

5 rules of engagement with technology

Whether you are a baby boomer advisor or a millennial rookie, technology doesn't discriminate. The modern day advisor is a change agent, tech-wiz who uses the tools around them to grow their business and provide their clients with a more personalized and at times, digital experience. To fully get the most out of your partnership with technology, follow the 5 rules of engagement.

Rule #1: Embrace change

Stop resisting technology – it is no longer a choice, it is a must have!

Change Management is not easy, therefore:

- Focus on one thing at a time.
- Start small and celebrate the wins.
- Be patient and stay positive.

Rule #2: Do your research

Evaluate your current firm's technology and outside options. Do in-depth research, listen and learn.

Always remember to use these four affirmations when asking your questions: Why, How, What and What If?

- **Why** was I given this piece of technology to use?
- **How** does this technology help with the growth of my business?
- **What** support or training do I get?
- **What if** this technology does not fit my business model?
I need other options (always have a plan B).

**“Change is inevitable.
Growth is optional.
The world is always
changing.”**

John C. Maxwell
Pinoneer of Change and Leadership

**“If you can't explain
it simply, you don't
understand it well
enough.”**

Albert Einstein
Creator, Inventor, Scientist

Rule #3: Specialize on one technology

How do you differentiate yourself from the competitor? By being innovative with your technology.

Here are some tech-savvy and creative ways to retain and attract new business:

Start a blog or vlog (video blog):

Find a fun relatable hobby that you and your clients enjoy doing and tie it back to your business. This is a relationship building strategy that gives you something more to talk about than just finance and investing.

Here are some suggestions:

- **Yoga:** Yoga shows your ability to stay calm and in control in times of stress.
- **Endurance Sports** (i.e., marathons): Endurance sports show that you are dedicated, disciplined and mentally tough.
- **Painting:** Painting shows your creative side and ability to think outside the box.

Start a podcast:

Create a podcast series that would be relevant to your clients. Customize it to the wants and needs of your clients. For example, if your clients are interested in environmental or ethical products, you can discuss:

- What is Responsible Investing?
- Which SRI (Sustainable, Responsible, Impact Investing) products work best for these types of clients?

Start a virtual (video conference) lunch 'n' learn series:

Increase engagement by allowing your clients the opportunity to listen and learn from the location of their choice. Target your audience, leverage your COIs and tailor your message for each webinar. For example:

- **Target/Niche Market:** Women who have gone through a major life transition.
- **Topic:** Focusing on the new you and re-balancing your portfolio to achieve your life goals.
- **COIs to consider:** Life coaches, Psychologists, Nutritionists, Personal trainers.

**“Creative thinking
inspires ideas. Ideas
inspire change.”**

Barbara Januszkiewicz
American Artist

**“Innovation is the
specific instrument
of entrepreneurship.
The act that endows
resources with a
new capacity to
create wealth.”**

Peter Drucker
Educator, Author and Philosopher

**“Price is what you
pay. Value is what
you get.”**

Warren Buffett
Investor and Philanthropist

Rule #4: Build a tech network

Meaningful partnerships are always in it for the long haul. Whether you need support, a sounding board or general knowledge, leverage your tech network.

Don't just link... build genuine relationships, learn from them and see how they can add value to your business!

Start with your team:

- Hire team members who are tech-savvy and social media-savvy.
- Engage your current team members. Get them the tech training they need to take a leadership role within the team.

Broaden your network:

- Tech Meetups across the Globe
- LinkedIn Women in Technology International

Rule #5: Listen to your clients

Are you worried that technology will replace your job?

Your clients want technology to complement your business not replace you.

They are in business with you because of the human element – because of the sound value of your advice.

A study by Deloitte reinforced this concept by sharing that while Millennials enjoy the benefits and advancements of technology, *“the majority of Millennials regard technology as an additional way to communicate and invest, but not as a substitute for personal interactions provided by a wealth manager”*.

Remember, technology is mostly fact-based and lacks emotional intelligence. While technology makes your business more efficient, it is you that understands and cares about your client.

“I would rather earn 1% off a 100 people’s efforts than 100% of my own efforts.”

John D. Rockefeller
Industrialist and Philanthropist

“Networking is more about farming than it is about hunting.”

Dr. Ivan Misner
Father of Modern Networking

“Man is still the most extraordinary computer of all.”

John F. Kennedy
35th President of the
United States of America

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