

Implementing Values-Based Discovery

Questions and Exercises

What are values? All clients have them, and they are a critical component of financial planning and investing. For advisors, however, starting a conversation on abstract subjects such as values can be challenging. Values are less often stated than revealed—through actions, anecdotes, and reminiscences. To help you reveal these values, consider asking your clients these questions and performing these exercises.

Questions

1. Tell me about the happiest moments in your life. Who was with you? What were you doing? Why were you happy?
2. What does fulfillment mean to you? What are the biggest barriers to your fulfillment?
3. What do you feel most grateful for?
4. What is the purpose of your assets?
5. How do you want to be remembered?
6. If your doctor gave you six months to live, what would be your biggest regret?
7. Tell me about when you were the proudest in your life. What were you doing? Who was around you?
8. Which has been the most meaningful gift to you; time or money?
9. If you had all the money, love, health, and time in the world, what would you most want to do?
10. What is your greatest achievement?

Exercises

1. Turn back the clock and look at a time in your life when you felt your full power and purpose. Where were you? What were you doing? Who was around you?
2. Set the clock forward. Imagine you are 90 years old and looking back on your life. What did you achieve? What made you feel fulfilled? Was there anything missing?
3. Someone gives you the use of a billboard that thousands will drive by and see. You can put anything you want on it. What is the message?
4. You are told you must leave planet Earth and board a rocket ship to another planet. There, all of your basic needs will be met. You are permitted to take three things with you. What do you bring?

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