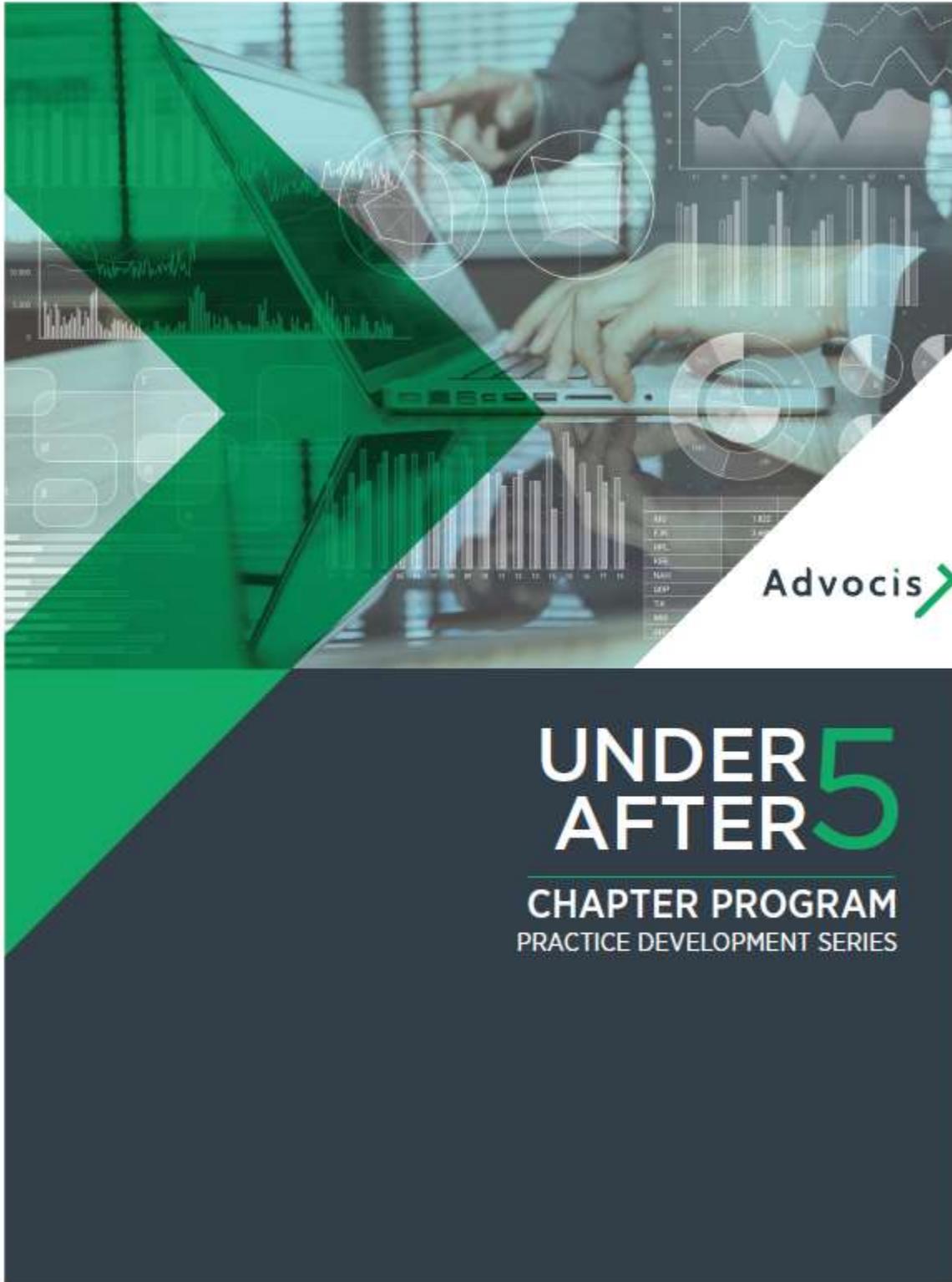


# Practice Development Series

## Chapter Guide



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### OVERVIEW

The Practice Development Series focuses exclusively on the practical skills and knowledge that newer advisors need to be successful; skills such as Business Planning, Sales Process, Prospecting, Marketing and much more. In total, there are nine (9) learning modules and associated activities.

What makes this program so unique, is the combination of having seasoned financial advisor members involved in the program, alongside participating newer financial advisors. The moderator runs the group through the learning material and the associated activities for the group to complete. The mentor (an experienced financial advisor) works with the group on the activities associated with the learning and shares best practices. The result? Participants receive applied knowledge in critical skills required for success, and mentors receive the satisfaction of giving back and sharing their skills with the future of our industry.

This program represents an excellent opportunity to build a core of newer advisors within your chapter's membership and exposing them to the professionalism and camaraderie of Advocis.

This guide provides Chapters with tools and information on how this unique program can support their Under 5/After 5 event(s).



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### PRICING FOR THE PRACTICE DEVELOPMENT SERIES

**Licensing Fee:** Chapters wishing to utilize the Practice Development Series, agree to a licensing fee of \$250. The term runs from January 1, 2022 to December 31, 2023, at which time chapters can renew. The licensing fee includes:

- Nine (9) Learning modules (these are used exclusively by the moderator and/or mentor, and are not for distribution to participating advisors)
- Printable PDF files of activities (to distribute to participating advisors at the event)
- Customizable promotional material: flyer and PPT slide

As part of the licensing agreement, Chapters agree to not duplicate, replicate or distribute the learning modules to anyone other than the moderator and mentor.



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### CE ACCREDITATION

Each module has been accredited by The Institute, AIC, ICS and ICM. To earn CE, attendance for the learning is required along with the completion of associated activities. Please refer to the table on the following page for the number of required activities per module.

For example, Module 1, Business Planning has a total of 5 associated activities. All activities are of value but only 2 are required to earn CE credits for that module. Moderators are free to select which of the activities to use. Participating advisors should retain completed activities for auditing purposes by their governing or licensing body.

Please let participants know that if they are considering registering for the PFA program at a later date, they may want to keep their completed activities for possible use in the PFA Designation program.

Modules and Activities Aligned with the Professional Financial Advisor™ Designation Program (PFA™) 2022-2023 Licensing Agreement: January 1, 2022 to December 31, 2023					
Module	# of Activities Available	# of Activities to be Completed	# of hrs for Content	Total CE Credits	Institute Code (for modules aligned with PFA)
Business Planning (module 1)	5	2	1	3	IAS21539503
Marketing (module 2)	4	2	1	3	IAS21539603
Prospecting (module 3, part 1)	7	2	1	3	IAS21539903
Prospecting (module 3, part 2)	7	1	1	2	IAS21540002
Engagement (module 4)	2	2	1	3	IAS21540203
Discovery (module 5)	1	1	1	2	IAS21540502
Needs Analysis (module 6, part 1)	N/A	N/A	2	2	IAS21540902
Needs Analysis (module 6, part 2)	1	1	1	2	IAS21541002
Advice Delivery (module 7, part 1)	N/A	N/A	2	2	IAS21541202
Advice Delivery (module 7, part 2)	1	1	1	2	IAS21541302
8 – Fine Tuning your Financial Advisory Practice	4	2	1	3	IAS21538403
9 – The Value of Advice	4	2	1	3	IAS21538503



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### DELIVERY FORMAT

#### **Moderator**

The moderator is an active member and should be an experienced financial advisor, manager, or trainer from the local chapter who will deliver the learning content to participating advisors, using the individual modules as their reference. Moderators should have some experience at facilitation and can act as a moderator on an ongoing basis.

We suggest the moderator read the module the week before delivering the session, and taking the time to note or highlight key topics to cover and ideally some practical examples from experience that apply to the material.

The moderator may consider having a white board or a pad of flip chart paper on an easel available for discussing key points or illustrating the material.

Please note that the modules are not distributed to participating advisors, which makes the moderator's role all the more important.

#### **Mentor**

The mentor, whose area of experience should relate to the learning material, shares best practices; listens and coaches as it relates to the activities.

The critical difference between the Practice Development Series and more conventional training programs is the mentor role and the context that their experience in the field adds to the completion of each activity with the participants. This real world perspective is key to the participant's success in this program.



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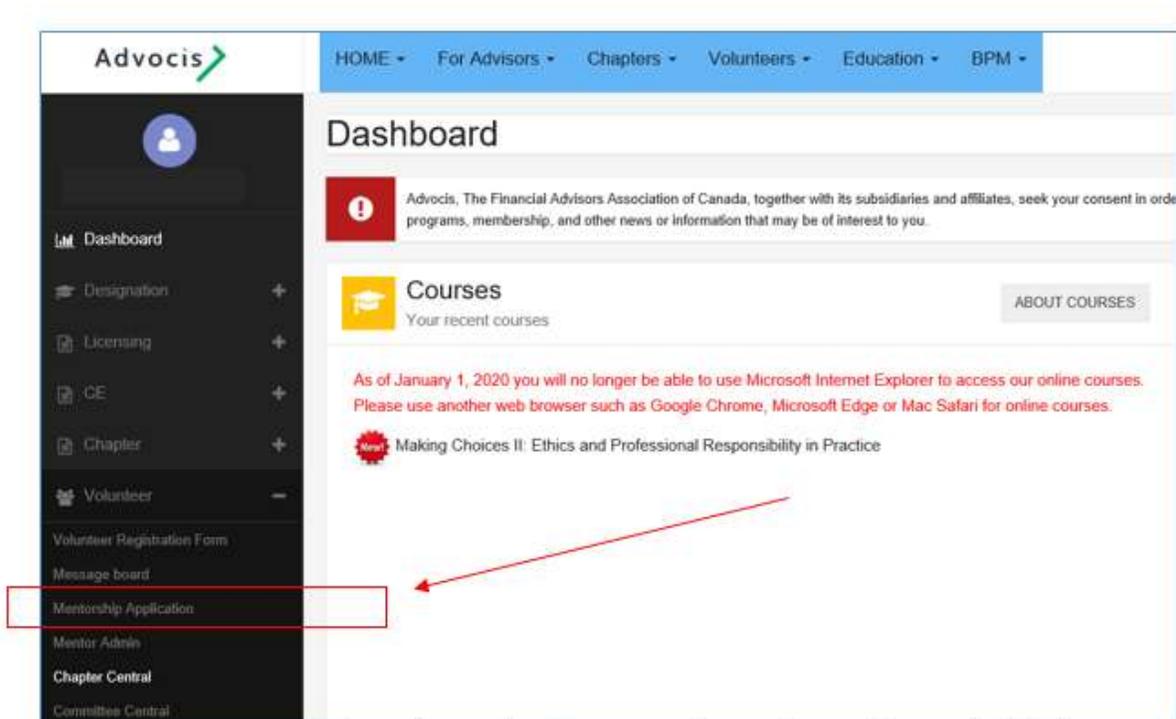
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We ask that Chapters consider the following recommendations when determining mentors for their chapter events. The mentor is an approved Advocis Mentor (they have applied to be a mentor and they have been approved by Advocis). As a guide, mentors should be:

- Is an Advocis Member in good standing
- Has 5 years or more of experience as an advisor
- Uses a consistent professional process
- Has a desire to give back and help
- Preferably holds a designation, i.e. CLU®, CHS, CFP®, PFA™ or other similar professional designation

### Mentorship Application Form

Individuals can apply to become a mentor by login in to [advocis.ca](http://advocis.ca) and from their Dashboard, select and fill out the “Mentorship Application” form found under “Volunteer”.



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### THE ROLE OF A MENTOR

As a mentor, you have a unique opportunity to pay-it-forward, share your knowledge and experiences and further develop your leadership skills by guiding participating advisors. Through this program, you guide an advisor or advisors as they complete various activities related to material they have studied in a group. Your experience, advice and support will help participating advisors gain insight and benefit from your best practices.

#### **Mentoring Tips**

A mentor guides, motivates, inspires and supports, enabling their advisor(s) to achieve career goals and aspirations. Mentors also have a genuine interest in paying-it-forward by sharing their knowledge and experiences with an advisor(s).

#### **Mentor Responsibilities**

Being a mentor is an important role. By agreeing to mentor an advisor or advisors, you must be dependable and remain committed for the entire mentoring relationship. As a mentor, you must:

- give the mentoring relationship your full attention
- treat your advisor(s) with professionalism and respect
- provide appropriate and constructive feedback
- be willing to share personal knowledge, information and experiences
- offer encouragement, guidance and support
- be open and honest
- recommend books, articles, and/or videos that are relevant to your advisor(s)'s needs
- introduce your advisor(s) to people in your network
- help your advisor(s) to think and act beyond their comfort zone
- reinforce your advisor(s)'s strengths
- have fun and be yourself
- follow through on everything you say that you will
- keep confidential information private



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### ACTIVITIES

Each module has a number of activities associated with the learning content. The activities allow participants the opportunity to apply the learning in the 'real world' and outside of the 'classroom'.

The activity worksheets are for participants to complete with instructions from the moderator. If a mentor is present, the mentor can also share some tips or why the activities are relevant. It is also important to note that completion of a minimum number of activities associated with a learning module are mandatory to receive CE credits. Please see CE Accreditation section of this guide.

It is recommended that a follow-up session be scheduled with a mentor for the group to share their experiences and learning from completing the activities.

### Activities Aligned with PFA Program

Individuals who complete activities for modules that are directly aligned with the Professional Financial Advisor™ Designation Program (PFA™) (see page 4 of this Guide) may want to keep their completed activities for possible use in the PFA program should they decide to register for the PFA at a later date.



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### RESOURCES

The following items are available on Chapter Central which Chapters can use to promote and present the Practice Development Series Program.

- **Promotional Flyer & PowerPoint Template**

The Flyer and PowerPoint Presentation provide a brief descriptor of the program and is customizable.

Upon submitting the *Licensing Agreement Sign up Form* available on Chapter Central, the Chapter will be provided with the following items:

- **Learning Modules**

PDF versions of each of the program modules contains the learning content and is to be used by the Moderator and Mentor only (copies should not be printed or distributed to participants).

- **Activities**

Align with the modules that they reinforce. One copy of each activity should be printed for each participant, the moderator and the mentor(s). Overviews are provided. Activities can be shared with the moderator, mentor and participating advisors.

