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# Why financial advisors need resilience more than ever

With the markets in flux and investors nervous, offering financial advice from a position of strength and adaptability is key to success.

In 2020, we've reached a "new normal" in American business. Though we have all faced many challenges, opportunities for doing things a better way have also arisen. History has shown us that businesses with the capacity to evolve to meet the new needs of their customers have an opportunity to not only survive challenging times but also **thrive in their aftermath**.

The pandemic, of course, is not the first time this country has faced major economic upheaval. But each time the economy has faced seemingly insurmountable challenges—from the Great Depression to 9/11 to the recession of 2009—it has recovered and rebuilt stronger.

In the world of personal investing, financial advisors who can tap into resilience and cement their relationships with clients during these turbulent times may be set up for success even after the pandemic subsides. But how can financial advisors, who are going through the same situation as their clients, rise to the occasion? Honing communication skills, leading with empathy, embracing technology, and staying future-focused will help.

### **Communicate with empathy**

## **Harness technology**



**Stay focused on the long term**



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