

Financial Coaching in Practice

The Successful Synergy of Numbers, Money, and People

This provides a comprehensive introduction to the definition and significance of financial coaching. You will get an overview of international research in this field and learn about the crucial role psychology plays in financial decisions. The author presents the latest research findings that clarify whether intellect, intuition, or emotion are decisive for good decisions. Financial coaching begins with diagnostics, which includes measuring risk tolerance as well as biographical work on the individual psychodynamic effects of money projections. The reader learns how coaching helps to shed unfavorable decision patterns and successfully implement new ones. Practical insights into the profession of financial coaching and the underlying core competencies round off the book. You will expand your understanding of financial coaching and can use the insights from this book for your own success.

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