

CPD Programmes *for* Financial Advisers

A modular, structured and evidenced approach to CPD is essential to obtain the *Statement of Professional Standing* required by all Financial Advisers under the RDR.

Using our unrivalled combination of regulatory knowledge, technical training skills and understanding of the retail client environment, we can help you to:

- Effectively plan and manage the transition to the post RDR world: avoid the year end rush
- Deliver learning that is topical, relevant and engaging for your people
- Use the right mix of delivery methods and activities to achieve the required 35 hours with minimum disruption and maximum benefit
- Integrate offerings from Institutes and Associations with your own internal training modules
- Design events that both fulfil regulatory requirements and *support business goals*





Topical and relevant

The purpose of CPD is to make sure Advisers stay up to date. To be relevant, the topics covered must be within the syllabus of the Level 4 appropriate examination. This is a broad agenda and covers everything from technical and market knowledge to the application of client management skills.

Your CPD programme needs to ensure that it reflects the external and internal changes that impact the syllabus. Key areas include;

- technical knowledge and its application
- skills and expertise
- changes in the market and to products, legislation and regulation

CTP are completely independent and will design a cost-effective programme of learning that can combine both internal and externally sourced solutions. This will provide an annual plan that will:

- address changes in markets, products and legislation, for example new Pension legislation
- maintain your knowledge so that you continue to meet requirements
- be measurable (e.g. a seminar with the number of hours)
- be capable of being verified by an accredited body, for example, we will ensure that a CPD certificate, or , test result is provided



Evidencing learning

We make sure that our Structured Learning events meet the FSA's criteria:

“Structured learning / structured CPD must be a purposeful learning activity, ie, an activity undertaken for the express purpose of learning, such as a training course, or a company briefing on a new market. Where there are defined learning outcomes to be achieved, such as learning about a specified new market, or a specified new type of fund then it must be verifiable, eg, through attendance records such as the provision of CPD certificates for delegates”

All of our learning will state:

- the target learning outcomes
- a description of the content to deliver those outcomes , including the number of hours
- confirm how the activity has met the target learning outcome, and if tested, the test result.

The attendance, outcomes and results will be delivered to you electronically or by report (for face to face) so that you can evidence the competence of your people.

Delivery methods



As a full scope provider of training, we deliver learning through e-learning, podcasts, topical on line magazines, as well as great face to face events.

To address the new CPD requirements, we have built a suite of learning specifically tailored for financial advisers, that is both efficient, effective and can clearly evidence the learning that has been undertaken

- *The Latest* – a monthly, on line magazine-style digest of changes to markets, products and legislation. This can be fully branded and content tailored for you. Delivered to Advisers through their inbox and providing 1 hour of structured learning with a test to provide evidence
- Podcasts on topics such as Taxation and Trusts to take an in depth look at relevant areas
- E learning modules such as Suitability, Asset Allocation and Principles for Approved Persons
- Half day seminars on matters such as Structured Products, Inheritance tax planning, Pensions Masterclass
- Face to face events that build professional client relationship skills

Adding value



We are firm believers that learning should deliver value to individuals and to firms. We will work with you to ensure that the programme of learning is relevant to your people and their role. For example, we will design skills based interventions that reflect your policies and procedures, the services you offer and how you offer them.

Ways of adding value to your business while fulfilling CPD requirements would include:

- *"Building Professional Client Relationships"*: face to face events highlighting effective approaches to introducing your services, establishing KYC and ensuring suitability for new clients
- *"Maintaining and Retaining Clients"*: face to face events illustrating the ideal client review meeting

You may also have business goals that you want to focus on in the coming year and learning can be designed to concentrate on these, for example:

- Changes to policies and procedures
- Changes to role scope and structure for your Advisers
- Changes to the products and services you will be providing to clients

We can help you make the investment in CPD count for your people and your business.

About CTP

CTP is an independent company specialising in consultancy services and training solutions for the financial services industry. Our people have spent many years in the industry, helping clients to identify and achieve their learning goals and do better business as a result.

We have worked with Banks, Building Societies, IFAs, Networks and Wealth Managers to:

- **help them gain qualifications**
- **develop client facing skills**
- **improve their technical knowledge**
- **deliver regulatory and business change**

"Excellent delivery and level of knowledge. Reduced my fear of the exam" **IFA**

"Excellent day, Trainer was immensely knowledgeable about the subject matter and gave excellent tips on areas to focus on" **Financial Adviser, Barclays**

"An excellent industry focused overview of the subject pitched at the right level for all attending. We took value from the day as a team."

Senior Manager IFA

"Very informative. Expert trainer gave me confidence to review areas and assess weaknesses." **IFA, Network**

You can be confident in appointing us. We have refined our approach through years of practice, combining robust principles with constant review of feedback from clients and delegates to ensure we deliver real value.

- We understand your business - we have worked in the industry
- We focus on meeting your objectives - not just selling a solution we have off the shelf
- All on line training is carefully constructed and tested before release
- Our consultants are the best in the business and are specialists in their own right
- No matter the size of the project we have the resources with 120 consultants on our books

The CPD programme is a challenge we are fully prepared to help you to meet. We hope to have the opportunity of working with you.

To find out more and to discuss how to tackle the challenges of the new CPD requirements
call us on **+44 (0) 20 3170 5779**

or e mail cpd@ctp.uk.com

Visit our website at www.ctp.uk.com to discover more.