Financial Advisor Foundations: Building Your Career in Finance

7 – 11 June 2027
Accra (Ghana)



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Ref: 322803_214496 **Date:** 7 – 11 June 2027 **Location:** Accra (Ghana) **Fees:** 4200 GBP

Course Description

This intensive 1-week course provides aspiring financial advisors with a solid foundation in the key competencies required for success in the field. Participants will gain practical knowledge in financial planning, client communication, ethical standards, and business development. Through a combination of theoretical concepts and hands-on exercises, attendees will develop the skills necessary to launch and grow their careers as financial advisors.

Learning Objectives

- Master the fundamentals of financial planning and wealth management
- Develop effective client communication and relationship-building skills
- Understand and apply ethical standards and regulatory requirements
- Learn essential business development and practice management techniques
- Gain proficiency in financial analysis and investment strategies

Course Modules

Day 1: Introduction to Financial Planning

- Overview of the financial planning process
- Understanding client goals and risk tolerance
- Fundamentals of personal finance and budgeting
- Introduction to investment vehicles and asset allocation

Day 2: Client Communication and Relationship Management

- Effective client interview techniques
- Building trust and rapport with clients
- Addressing client concerns and managing expectations
- Strategies for client retention and referrals

Day 3: Ethics and Regulatory Compliance

- CFP Board's Code of Ethics and Standards of Conduct
- Fiduciary responsibilities and best practices
- Regulatory requirements and compliance procedures
- Ethical decision-making in financial planning scenarios



Day 4: Financial Analysis and Investment Strategies

- Fundamental and technical analysis techniques
- Portfolio construction and management
- Risk management and insurance planning
- Retirement and estate planning basics

Day 5: Business Development and Practice Management

- Marketing strategies for financial advisors
- Building and managing a client pipeline
- Time management and productivity techniques
- Technology tools for practice efficiency

Practical Wins for Participants

- Develop a personalized client communication strategy
- Create a sample financial plan for a hypothetical client
- Construct an ethical decision-making framework
- Design a 90-day business development action plan

