Financial DNA®

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Wealth Mentor Training Program

DNA Behavior International
2019

KNOWING, ENGAGING AND GROWING YOU AND YOUR CLIENTS

Once you have completed the introductory training course with FDNA, you have learned to navigate the financial personality risks of your clients and build a client centered advisory firm enhanced by using the Financial DNA tools and methodologies. If you are ready for more insights and to move from advisor to Wealth Mentor, our Wealth Mentor Training is for you. This training program is priced to include all the Introductory Training as well as more advanced Wealth Mentor training and certification.

Our program will provide you with a comprehensive set of behavioral insights, practical methodologies and tools to be building robust financial plans and guiding your clients through volatile markets.

The key to helping your clients is to know who they are, engage them by communicating on their terms and also growing them by managing their inherent behavioral biases and making suitable recommendations.

The reality is that for your relationship with the client to have a greater chance of being sustainable on a long-term basis, it must go further than investment management, which is measured by the investment returns. Ultimately, influencing your client's behavior is the key to helping them achieve their goals.

Establishing this process is a proven way to grow your business with more referrals, justify your fees, and charge a higher retainer component. This course explores tools beyond those covered in the introductory training and provides individual support to grow into your role as a Wealth Mentor for your clients.

We wish you every success on your journey to becoming a "Behaviorally Smart" Advisor.

The DNA Behavior Team

Financial DNA Wealth Mentor Training Program

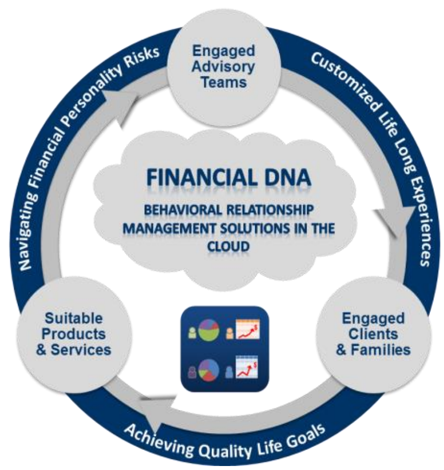
Financial DNA Wealth Mentor Training Program Overview

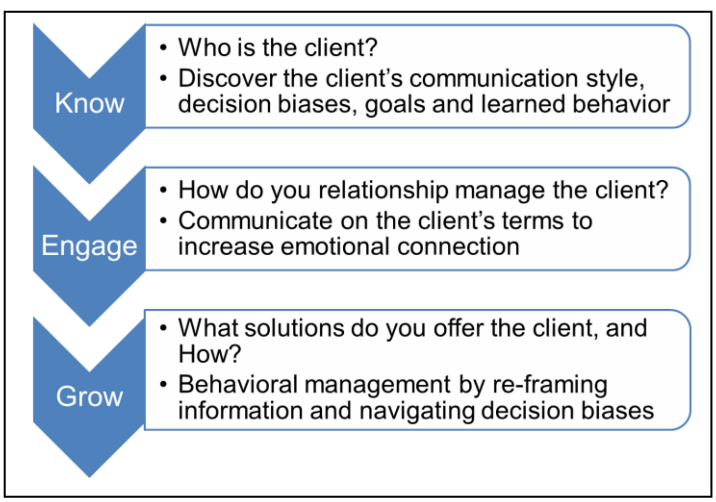
Learn to Comprehensively Know, Engage and Grow Every Client to Build a Client Centered Advisory Business

<u>Summary of the Financial DNA Wealth Mentor Training Program</u>

The following training program is a core component of the Financial DNA Wealth Mentor Subscription Package:

1. Includes enrollment in Introductory Training program (2-day in person in Atlanta).
2. Additional in-person training session in Atlanta to review Quality Life discovery tools to help you and your clients deepen your relationship and grow your results.
3. Executive coaching
4. Advanced tools and resources





Financial DNA Wealth Mentor Training Program

The Wealth Mentor Training program includes the components from the Introductory Training Program (see appendix) as well as advanced training for wealth mentors. The following components are included in the Wealth Mentoring training package.

Classroom Training on Quality Life

In this 1.5-day program, we review the Quality Life assessment tools to help clients evaluate their goals and plans toward achieving a Quality Life. We cover these assessments in detail as well as how to tee them up with your clients and how to debrief on these assessments. In addition, we continue to explore the powerful insights we covered in the Introductory course with case studies and get you to practice using the tools with feedback from our experts.

Executive Coaching

In addition to the classroom training, you will have access to individual executive coaching on debriefing clients, leading advisory teams, and/or building an advisory practice. In addition, you can get sessions with an executive coach to help you build your confidence with the tools and in your practice as part of your certification training.

Certification Logo

Upon completing the classroom training sessions and the executive coaching, you will receive the status of DNA Certified Wealth Mentor. You will get access to a digital logo that you can use designating you as a certified Wealth Mentor.

Additional Advanced Resources

As a Certified Wealth Mentor, you will also have access to our advanced resources in the DNA Knowledge center as well as invitations to exclusive events held for our Certified Wealth Mentors.

Financial DNA Wealth Mentor Training Program
Appendix: Description of Introductory Training Program

<u>Admin System Training:</u>

You will get a guided tour of your admin system and learn to schedule and view assessments for your clients. You will learn to customize the message coming from your system if you choose to and be introduced to tips and tricks that will make working with the DNA system easier for you.

<u>Coaching Session:</u>

During your coaching session you will get to talk to our coach/trainer about your questions with using the reports. We can walk you through each report in your package or jump straight to your specific questions and get you the confidence you need to use reports with your clients and stand out as an advisor.

Before your coaching session, we highly recommend that you do the following:

- Complete the Financial DNA Natural Behavior Discovery assessment.
- Have 5 clients, family or team members complete the Financial DNA Natural Behavior Discovery Process and practice debriefing with them.

<u>Self-Paced Training</u>:

With your Behavioral Finance Subscription package, you will have access to our Knowledge Center with the following resources (Note: Other subscription packages may have access to only some of the resources below):

Behavioral Finance
You will find the following training folders online in the admin system. You can access this material from the Facilitation Tools tab in your admin system. The training is laid out in the following structure. For details of training material, see Appendix A.

1. Self-Paced Training - training documents and videos
2. Handbooks and Event Guides – handbooks and event guides to help you facilitate events or debriefs
3. Case Studies – example reports
4. Additional Videos – additional training/explanation videos to deepen your understanding

Financial DNA Wealth Mentor Training Program
Appendix: Description of Introductory Training Program

2 Day Financial Personality Training Class (Included in Wealth Mentor Training package):

The 2-day Financial Personality Training class is held in Atlanta twice a year. This training involves in depth coverage of the behavioral factors and has been re-vamped to include more case studies and live demonstrations and practice with the tools. During class you will get to observe and participate in scenarios like those you might face with clients and get hands on practical advice about how to work with clients as well as get feedback on your delivery and approach with using the tools.

This 2-day training course is the foundation for advanced training available for Wealth Mentor packages and certification from DNA Behavior.

The Financial Personality Training program outline is included below. For details on dates and pricing for Financial Personality Training please visit our website at https://financialdna.com/financial-advisor-training/

1. The Financial DNA Solution – Solving the Financial Planning Challenge
2. The Meaning of Financial DNA – Understanding Financial Personality
3. The Financial DNA Discovery Model – Revealing Financial Personality Insights
4. Financial Behavior Report
5. Financial DNA 10 Unique Styles – Understanding Overall Behavior at a High Level
6. Communicating on the Client's Terms
7. Identifying the Influence of Spending and Goal Drive on Decision Making
8. Leveraging Insights from the Reports through Facilitation
9. Financial Summary Report
10. Understanding Strengths and Struggles Driving Natural Behavior
11. Identifying the Risk Profile
12. Building a Behavioral Investment Portfolio
13. Measurement of Behavioral Finance Biases
14. Case Studies review
15. Client Engagement
16. Deploying the Financial DNA Discovery Process
17. Overview of Wealth Mentor and Comparison Reports for going deeper with Clients
18. Guiding your Clients through the Financial Planning Life-Cycle
19. Financial DNA Family (Group) Report
20. Communication DNA Discovery Process
21. Enhancing Interactions and Meetings
22. Financial DNA Learned Behavior
23. Implementation of Financial DNA in Your Practice