would you improve client satisfaction for this client? Consider themes for:
 - Appreciation events
 - Educational events
 - Newsletters
4. Would you want to advise this client? How would you adapt?

Communication Style: Goal-Setting Focus



Goal-Setting Focus

Chris Coddington



Your Primary Communication Style:

Goal-Setting Focus

Lifestyle Desire

Stability Need

Information Need

A person who is focused on goals is interested in opportunities to expand their world.

You would like to be communicated with on the following terms:

- Provide Options when Communicating
- Get to the Bottom Line
- Communicate Directly
- Focus on Returns

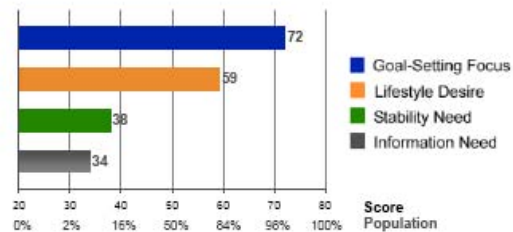
Your preference would be to have products and services provided to you recognizing the following needs:

- **Life Need:**
Influence
- **Financial Approach:**
Goals
- **Risk Approach:**
Present Risk/Reward
- **Service Delivery:**
To The Point
- **Meeting Conduct:**
Formal
- **Information Requirement:**
Big Picture
- **Relationship Management:**
Provide Contacts
- **Learning Style:**
Discussion



Your Communication DNA® Report

Goal-Setting Focus Lifestyle Desire



Your Primary Communication Style:

- Goal-Setting Focus**
- Lifestyle Desire
- Stability Need
- Information Need

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- **Relationship Management:**
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- **Service Delivery:**
To The Point
- **Learning Style:**
Discussion

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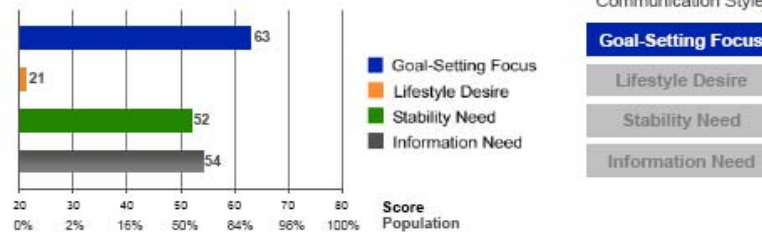
Date of Completion:
16-Oct-2009





Your Communication DNA® Report

Goal-Setting Focus Information Need



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To The Point
- **Learning Style:**
Discussion

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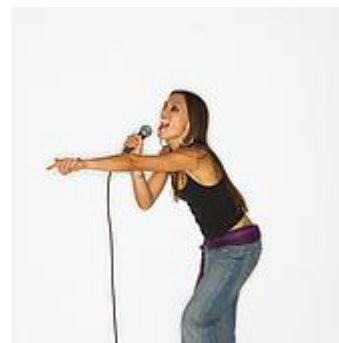
Date of Completion:
13-May-2009



Communication Style: Lifestyle Desire



Communication Style: Lifestyle Desire



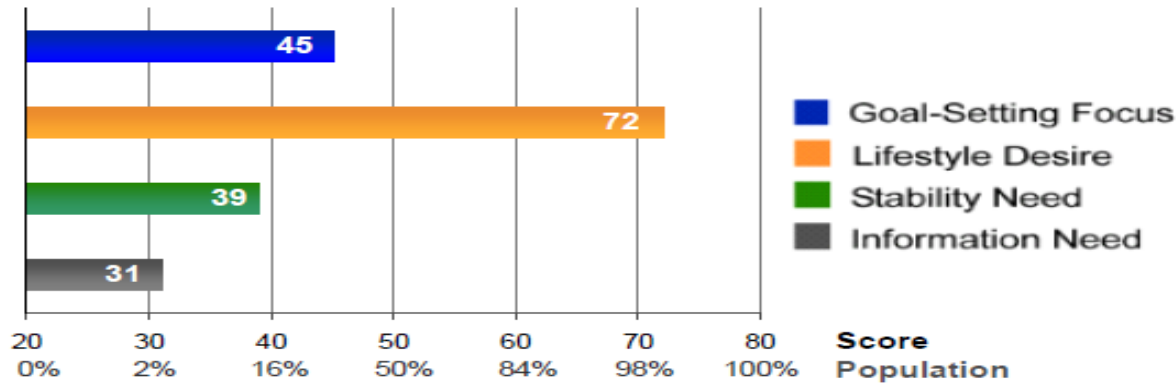
Communication Style: Lifestyle
Verbally, Openly,
Broad facts, Enthusiasm

Lifestyle
Spending
Interactive
Fun
Social events
Right brain/intuitive

Information Requirement:
Provide graphics

Communication Style: Lifestyle Desire

Helen Jones



Your Primary Communication Style:

Goal-Setting Focus

Lifestyle Desire

Stability Need

Information Need

A person who is focused on lifestyle desires status, affluence and fun.

You would like to be communicated with on the following terms:

- Use Verbal Communication
- Present Broad Facts
- Openly Express Thoughts and Opinions
- Communicate with Enthusiasm

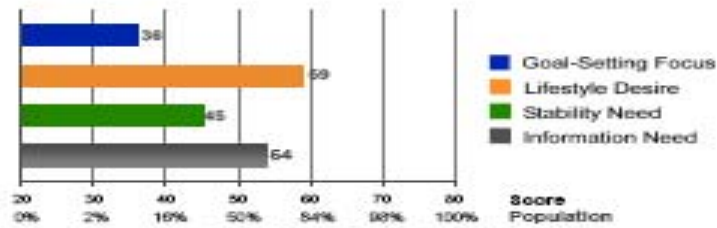
Your preference would be to have products and services provided to you recognizing the following needs:

- **Life Need:**
Lifestyle
- **Financial Approach:**
Spending
- **Risk Approach:**
Set Boundaries
- **Service Delivery:**
Interactive
- **Meeting Conduct:**
Fun
- **Information Requirement:**
Graphics
- **Relationship Management:**
Social Events
- **Learning Style:**
Intuitive



Your Communication DNA® Report

Lifestyle Desire Information Need



Your Primary Communication Style:

- Goal-Setting Focus
- Lifestyle Desire**
- Stability Need
- Information Need

A person who is focused on lifestyle desires status, affluence and fun.

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- Use Verbal Communication
- Present Broad Facts
- Openly Express Thoughts and Opinions
- Communicate with Enthusiasm

Your preference would be to have products and services provided to you recognizing the following needs:

- **Life Need:**
Lifestyle
- **Meeting Conduct:**
Fun
- **Financial Approach:**
Spending
- **Information Requirement:**
Graphics
- **Risk Approach:**
Set Boundaries
- **Relationship Management:**
Social Events
- **Service Delivery:**
Interactive
- **Learning Style:**
Intuitive

<http://www.CommunicationDNA.com>

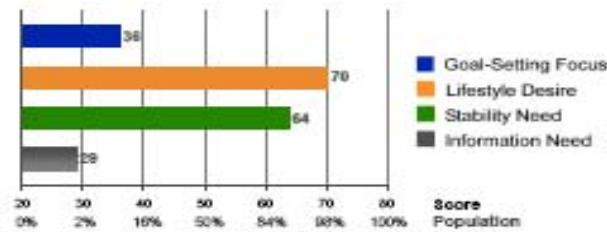
Date of Completion:
30-Oct-2009





Your Communication DNA® Report

Lifestyle Desire Stability Need



Your Primary Communication Style:

- Goal-Setting Focus
- Lifestyle Desire**
- Stability Need
- Information Need

A person who is focused on lifestyle desires status, affluence and fun.

You would like to be communicated with on the following terms:

- Use Verbal Communication
- Present Broad Facts
- Openly Express Thoughts and Opinions
- Communicate with Enthusiasm

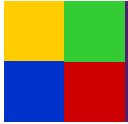
Your preference would be to have products and services provided to you recognizing the following needs:

- Life Need: Lifestyle
- Meeting Conduct: Fun
- Financial Approach: Spending
- Information Requirement: Graphics
- Risk Approach: Set Boundaries
- Relationship Management: Social Events
- Service Delivery: Interactive
- Learning Style: Intuitive

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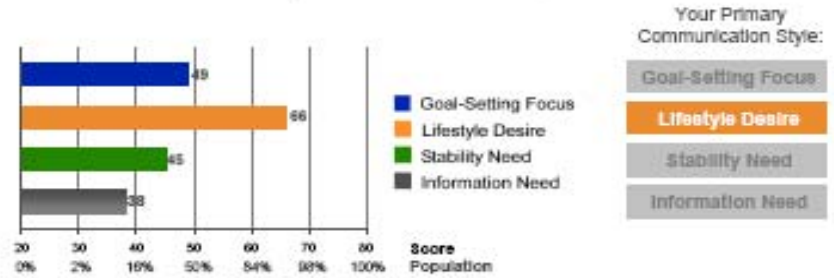
Date of Completion: 18-Sep-2009





Your Communication DNA® Report

Lifestyle Desire Goal-Setting Focus



A person who is focused on lifestyle desires status, affluence and fun.

You would like to be communicated with on the following terms:

- Use Verbal Communication
- Present Broad Facts
- Openly Express Thoughts and Opinions
- Communicate with Enthusiasm

Your preference would be to have products and services provided to you recognizing the following needs:

- Life Need: Lifestyle
- Meeting Conduct: Fun
- Financial Approach: Spending
- Information Requirement: Graphics
- Risk Approach: Set Boundaries
- Relationship Management: Social Events
- Service Delivery: Interactive
- Learning Style: Intuitive

Communication Style: Stability Need



Communication Style: Stability Need



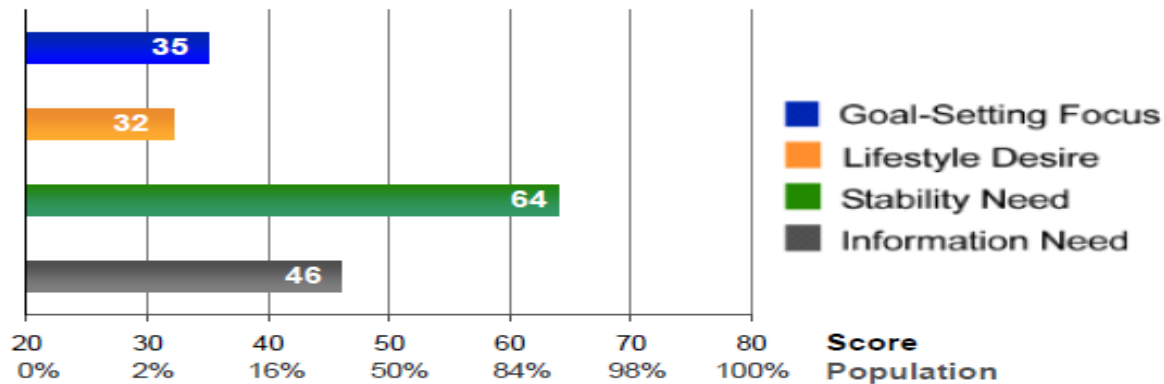
Communication Style: Stability
Calmly, Softly, Feelings,
Emotions

Security
Guarantees
Regular feedback
Relaxed environment
Educate
Right brain/sensory

Information Requirement:
Provide instructions

Communication Style: Stability Need

Craig Moon



Your Primary Communication Style:

- Goal-Setting Focus
- Lifestyle Desire
- Stability Need**
- Information Need

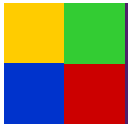
A person with a need for stability is interested in safety and living in a calm environment.

You would like to be communicated with on the following terms:

- Speak in a Calm Manner
- Use a Soft Tone
- Offer Feelings when Communicating
- Express Emotions

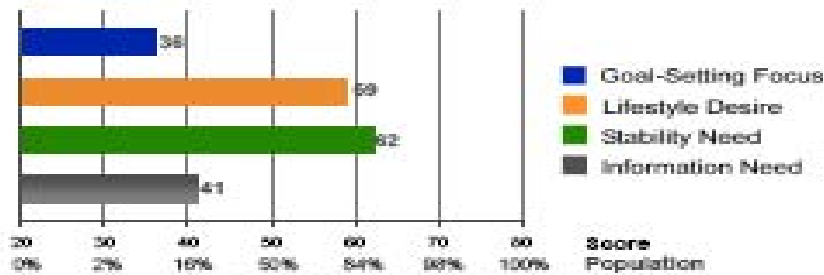
Your preference would be to have products and services provided to you recognizing the following needs:

- **Life Need:**
Security
- **Financial Approach:**
Guarantees
- **Risk Approach:**
Focus On Certainties
- **Service Delivery:**
Regular Communication
- **Meeting Conduct:**
Relaxed
- **Information Requirement:**
Instructions
- **Relationship Management:**
Provide Education
- **Learning Style:**
Sensory



Your Communication DNA® Report

Stability Need Lifestyle Desire



Your Primary Communication Style:

- Goal-Setting Focus
- Lifestyle Desire
- Stability Need**
- Information Need

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Instructions
- **Relationship Management:**
Provide Education
- **Learning Style:**
Sensory



Communication Style: Information Need



Communication Style: Information Need



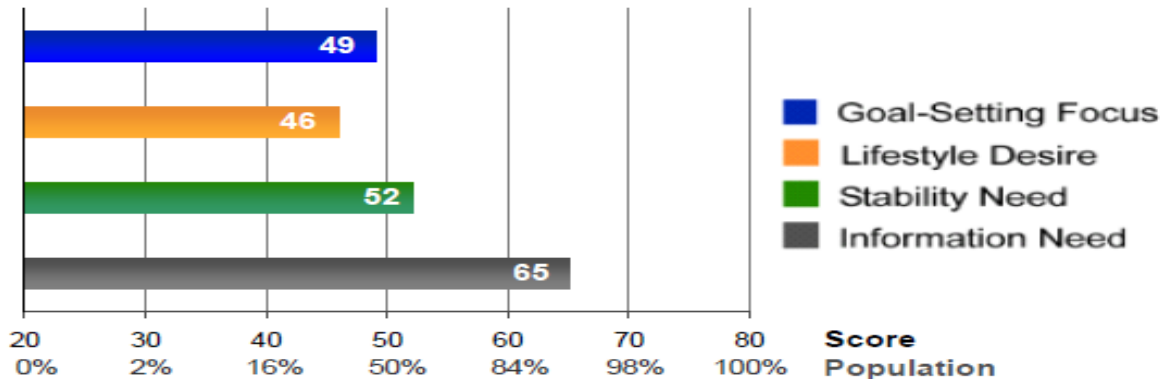
Communication Style: Information
Facts, Close ended,
Specifics, Transparency

Risks managed
Budgets
Reliable
Structured
Newsletters
Left brain/Tangible

Information Requirement:
Present research

Communication Style: Information Need

Joshua Connor



Your Primary Communication Style:

- Goal-Setting Focus
- Lifestyle Desire
- Stability Need
- Information Need**

A person with a need for information likes to analyze and focus on the tangible.

You would like to be communicated with on the following terms:

- Provide Facts when Communicating
- Use Specifics
- Closed Ended Questions
- Demonstrate Transparency

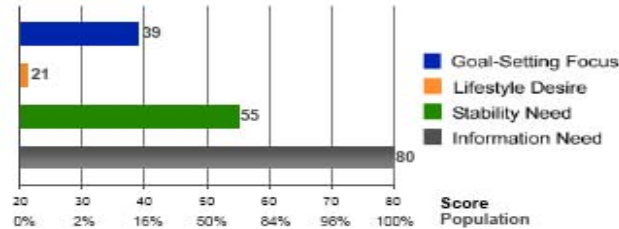
Your preference would be to have products and services provided to you recognizing the following needs:

- **Life Need:**
Order
- **Financial Approach:**
Budgets
- **Risk Approach:**
Minimize risks
- **Service Delivery:**
Reliable
- **Meeting Conduct:**
Structured
- **Information Requirement:**
Research
- **Relationship Management:**
Newsletters
- **Learning Style:**
Tangible



Your Communication DNA® Report

Information Need Stability Need



Your Primary Communication Style:

- Goal-Setting Focus
- Lifestyle Desire
- Stability Need
- Information Need**

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- Provide Facts when Communicating
- Use Specifics
- Closed Ended Questions
- Demonstrate Transparency

Your preference would be to have products and services provided to you recognizing the following needs:

- Life Need: Order
- Meeting Conduct: Structured
- Financial Approach: Budgets
- Information Requirement: Research
- Risk Approach: Minimize risks
- Relationship Management: Newsletters
- Service Delivery: Reliable
- Learning Style: Tangible

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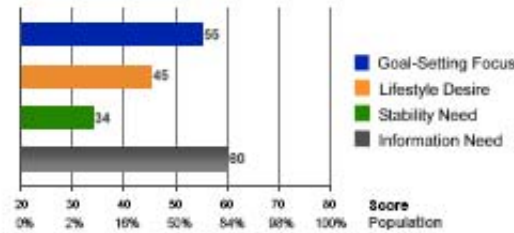
Date of Completion:
18-Apr-2009





Your Communication DNA® Report

Information Need Goal-Setting Focus



Your Primary Communication Style:

- Goal-Setting Focus
- Lifestyle Desire
- Stability Need
- Information Need**

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- Meeting Conduct: Structured
- Financial Approach: Budgets
- Information Requirement: Research
- Risk Approach: Minimize risks
- Relationship Management: Newsletters
- Service Delivery: Reliable
- Learning Style: Tangible

<http://www.CommunicationDNA.com>

Date of Completion:
6-Oct-2009





Communication DNA®

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