



T.RowePrice

Invest in Yourself

**Advice + Coaching =
A Winning Partnership**

“**Coaching is unlocking
people’s potential to maximize
their own performance.**

— Sir John Whitmore, *Coaching for Performance*, Fifth Edition

What we'll cover today

Getting started

The Financial
Behavior
Assessment

Overcoming
behavioral biases

Next steps



Advice + Coaching

Getting started



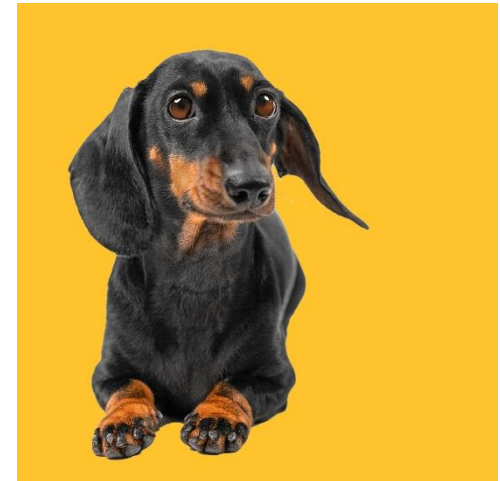
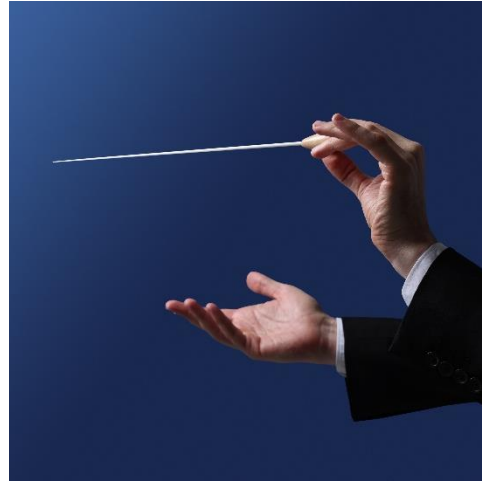
What is a coach?

COACH (noun) /kōCH/

Original: A wheeled vehicle that carried passengers.

Modern: Someone who takes you from where you are to where you want to go.

What sets a good coach apart?



Taking advantage of coaching



Financial empowerment

Better relationship with finances

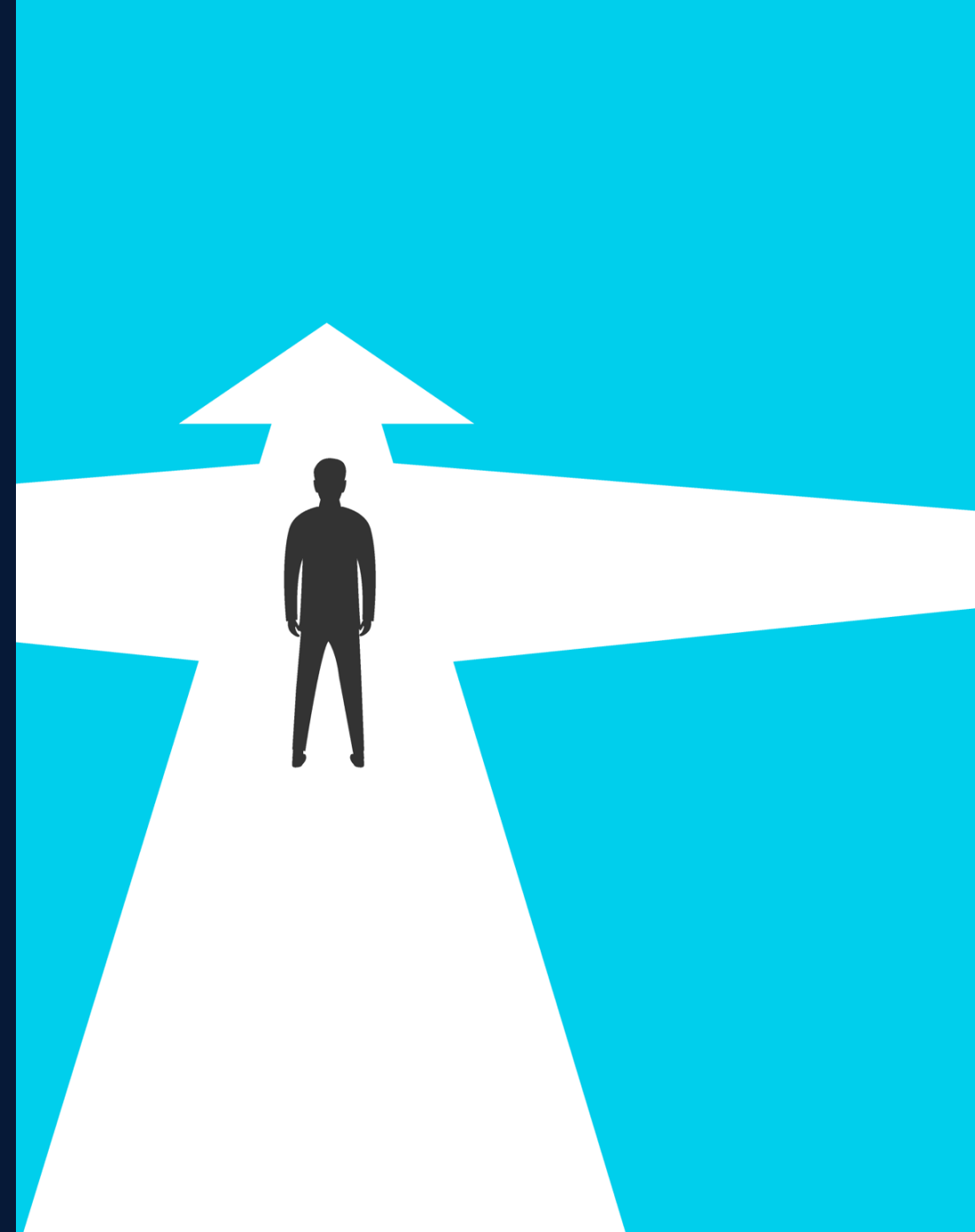
Better understanding of how emotion affects our investment decisions

Creating a plan that meets your needs and is easy to act on



Advice + Coaching

The Financial Behavior Assessment

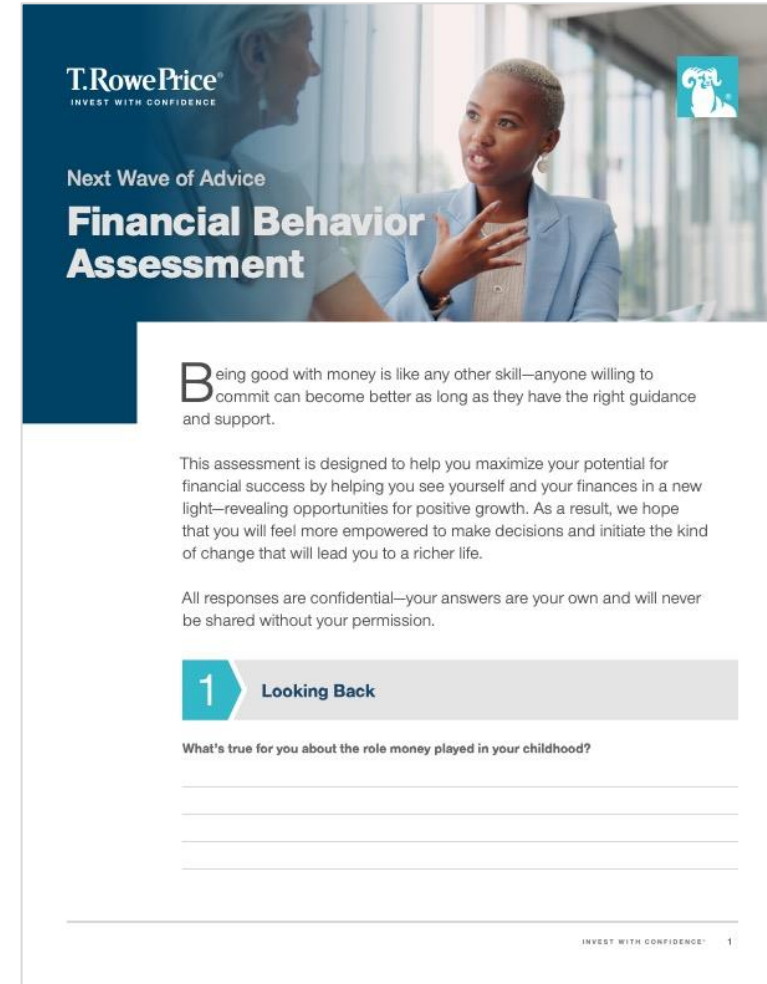


The assessment

3

steps to understand
your money attitudes:

1. Looking back
2. Focusing on the present
3. Looking forward



The image shows the cover of a document titled "Financial Behavior Assessment" by T. Rowe Price. The cover features a photograph of two women in a professional setting. The T. Rowe Price logo and tagline "INVEST WITH CONFIDENCE" are in the top left. Below that, it says "Next Wave of Advice" and "Financial Behavior Assessment". A large blue number "1" is on the left side of the main text area. The text on the cover includes an introductory paragraph about the assessment's purpose, a confidentiality statement, and the first section header "1 Looking Back" with a question: "What's true for you about the role money played in your childhood?". There are four horizontal lines for writing below the question. The T. Rowe Price logo is also in the top right corner of the document image.

T. Rowe Price
INVEST WITH CONFIDENCE

Next Wave of Advice
Financial Behavior Assessment

1 Looking Back

What's true for you about the role money played in your childhood?

INVEST WITH CONFIDENCE® 1

Part one: Looking back



What role did
money play in
your childhood?

Part two: Focusing on the present

Based on our research, you likely fall somewhere along a spectrum in each of four categories:



Saver/
Spender



Security/
Opportunity



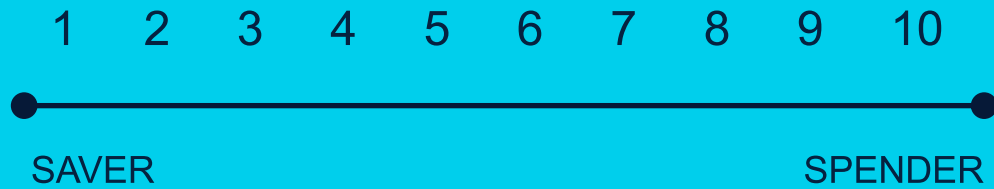
Fascinated/
Obligated



Private/
Open

Saver / Spender

Are you a spender, a saver, or somewhere in the middle?



Security / Opportunity

Do you value financial security or opportunity?

1 2 3 4 5 6 7 8 9 10



SECURITY

OPPORTUNITY

Fascinated / Obligated

Are you fascinated by the financial markets, or do you feel discussing them is a necessary obligation?



Private / Open



Do you value privacy when it comes to discussing financial matters?
Or are you more open to talking about money?



Which mindset stands out most?



Saver/
Spender



Security/
Opportunity



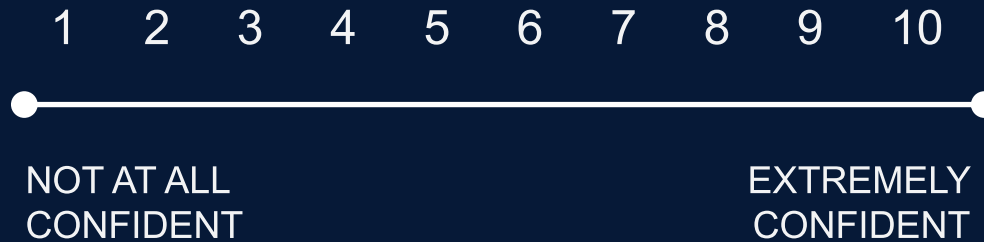
Fascinated/
Obligated



Private/
Open

Checking in on how you see things right now

On a scale of 1 to 10,
how confident are you about
your finances?



What impact do
your feelings
about finances
have on you?



How well are
you making
progress toward
your goals?

Part three: Looking forward



If you had a magic wand and could instantly change anything about your finances, what would you change?

Imagining your future



If things work out exactly as you want them to, what will your life look like at age 90?

Focusing on change



Are there any mindsets that you'd like to change?



Advice + Coaching

Overcoming behavioral biases



Framing

What it is: Making decisions based on how information is presented, rather than the facts.



**How to
address it:** Be mindful of the
language you see or hear when it
comes to your investment options.



Mental accounting

What it is: Grouping assets into different buckets based on arbitrary classifications that affect your decision-making.

How to

address it: Understand that every dollar functions the same, no matter how it's earned or where it's held.



Anchoring bias

What it is: Relying too much on the first piece of information heard on a specific topic, making it harder to take new information into account.

**How to
address it:** Regularly examine
your opinions and assumptions.

The background of the slide features a person's hands typing on a laptop keyboard. Overlaid on this is a vibrant digital visualization consisting of a grid of binary code (0s and 1s) in various colors (blue, green, yellow, red) and a series of colorful, glowing lines that curve and flow across the screen, suggesting data analysis or network activity.

Confirmation bias

What it is: The tendency to look for information that confirms existing beliefs.

**How to
address it:** Explore perspectives
outside of your long-held beliefs.



Loss aversion

What it is: The tendency to feel the pain of loss more than the positive feeling associated with gains of the corresponding size.

How to

address it: Understand that exposing yourself to the risk of loss is a natural part of investing, and living.



Status quo

What it is: The tendency to respond to changing circumstances by doing nothing.

**How to
address it:** Examine the cause(s)
for your hesitance around change.



Overconfidence

What it is: The tendency for investors to overestimate their own abilities.

How to

address it: Slow down and explore information that contradicts your beliefs about your abilities.



Advice + Coaching

Next steps



What you can take from today

Action:	Do by:	Notes:
Action:	Do by:	Notes:
Action:	Do by:	Notes:

Following up



- **One-on-one follow-up with your advisor**
- **Together, we can discuss:**
 - Your goals and options to meet them.
 - Your skills and strengths and how to apply them.
 - Specific barriers to progress.

Important Information

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All investments are subject to risk, including the possible loss of principal.

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Thank You

