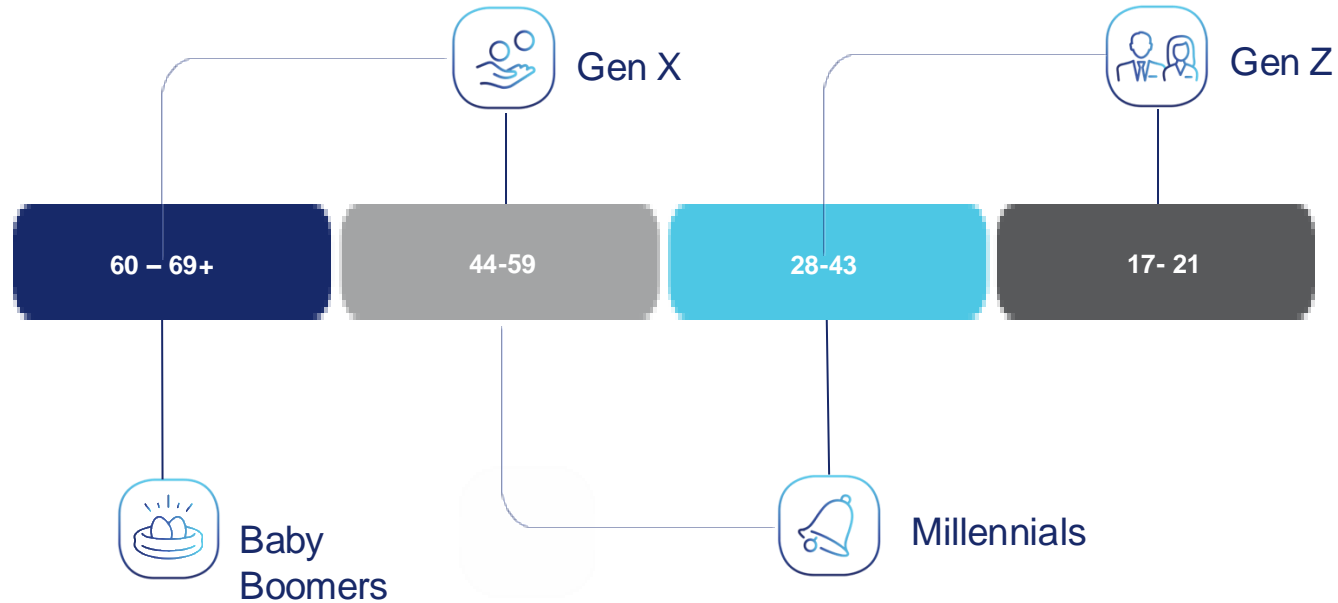


Generational Investing

Are we ready for the next generation of Investors?

Shaping Your Advice Practice to Advise the Next Generation of Investor

Understanding Generational Behaviour & Building a Sustainable Advisory Funnel



The Changing Landscape of Financial Advice

- \$84 trillion wealth transfer: Baby Boomers to Gen X, Millennials, Gen Z
- Different generations = Different financial behaviours
- Explore how advisers can stay relevant by adapting our strategies



Baby boomers
worked through an unprecedented
period of economic growth ...
Now, they're about
to pass \$84 trillion
down to their
heirs.¹

Generational Mindsets

	Boomers	Gen X	Millennials	Generation Z
Outlook	Optimistic	Sceptical	Confident	Protective
Work Ethic	Driven	Free Agent	Goals	Self-taught
View of Money	Spenders	Debtors	Savers	Frugal
View of Leadership	Pay your dues	Competence	Egalitarian	Pluralistic
Work/Life Balance	Work is life	Work to live	Integrated	TBD
Medium	TV	Computer	Mobile	VR?
Orientation	Self-centered	Self-reliant	Collective Self	Self-aware

Understanding Baby Boomers

- Conservative and focused on security and wealth preservation
- Entering or in retirement; often drawing down on assets
- Adviser strategy: Long-term planning, stability, risk management



...as the silent and boomer generations fade out, that wealth is going to end up in the hands of younger people—and it could dramatically change the makeup of the economy and the financial futures of millions of households.

Understanding Gen X

- Financially independent, pragmatic, and sceptical of institutions
- Balancing children's education and retirement planning
- Adviser strategy: Flexible, personalized plans that evolve



Understanding Millennials

- Tech-savvy, value transparency, wary of debt and traditional institutions
- Interested in ethical investing and long-term financial stability
- Adviser strategy: Digital engagement, value-aligned strategies

“

Even your **most astute client** must guard against being influenced by their **own echo-chamber**, personal fears, and world views

”

Ethical Investing



Low-cost
index funds

Understanding Gen Z



- Digital natives, risk-takers, focused on short-term gains
- Adviser strategy: Digital-first, concise communication, and education



Building Trust & Credibility Across Generations



Characteristics of trust



What a client Values VS What and adviser values

Most Valuable	What Clients Value	What Advisers Think Their Clients Value
01	Helps me reach my financial goals	Understands me and my unique needs
02	Has the relevant skills and knowlege	Helps me reach my financial goals
03	Communicates and explains financial concepts well	Keeps my interests in focus with unbiased advice
04	Can help me maximise my returns	Communicates and explains financial concepts well
05	Has a good reputation and positive reviews	Has the relevant skills and knowlege

How (not) to speak to your younger clients



Be the authentic you: Building genuine relationships that last, requires that you demonstrate your true principles and core values. Forget slang and buzzwords - and remember, digital doesn't mean gimmicky.

Say what you mean: Younger generations place a lot of emphasis on transparency and integrity. Trust moves at the speed of a reel.

Listen intentionally: This generation has a voice and wants to be heard. There is a long-standing trope of millennials, for example, being called "snowflakes". Skip the judgement..

True differentiation: Focus on understanding that clients are different from each other. Each approach will differ based on the client's preferences, goals, abilities, and needs.

Successful communication: Differentiate, avoid labels, meet on their terms, respect their appetite for information, and practice radical candour.

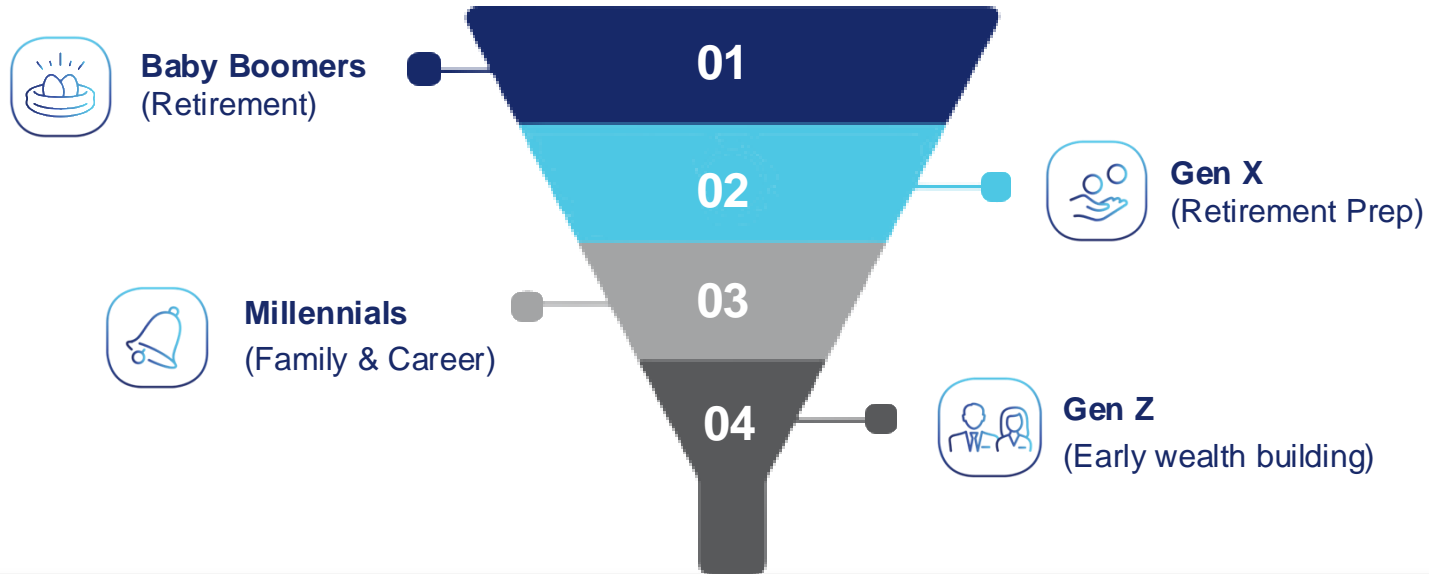
“

Meaningful and enduring differentiation isn't about what makes an adviser different from other advisers, but makes a client different from other clients.

”

The Multi-Generational Advisory Funnel

- Engage clients at different life stages
- Transition clients from wealth accumulation to retirement drawdown
- Ensure a sustainable revenue model spanning generations



Gearing Your Practice for the Future

- Embrace technology: Automate admin tasks to focus on clients
- Use digital engagement to connect with younger generations
- Build financial plans that evolve with life stages



Technology



Client Services



Digital
Communication

Evolving Financial Strategies

- Financial strategies must adapt as life changes
- Active involvement ensures plans adjust to life's milestones
- Adviser's role: Guide clients through financial changes

Key Takeaways:

1. Understand behaviour
2. Build trust
3. Create a multi-generational funnel

Call to Action:

How are you adapting your mindset and your practice to embrace change

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