

# THE FINANCIAL REALITY SESSION – PLEASE USE IT WISELY

## HELPING CLIENTS STAND IN FINANCIAL REALITY

### SESSION B HOMEWORK –

#### *Working with Maria Vargas (an URSLA™ Exercise)*

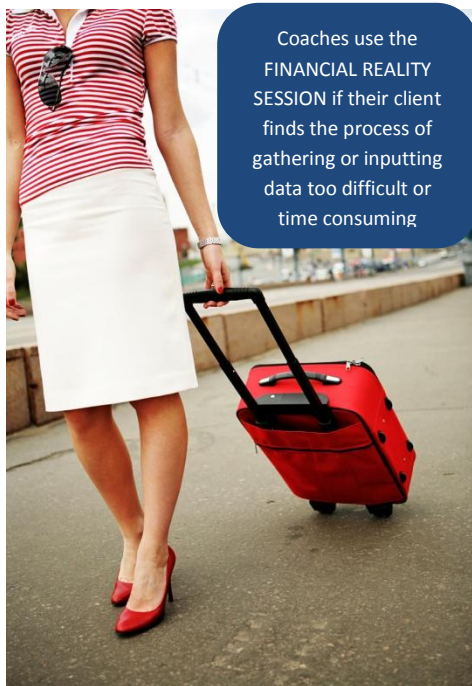
***When you work as a Certified Financial Coach™, you have the opportunity to use tools to help people observe where they stand (in their financial reality) and then have the opportunity to help them become the observer of how actions they take are serving them.***



***Clients work with a Certified Financial Coach because they appreciate the space in which you stand and see the value of being able to work with an unbiased professional who is ethically bound to a relationship where they are the “coach”. They also need to be informed if the “coach” is stepping outside of the “coach” role – the coach will make it very clear they are no longer in a coach role.***

***In your work, you are committed to being the curious observer dedicated to working with the client without opinion, blame, judgment or a shaming nature. Clients become clear up front that you are working with them in an unbiased nature and know your only objective as a coach is helping them see if and how their actions and interpretations are serving their wealth filled life.***

***You want to enable clients to have money serve their current and future life instead of having the focus of money as the driving force. To start, you and you client need to have a discussion about why***



Coaches use the FINANCIAL REALITY SESSION if their client finds the process of gathering or inputting data too difficult or time consuming

***knowing where they stand is important. You can say to them, “You cannot plan a direction or figure out where you are going if you don’t know where you are. I am here to coach you in three things -- finding out where you are, helping you decide where you want to end up and to become more empowered along the way by seeing how your opinions, beliefs, judgments and relationship with money is or isn’t serving you. The key is financial viability and for you to add to your wealth filled life. We will partner on the journey but YOU are the captain of this ship.”***

***Our Coach Training program helps you learn to work with tools such as the WHEN-Score (measuring URSLA) and the LIFE SATISFACTION INDEX (and analysis of how well money is serving the client and how their time is used to build on their wealth filled life). Either tool can be used with the client first but no matter what, it is important to locate a starting point for your journey together. This journey is one where you help them find life satisfaction and gain clarity about their financial future.***

***You partner with your client on their journey. Partnering means taking action and having a clear intention to coach your client to better their life to their standards. The way you show up in your work with your client is as a person committed to coaching them without blame, shame, or promoting a “way of being” that is anything less than spacious and caring.***

**Over the weeks or months you work with your client, they will appreciate that you started off with action; helping them find and record where they are now.**

#### **FINANCIAL REALITY SESSIONS: USE AS NEEDED**

#### **THIS IS A SESSION USED FOR THE SPECIFIC PURPOSE OF DATA GATHERING**

**(Please refrain from coaching during this session – this is a time to practice your patience and observation skills. You are extensively using and developing this important coaching skill in this session)**

#### **The SITUATION:**

**In the homework video presentation, our coach had the advantage of a face to face meeting with Maria Vargas. Maria is based on a real coaching client and her story was one which unfolded over a period of economy change. Knowing that Maria wanted to retire in 5 years, the coach made it very clear that Maria should have a serious discussion with her financial advisor regarding risk. Maria felt she “had it together” in 2007. She consulted with a financial advisor (a person who worked with a friend of hers at work) and she was sure she didn’t want additional help regarding financial investment decisions. Maria came to the CFC-I to see where she stood and also because she felt great stress around money. She wished to have someone discuss current issues with her who she could confide in and did not have the potential investment products to sell to her.**

**What you will see is that Maria is in a situation where she continues to do what she does for a living - tolerating her job for the money she makes. She is convinced she can “tolerate” (her words) it for a period of 5 years – believing she will start her life after making enough money in her job.**

**In this video re-enactment of this FINANCIAL REALITY SESSION, our coach Vicki meets in person with Maria. The coach who interviewed Maria held this FINANCIAL REALITY SESSION over the phone. After you take your notes from this session and see what you observed in the session, open the coach notes. These notes are based on the original notes from Maria’s coach (with Maria’s permission -- changes have been made to protect Maria’s real name and location). Maria contacted the coach and was given the materials to fill out but she was “too busy” so the coach held the financial reality session.**

**The need for a FINANCIAL REALITY SESSION is not unusual. People will procrastinate with data gathering so it is important for the coach to help the person take the smallest steps possible to get the job done.**

**Once you start working with your client and the client sees the wisdom of seeing where they stand financially, it is important to get the information quickly and not make it a “big issue” for the client. The client, of course, must willingly consent to using tools -- they must show interest in learning where they stand so they can move forward with clarity. If they don’t have interest and are using tools out of obligation to the coach, the coach-client relationship is out of balance and should be reviewed.**

**What if your client really is interesting but starts dragging out the data**



***gathering and input process? That is the reason for the FINANCIAL REALITY SESSION. You as a coach recommend this session – explaining it is a time of information gathering only. There is no real coaching; it is a time to just help them get the information together. You, the coach, take on the task of entering the data for them into software or in a web-form (of course protecting their identity with a client code)***

***The FINANCIAL REALITY SESSION is a great opportunity for you as a coach to observe (with the purpose of seeing or hearing what is happening when various financial terms or issues are mentioned) and gather data regarding the interpretations the client holds.***

***For the client, many times scheduling this special session is a relief. The tasks of gathering and entering data may be perceived as too difficult (or too mundane) for the client to put it on their priority list. As a Certified Financial Coach, you and your client benefit greatly by knowing the reality of a person’s financial situation. To many financial coaches, it is the only way to help a person become aware of their probability of continuing financial viability throughout their life. It is part of the Certified Financial Coach contract. If you are going to hold up your part of the coaching contract – helping them move toward financial viability with real numbers is critical.***

***THE URSLA IS ONLY ONE OF TWO MAJOR TOOLS the coach can use to help the person stand in financial reality. The other major tool is called the LIFE SATISFACTION INDEX. This is a tool which brings into reality the way that money is or isn’t serving the person’s life. With it the person finds great satisfaction in seeing how they spend time and money in a way that brings value to their life and brings value to their family as well. People find joy in learning what is important and what a real leak of their money energy is.***

***For both tools, accurate data is important and the client’s ability to complete the process of gathering and recording financial data is a task the client may find difficult in completing. Once a client commits to using a tool, it is great to show them that the process of working with money does not have to be difficult. For that reason you need to understand different people see the data gathering task in different ways. You need to be aware of this and offer to help in order to make this task and easy one.***



***Neither tool is designed to be a hammer or to pry information from the client. The experience is to give the client the tool to build strength and bring clarity and ease into the coach-client relationship.***

***The client may have had data gathering sessions with other professionals – some of these may not have been pleasant experiences. It is important for your client to be assured that you are committed to helping them see things differently. You model how it is to work with someone who has a different “sense of being” around money.***

***As a coach, you are giving this person something they may have never experienced before – authentic understanding, the space of non-judgment, a curious nature and real generosity of spirit. Because you care for them, you are clear and willing to say, “I am here to provide what you signed up for, so we must move on” if stories go on too long.***

***For you, the coach, this means you keep this data gathering session as short and focused as possible. You enter the session with a commitment to yourself not to get “hooked” into stories, not to sympathize or feel their guilt, their feeling of being victimized, or any other words or discussion that***

***enrolls you to jump into another role. If you are pulled into their story (or your own internal story), you do your client a disservice. You allow them to pull you into a story of being un-empowered and incapable of taking control of their own life. The worse thing that can happen is you end up steering the ship or they just give up and go to sleep.***

***Some Certified Financial Coaches always start their relationship with a client using a FINANCIAL REALITY SESSION. You may wish to do the same. Starting with this concrete foundation, you will find your client sessions and your client relationship will unfold in a way that may surprise you. The experience from this session is a calming one for the client – feeling listened to and also seeing that what they say is not shocking you or pulling you into agreement about their money story.***

***Remember, your role is one of fulfilling a contract to help your client identify and live a life where they have financial viability and build on their already wealth filled life. Your agenda with the Financial Reality Session is to be the observer, gather data and create a safe space. With that you will learn and find the keys to co-creating the coach client relationship.***

***Don't come to this or any of your client meetings with expectations of what you will or won't hear or that it will look a certain way. Instead come into the meeting with curiosity and a flexible agenda. You are gathering data to allow you to identify one starting point for your journey together. Your meeting will never unfold as you expect -- if it does, you are talking too much and you are directing the conversation instead of listening and observing. Becoming the curious observer is one of the most important skills you will learn as a Certified Financial Coach.***

