DISCHARGE EMOTIONS

A **5-Step** Counselling Process to Keep Clients Invested

	LISTEN	COUNSELLING TECHNIQUES
STEP 1	**INTAKE INFO** **Get client to talk—look for:** 1) Anchoring: Hanging onto the past 2) Endowment Effect: Overvaluing what they own 3) Short Termism: Focusing only on now 4) Attention Response: Overwhelmed by news & media	**Encourage client to talk about feelings:** • Ask specific, open-ended questions • "Tell me more" • "Please continue" • "That's what your friend said, but how do YOU feel?"
STEP 2	**PLAY BACK** • Play back what you heard client say • Paraphrase—don't interpret/judge	• "So what I heard you say was..." • Help client "own" their emotions
STEP 3	**SHOW EMPATHY** **Acknowledge client feelings:** • Express understanding, care & respect • Mirror client's tone & body language • Avoid sharing your experiences • Resist urge to fix things	**You don't need to agree with a client's reaction to acknowledge it.** **People need to feel understood:** • "I understand how you feel" • "I can see you're really upset"

DISCHARGE CHECKPOINT

Look for signs your client is ready for rational thinking:

- Calmer
- Looks for input
- Stops repeating the issue
- Asks questions
- Listens

Still repeating the same issue? Go back to Step 3

Ready to move on? Move to Step 4

	SOLVE	EXAMPLES
STEP 4	**INSERT A NEW POINT OF VIEW** **Reframe:** Talk about a new way of looking at the situation **Educate:** Provide facts to explain client's emotional reactions	• "Research shows that stress can cause people to make mistakes" • "It's natural to be frustrated, but investing is long term"
STEP 5	**RECOMMEND A SOLUTION** • Move at client's speed—nudge, don't rush • Frame in terms of client's financial plan	• "Let's aim to sell high and invest low. I recommend we rebalance your portfolio to meet your retirement goals." • "Let's work on your portfolio so you can meet your current and future income needs."

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