**Frank Murtha – Speaking Topics**

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**Taking Control of Your Financial Future**
Research shows that a high number of people are under-saved/invested for their financial future. But the reasons why are widely misunderstood. That research also shows that most people believe saving/investing more is important, and that they want to do it. They just have mental and behavioral habits that make it difficult.

Money is a means to end, not an end in and of itself. That’s why having a plan to translate what you earn/save into real-life circumstances is so important. You need to understand why having a goals-based financial plan keeps you on track, what goes into a successful plan, what putting it together looks like, and how to implement it in your life.

What The Audience Will Take With Them:

* Greater insights into their own financial strengths and weaknesses
* Clear “aha moments” about why it is so important to start saving and investing to secure their financial futures
* Recognition of the biggest impediments to successful investing
* Motivation to become more active planning, saving and investing – they will be excited to get going when they leave the room
* Personalized strategies and techniques to make the saving/investing process an easier, more seamless part of their lives
* A strong sense that they are in control of theirs and their loved ones’ financial destiny

**I Hear You:  A Financial Advisor’s Guide to Dealing with Challenging Clients**The hardest task for financial advisors is not managing money, it’s managing clients – especially difficult ones.  There is nothing more emotional than the relationship people have with their money and in times of increased market volatility, that emotion will bubble to the surface, sometimes resulting in the loss of assets, clients or even lawsuits.  Using insights from behavioral finance, neuro-finance and traditional psychology, this presentation highlights clients’ emotional triggers and presents practical responses FAs can take to manage difficult clients.   Audience members will leave knowing what to do and say in even the most challenging situations and take with them tools to preserve relationships and protect their businesses.

Key Takeaways:

* Understanding the psychology of difficult clients
* How to recognize the clients emotional state
* How and when to respond
* Key phrases to maximize their impact
* Personality Profiling Information
* Two techniques/tools for managing difficult clients (Strategic Emotional Communication and The Crisis Plan)

**Behavioral Finance**Why is it that the investing performance of so many smart people reliably and predictably falls short? The answer is not that they know too little about the markets. In fact, they know too little about themselves. Combining the latest findings from the academic fields of behavioral finance and experimental psychology with the down-and-dirty real-world wisdom of successful investors, Dr Frank Murtha guides audiences through the psychological learning process necessary to understand their Client’s  financial goals.

In an easy and entertaining style Murtha makes complex scientific insights readily understandable and actionable, shattering a number of investing myths along the way. You will gain understanding of your clients true investing motivations, learn to avoid the unseen forces that subvert Client decisions, and build a better understanding of your investor’s identity – the foundation for long-lasting investing success.

Other Topics Include:

* Neurofinance and Neuroeconomics
* Financial decision-making (money, investment, and trading psychology)
* Price patterns in the financial markets
* The neural reward system
* Investor Psychology