

Why Helping Professionals Need to Talk About Money

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Dragonfly Financial Solutions
Transform your financial life



INTRODUCTION AND LEARNING OBJECTIVES

Who is Kimberly Zimmerman Rand, MSW, AFC[®], FFC[®]?

Principal at Dragonfly Financial Solutions LLC, a Boston-based professional services providing financial capability consulting, education and coaching to nonprofits, government agencies and employers

20+ years professional experience in nonprofit sector

Accredited Financial Counselor[®], Certified Housing Counselor[®] and Financial Fitness Coach[®], Credit as an Asset Master Trainer

Master of Social Work in Social and Economic Development and Nonprofit Management from Washington University in St. Louis, Bachelor of Arts in Psychology from Colby College

Love inspiring clients to reach their maximum potential



Learning Objectives

1. Understand the macro and micro reasons why talking about money is so important
2. Acquire tools to add to your toolbox when working directly with clients
3. Become aware of professional resources that are out there...before you need them



WHY WE NEED TO TALK ABOUT MONEY: MACRO/BIG PICTURE REASONS

True or False?

Most households in the United States are satisfied with their personal financial situation.

The Financial Health of Americans

- 47% are spending all (or more) of their income
- 36% are unable to pay all of their bills on time
- 45% do not have savings to cover 3 months
- 37% are not on track to meet long-term goals
- 30% say they have more debt than can manage
- 27% do not have prime credit scores
- 37% are not confident about insurance coverage
- 40% do not plan ahead financially

Generational Trends Affect Financial Health

- People from financially stable families are twice as likely to be a financially stable adult
- Black and Hispanic Americans have a particularly hard time acquiring economic mobility
- Education and stable employment positively influence financial health

It Keeps Getting More Expensive Just to Live

- Wages have risen by 10% since 1973
- Housing, food, healthcare costs have soared
 - 30% more expensive to be middle class than it was 20 years ago
- Millions of Americans are struggling to afford basic necessities

Job Instability Plays a Major Role

Employees making \$30,000-60,000 are the most affected by workplace instability

- These employees would gain the most from employer-sponsored benefits
- These are workers less likely to receive such benefits



WHY WE NEED TO TALK ABOUT MONEY: MICRO/INDIVIDUAL REASONS

True or False?

It is fairly easy for most Americans to discuss their personal finances.

Your Clients Trust You

- You may be one of the few people that your clients really trust
- Through showing some vulnerability and authenticity with your clients, you may be able to work with them at a deeper level
- This will inspire loyalty and allow you to more holistically serve your clients

Money might be the “missing piece of the puzzle”

- By not discussing money, you might be missing vital elements of your client’s story
- Financial stress impacts clients’ cognitive abilities – this is important to know
- By learning clients’ personal motivation you may give them the space to succeed at a higher level than you initially thought possible



WHY IS IT SO HARD FOR US TO TALK ABOUT MONEY IN THE FIRST PLACE?

Raise your hand...

...if you were raised in a household where adults openly and freely talked about money.

Most of us were not raised to talk about money

- Money is taboo in America, so we may not have been raised to talk about money
- 44% of Americans would rather talk death, dying, politics or religion rather than money
- Shame may be a component of our relationship with money, so why bring it into our job?

We might feel like we are “doing it wrong”

- If we don't feel like we can “do” our own money, we are hesitant to talk with our clients
- When we do make money mistakes, we are afraid to talk to others, so that internal shame spiral continues
- The good news is...once we practice talking about money, it gets easier!



**HOW TO TAKE THE FIRST STEP
(HINT: YOU DON'T NEED TO BE A
MONEY EXPERT!)**

Where to Begin?

- Remember, you don't need to be a money expert to do this!
- Suspend judgement: Many people make “bad” money decisions for “good” reasons
- Break the silence to give clients the opportunity to exhale and bring money into the conversation
- Be concrete and specific with the numbers to make it “real”
- Remind clients of their personal strengths and their ability to solve their own problems

Tools that You Can Use

- Dragonfly Financial Solutions
 - “Values and Spending Quiz”
- Your Mental Wealth
 - “Money Disorder Assessment”
- Money Habitudes®
- Thrivent
 - “Money Attitude Quiz”

Conversation Starters

- Who knows the most truth about your money? How big a secret is it?
- Is there a pain point that always emerges when you need to make a decision about money?
- Has any particular money experience happened multiple times in your life?
- What would be different if you woke up tomorrow and your money problems were gone?
- How satisfied are you with the way you manage money on a scale of 1-10?
 - What would it take to move 1 point higher?



**AFTER YOU HAVE MADE THAT INITIAL
CONNECTION: WHERE TO REFER**

Referrals Before You Need Them

- Basic Support and Services <http://www.211.org/>
- DIY Financial Education
<https://www.consumerfinance.gov/consumer-tools/>
- Financial Counseling and Coaching
<http://afcpe.org/>
- Fee-Only Financial Planning
<https://www.napfa.org/>
- Financial Therapy
<https://www.financialtherapyassociation.org/>



WRAP-UP, RESOURCES AND OPPORTUNITIES FOR FURTHER READING

To Wrap Up...

- Money is an important topic that permeates every area of your life, and it is getting harder and harder to get by financially in America
- Helping Professionals have the ability and opportunity to bring this taboo topic out in the open in a safe and supportive way
- You do not have to do it all!
 - Once you have established a connection with your client, you can refer them to appropriate financial specialist

Resources

- Dragonfly FS Talking About Money Blog
<https://www.dragonflyfinancialsolutions.com/talking-about-money/>
- Nerd Wallet
<https://www.nerdwallet.com/blog/category/finance/>
- The Simple Dollar
<https://www.thesimpledollar.com/>
- The Financial Diet <https://thefinancialdiet.com/>

More Resources

- Your Money, Your Goals

<https://www.consumerfinance.gov/practitioner-resources/your-money-your-goals/>

- The Financial Clinic

<https://thefinancialclinic.org/>

- National Endowment for Financial Education

<https://www.nefe.org/>

THANK YOU FOR BEING HERE!

QUESTIONS?

