

Opportunities and challenges for the emergent financial planning profession

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FS Faculty Financial Planning Conference
4 September 2009



Opportunities and challenges for the emergent *emerging* financial planning profession

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...emerging financial planning profession

Traditional characteristics

- Acting in the client's interests
- Observing a code of practice
- High entry standards
- Ongoing competence
- Regulation by an independent body
- Member accountability
- Enforcement and discipline

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“An economy built on reckless speculation, inflated home prices and maxed-out credit cards does not create lasting wealth. It creates the illusion of prosperity and it endangers us all.”

(Barack Obama, March 2009)



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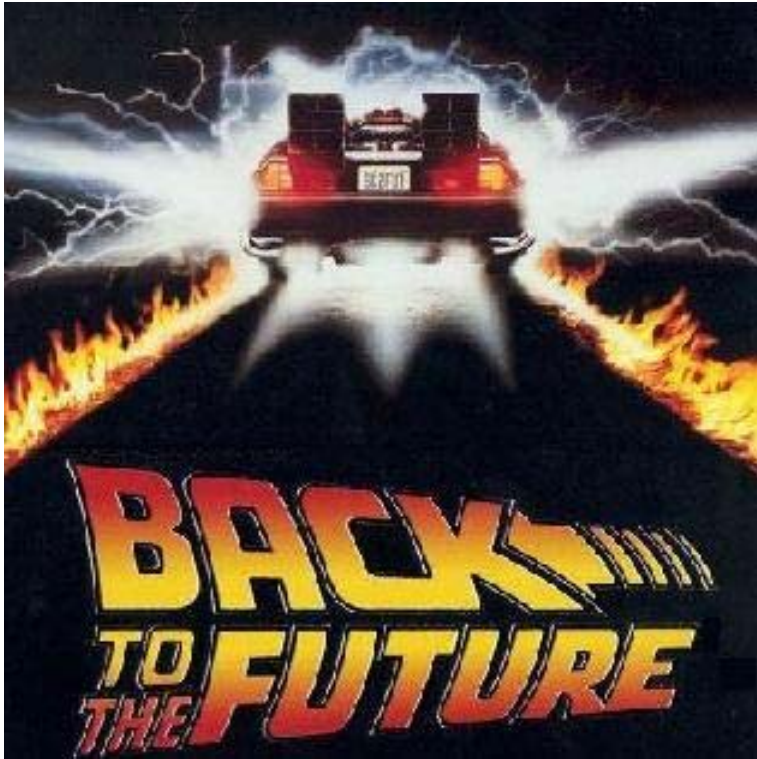
Positives emerging from the 'credit crunch'

- Things will never return to how they were
- Stability of life industry proven
- Need for protection products stimulated
- Good financial advisers better appreciated



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Where do we go from here?



- Past: recognise and retrieve what was good
- Present: be excited about progress being made
- Future: work towards a vision of how things could be

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The past

- Products tended to be straightforward
- Employers were more paternal
- Client/Advisor relationships were long-term
- Salesforces had access to good training

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The present



AVIVA



SimplyBiz

Pioneering. Professional. Personal.

- Academies and study support
- Exam technique workshops
- Funding members to diploma level
- Refunding costs of exams passed
- Free workshops

POSITIVE
SOLUTIONS
LIMITED



Lloyds TSB

threesixty

sesame

BANKHALL
Investment Associates



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The present



CII

CII statistics (31 July 2009) show good momentum for gaining qualifications

- c14,600 Diploma holders (QCF L4 equivalent)
- c10,000 have started Diploma journey since Jan 2008
- >1,800 Chartered Financial Planners (QCF L6 equivalent)
- c3,700 en route to Chartered status



Work Based Assessment needed as alternative

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The future

Need to attract the next generation of advisers

- Bright graduates into a respected profession
- Caring, with desire to make a positive difference
- Replicate what the other professions offer
 - Placements
 - Apprenticeships
 - Mentoring
- Get the structure right, then the market will work



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The future

Need to embrace creative technology wholeheartedly

- Build technology into building relationships with clients
 - Drive efficiencies
 - Lift service levels
 - Widen markets
 - Meet high expectations
 - Future-proof adviser business
- Corporate platforms will enable holistic financial planning
- Online financial tools will cement closer relationships between providers and advisers



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We must never go back to how things were



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