

MANAGING THROUGH VOLATILITY



Managing your practice during uncertainty
Work to win. Fail fast. Evaluate, adjust & move forward



The combination of global health crisis and market volatility has created an unprecedented environment for everybody. As an advisor, you are likely trying to balance calming your clients' emotions, supporting your team, managing your business, and attending to your own personal and family situation. That's a lot to juggle! Consider these prompts to help you stay productive—and healthy—in the short-term.

Stop. Start. Continue.

In times of uncertainty, it's important to express a vision for the team, quickly assess together what's working and what isn't, and put in place course-corrections as necessary. We suggest you assess your practice along these four critical drivers of a successful practice:



Run my business like a CEO

- 1. Hone our time and priority management:**
What is a priority today and what is not a priority today?
- 2. Articulate the value we deliver:**
How are we consistently demonstrating and articulating our value to our clients right now?
- 3. Leverage our resources:**
Which external investment and business management resources can we bring into the firm for additional support right now? Who can help us generate sophisticated portfolio analysis, enhance our client experience, or understand and improve our business metrics?



Client-centric engagement

- 1. Evaluate gaps in client communication:**
Are we in front of the right clients right now? Which types of client calls will be immediately escalated to whom?
- 2. Identify clients' primary concerns and priorities:**
Have we intentionally incorporated client communication best practices?
- 3. Reassess our client engagement model:**
What do we need to adapt to effectively address clients' top concerns and priorities in the current environment?



Disciplined product strategy

1. Review our investment strategy:

What's working and what's not working as expected in client portfolios? What changes may need to be made?

2. Communicate to clients:

Which market insights and portfolio developments do we need to communicate to clients right now?

3. Think ahead:

What can we automate and systematize to free capacity for added client engagement right now?



Team approach

1. Confirm priorities:

Is the whole team crystal clear on our current top priorities?

2. Clarify roles and responsibilities:

To ensure clear communication and smooth handoffs, have we defined for each task and project who is Responsible, Accountable, Consulted, Informed?

3. Foster morale:

How will we monitor and maintain morale on the team and with clients?

We are here to help you

Russell Investments has partnered with advisors for over 20 years to help them build thriving practices—through all types of market environments. We are here for you today, too. Connect with your Russell Investments Sales team to learn more about how we can help you help your clients navigate through uncertainty. Please contact us at 800.787.7354 or visit russellinvestments.com.

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