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# How financial advisors can adapt and thrive in every climate

This time of crisis is a chance to help more clients—more deeply.

In just a few months, the coronavirus pandemic of 2020 has upended the way that financial advisors do business. It has also unearthed unprecedented opportunities as many financial advisors find themselves busier than ever fielding calls from current clients as well as potential new clients looking for expert advice.

But how can financial advisors find new clients in these times and serve their existing clients better? It's all about being resourceful, being flexible, and making deeper connections with clients and peers.

## Peer collaboration

The current environment is one of unprecedented stress. Financial advisors across the globe are being tasked with leading the charge toward resilient investing while they themselves are adapting and facing new challenges. A key to success for many is continued education and ongoing collaboration with peers to improve efficiency and refine best practices.

Edward Jones, the 98-year-old investment firm that serves 7 million clients throughout North America, has been facilitating relationship-building for its financial advisors since its inception—one in three financial advisors participates in its mentorship program. This program, as well as more informal, regionally focused peer networking has moved online since the pandemic hit, and it's making an impact.

“Digital tools have allowed me to collaborate with top-performing financial advisors [nearby] to learn about how they've successfully navigated past challenges,” says Krishna Kumar, an Edward Jones financial advisor based in Wilmette, Ill.

**Embracing digital**

### Human-to-human connections



**Why financial advisors need resilience more than ever**



**Financial advisor Julie Kelly on empathic advising**



**Edward Jones's Ken Cella on embracing technology**



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