

Having the responsible investment conversation with clients



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Responsible investment is becoming more widespread among investors. As an advisor, you can deliver value and differentiate your practice by asking the right questions to better understand your clients' needs and by being prepared with investment solutions that meet clients' unique interests and goals.

Pre-questionnaire for advisors

Here are five key questions to answer before having the responsible investment conversation with clients.



What does responsible investment mean to you?

How would you like to integrate responsible investment strategies into your practice?

Are your own personal beliefs important in the client conversation?

What is/will be your responsible investment value-proposition? What will be your areas of expertise?

How will you identify which clients are interested in responsible investment? How do you plan on presenting clients with solutions (i.e., standardized offerings or customized portfolios)?

Questionnaire for uncovering client interest

Initiate the responsible investment conversation using these six questions, determining if client interests and goals can be met by responsible investment strategies.



What is most important to them in terms of what they do with their wealth?

What are they passionate about? What motivates them?

Are they aware that incorporating ESG considerations into the investment process can lead to increased risk-adjusted returns over the long run?

Which ESG issues stand out to them when they consider investing their hard-earned money?

Are there specific industries they are interested in supporting or avoiding?

Questionnaire for interested clients & prospects

Use these questions as a guide, taking note of critical information your clients and prospects share during these conversations.



What is their definition of responsible investment?

Are there specific issues they are interested in supporting or avoiding?

What ESG strategies are they most familiar with? Are there any they favour, and why?

Have they considered specific ESG strategies to reach their goals?

How much do they want to dedicate to responsible investment strategies?

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