



# Coaching Skills for Financial Advisors

*How to Build Great Client Relationships*

Financial Planning Association of Houston

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## Why ICF?





International Coach Federation

	Associate Certified Coach (ACC)	Professional Certified Coach (PCC)	Master Certified Coach (MCC)
<b>Training Hours Completed</b>	60+	125+	200+
<b>Coaching Hours Required</b>	100+ hours following the start of training	500+ hours following the start of training	2,500+ hours
<b>Core Competency Knowledge</b>	Confirmed by: 10 hours of Mentor Coaching; performance evaluation; and written exam	Confirmed by: 10 hours of Mentor Coaching; performance evaluation; and written exam	Confirmed by: 10 hours of Mentor Coaching; performance evaluation; and written exam
<b>Code of Ethics</b>	Required	Required	Required
<b>Continuing education</b>	40 hours every 3 years to maintain credential plus 10 hours mentor coaching	40 hours every 3 years to maintain credential	40 hours every 3 years to maintain credential

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## Why Coaching Skills?



**CFP Major Job Task Domains**

1. Establishing and Defining the Client-Planner Relationship
2. Gathering Information Necessary to Fulfill the Engagement
3. Analyzing and Evaluating the Client's Current Financial Status
4. Developing the Recommendation(s)
5. Communicating the Recommendation(s)
6. Implementing the Recommendation(s)
7. Monitoring the Recommendation(s)
8. Practicing within Professional and Regulatory Standards

**International Coach Federation (ICF) Core Competencies**

**Setting the Foundation**

1. Meeting Ethical Guidelines and Professional Standards
2. Establishing the Coaching Agreement

**Co-creating the Relationship**

3. Establishing Trust and Intimacy with the Client
4. Coaching Presence

**Communicating Effectively**


5. Active Listening
6. Powerful Questioning
7. Direct Communication

**Facilitating Learning and Results**

8. Creating Awareness
9. Designing Actions
10. Planning and Goal Setting
11. Managing Progress and Accountability

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## How Do We Break Trust?



Show up late

Overpromise

Breach confidence

Fail to do what we say

Be unprepared


Underdeliver

Be inconsistent

Follow fads

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## How Do We Build Trust?




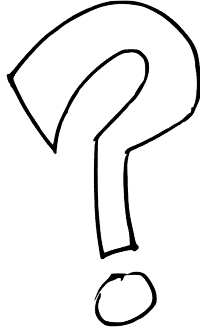

Client focus comes from two key skills:

<p><b>Active Listening</b></p> <p>Client agenda Goals, values, beliefs Words, tone of voice, body language Summarize, paraphrase, reiterate, mirror Encourage, accept, explore and reinforce Integrate and build Bottom-line and clear</p>	<p><b>Powerful Questioning</b></p> <p>Reflect what is heard Evoke discovery, insight, commitment or action Open-ended for clarity, possibility or learning Move toward objectives</p>
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## Your Turn





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**Powerful Questions**

**What do you like best about that?**


**What sparked your interest in that?**

**What would make it easier to do more?**

**How could you take it to the next level?**

**Where would you like to go with that?**

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**What Can Go Wrong?**

**Stories**

**Interrogations**

**Need to refer**

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## What Next?


**Focus on a skill**


**Measure results**

**Work with a credentialed coach**  
[International Coach Federation \(ICF\) Credentialed Coach Finder](#)  
[ICF Houston Charter Chapter](#)

**Take an ICF accredited course**  
[International Coach Federation \(ICF\) Training Program Search Service](#)

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