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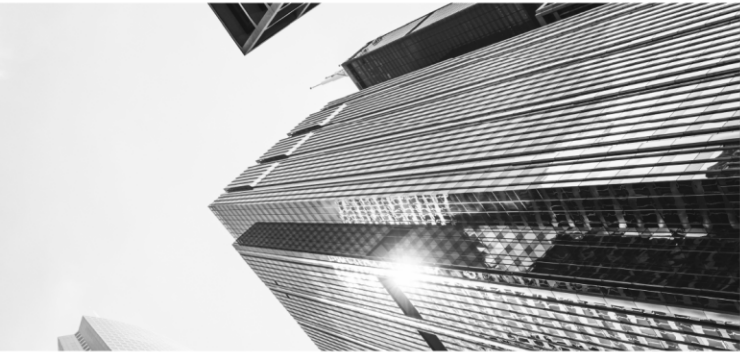
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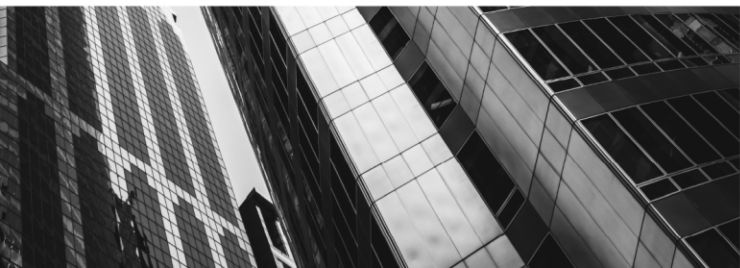
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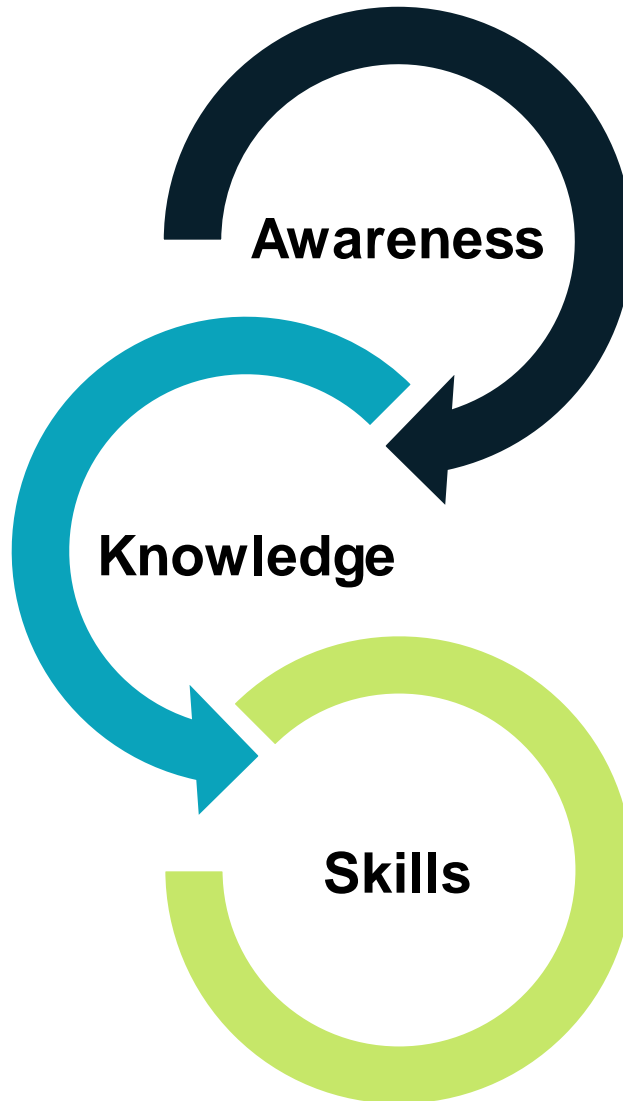


FAMILY MATTERS

PART 2 OF A 3-PART SERIES

**INSIGHTS FOR INFLUENCE:
NFLPA REGISTERED FINANCIAL
ADVISOR CONTINUING
EDUCATION SERIES**

3-Part Guiding Principle



Today's Discussion

- **3-Part Family Matters Series**
- **Emotional Tugs**
 - Feelings
 - Internal/External Scripts
 - Unspoken Needs
- **Advisor Roles**
- **Advisor Competencies**

Overview of the 3-Part Family Matters Series

Part 1: Understand Player Mindsets

Family Matters Webinar
October 2, 2023

Competency: **The Cultural and Social Context**

Understand players' deeply held values about family and friends, and the emotional complexities that surround them.

Part 2: Deepen Advisor Knowhow

2024 NFLPA Joint Conference
March 26, 2024

Competency: **16 Specific Skills for the Advisor**

Learn how to help players make decisions consistent with both the players' values and financial goals.

Part 3: Apply New Competencies

2024 Webinar
Date to be Announced

Competency: **Techniques for Putting Skills Into Practice**

Apply specific skills learned from previous sessions to help grow players' ability to handle complex family and social situations.

Featured Speaker

Dr. AJ Franklin

Honorable David S. Nelson Professional Chair Professor
Emeritus at Boston College

Author of the influential book:

*From Brotherhood to Manhood: How Black Men Rescue
Their Relationships and Dreams from the Invisibility
Syndrome.*

Past member, NBA Mental Health and Awareness
Advisory Board



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Special Guest

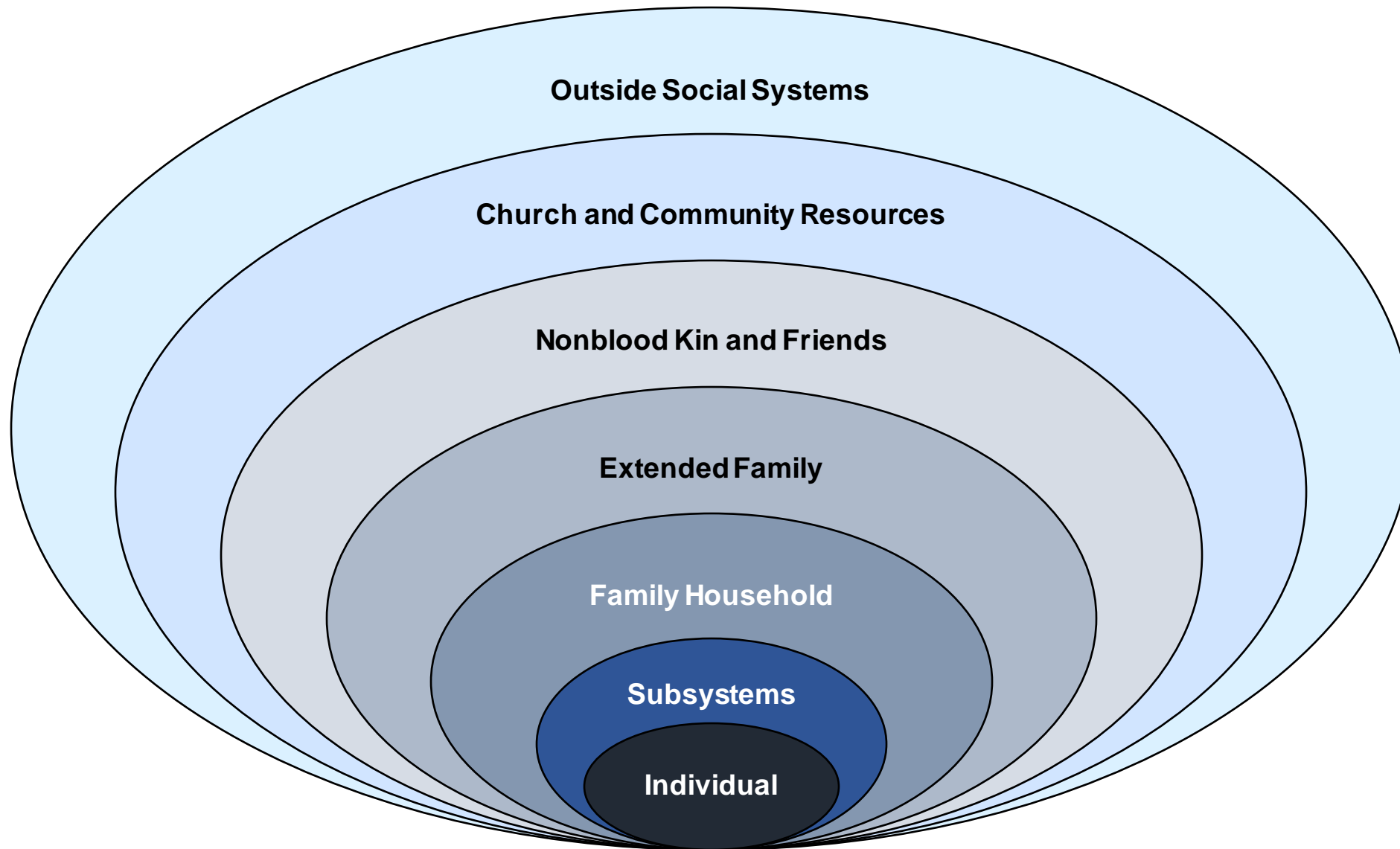
JJ Wilcox

- Former NFL safety who played for 8 seasons the Dallas Cowboys, Pittsburgh Steelers
- Born in Cairo, Georgia
- Graduate of Georgia Southern University
- Philanthropist and Founder of the "**Will Too Foundation**"



Family Matters

The Structure(s) of Family — Multisystems



Family Matters

Emotional Tug of War – Feelings



1. **Uncomfortably** different from your friends and family
2. **Reluctant** to share your feelings, becoming isolated
3. **Guilty** about wealth, rather than fulfilled
4. **Paralyzed** instead of powerful and decisive
5. **Indecisive** on how to spend your money
6. **Worry** relationships, new and old, are influenced by your popularity, status, and wealth
7. **Afraid** to lose money and that success will vanish overnight

Emotional Tug of War – Unspoken Needs

What could be the player's needs/wants in a scenario like this?

- | | |
|---------------|---------------------|
| 1. Visibility | 8. Control/Security |
| 2. Love | 9. Loyalty |
| 3. Belonging | 10. Respect/Status |
| 4. Worthiness | 11. Appreciation |
| 5. Happiness | 12. Recognition |
| 6. Integrity | 13. Authenticity |
| 7. Power | 14. Trust |

What could be the player's fears in a scenario like this?

- | | |
|-----------------|----------------|
| 1. Failure | 4. Being Alone |
| 2. Loss of Love | 5. Success |
| 3. Rejection | 6. Losing |

Emotional Tug of War – External Scripts

Obligation and Responsibility

- He's such a good son, I don't want for anything
- You need to share the wealth
- We go back a long way, and I can always count on you
- You're all I've got
- You should pay it forward

Guilt

- You owe me
- Just admit it, you don't want to do it
- If you love me, you will ...
- If I lose this opportunity, it's your fault
- What's wrong with you, you've forgotten where you come from
- I'm sorry I asked

Discounting

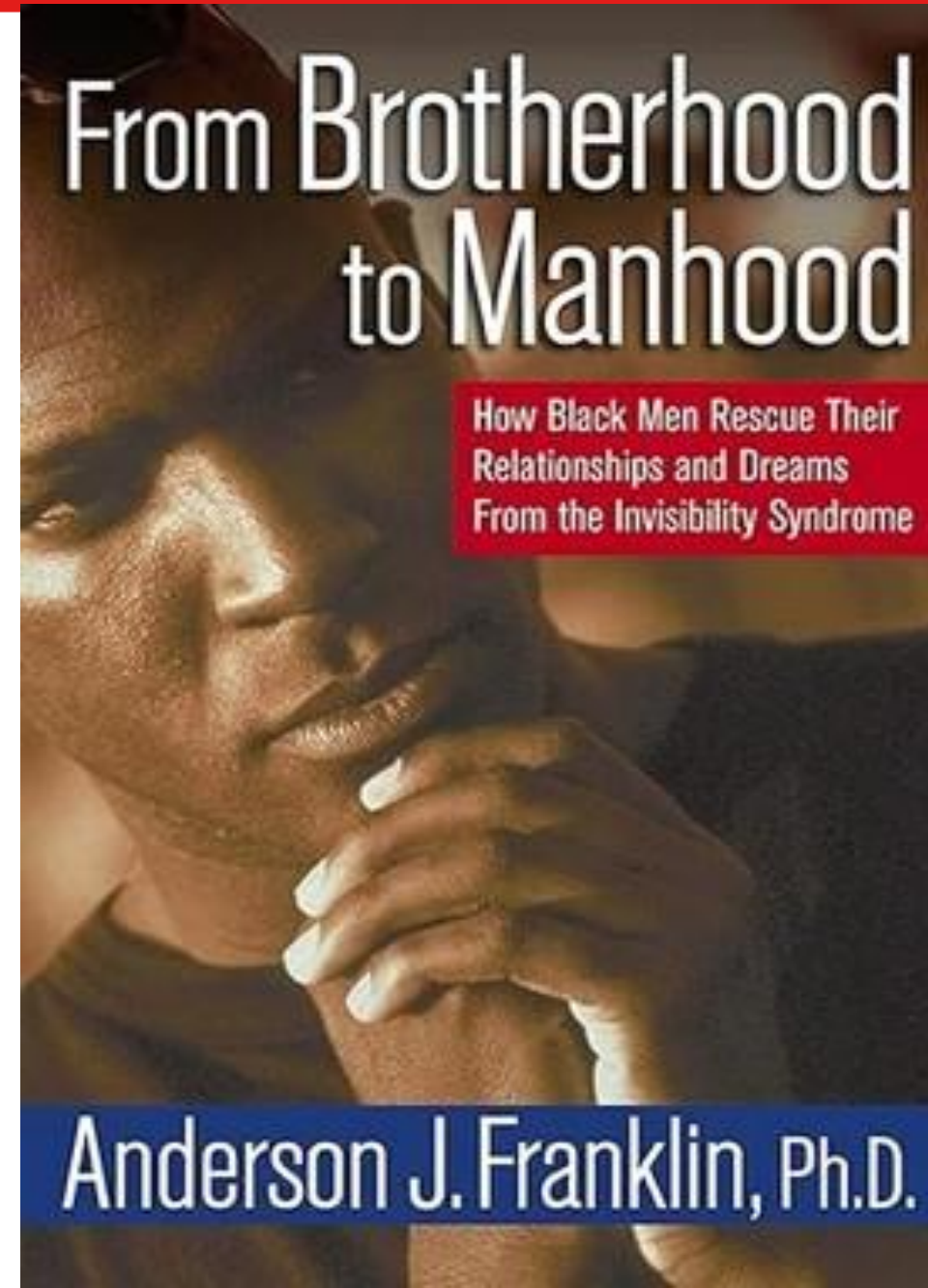
- I'm only asking for your signature
- You just got lucky
- What's the big deal, I'll pay you back
- You act like I am asking you all the time

Family Matters

Being Visible

“A.J. Franklin offers insightful advice to inspire men from any background. This forthright book should be read by everyone interested in understanding the obstacles along the journey toward manhood.”

Alvin F. Poussaint, M.D., Professor of Psychiatry,
Harvard Medical School

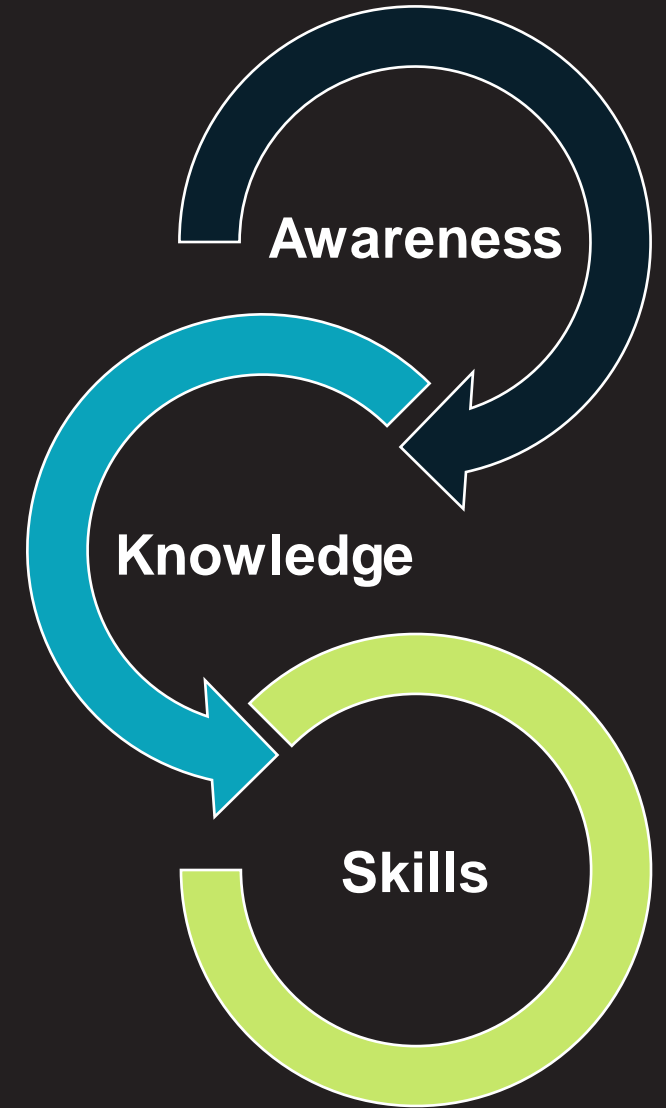


Family Matters

Psychological Safety

Definition

Psychological safety in the context of financial advisor-client relationships refers to creating an environment where clients feel secure, respected, and free from judgment when discussing their financial matters and the personal factors involved¹.



Roles of the Advisor

When asked what expanded roles they perform with their player-clients, NFLPA Registered Financial Advisors said ...

**Options
Presenter**

**Decision
Sounding-
Board**

**Insight
Provider**

Best Life Coach

**Resource
Connector**

**Unbiased
Source**

Life Mentor

**Accountability
Partner**

Trusted Soul

**Financial
Coach**



Competencies and Approaches

Listen and Recognize
the teachable moment

Acknowledge
the emotional tug and resist discounting the client's intentions

Ask Permission and Reinforce
the financial advisor's motives and intentions; gain permission to pose questions and concerns

Analyze
the financial picture and ask the client what he sees

Reframe
by helping the client refine his intentions

Shed light
on the blind spots

Engage
the client in optional thinking to make an informed decision

Build
client's confidence in his ability to make difficult decisions

Broaden
understanding through real-life examples

Offer to Be the "No Guy"
and establish a decision-making protocol

Seize
the situation to develop a Family & Friends Care Plan/Fund

Be proactive
by developing a holistic understanding of the client's real world

Minimize Risks
and recommend subject matter expertise

Recommend
NFLPA resources for non-financial professional help (psychological, counseling and mentoring)

Encourage
client to tap resources on the **NFLPA Financial Learning Center**

Continue to ask
questions to prevent crises and minimize financial surprises

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