



Melbourne
March 11-12, 2010
Hilton on the Park

PRACTICE DEVELOPMENT CONGRESS

INSIGHTS & BENCHMARKING STRATEGIES
FOR "FEE-ONLY" ADVISORY FIRMS

PLUS

- + Separate emotional intelligence workshop
- + 12+ CPD Points

- + **Insights from leading Australian fee-only advisory firms**
- + Best practice in fee-only business operations
- + **Business planning and workflow management**
- + Benchmarking tools for practice development and growth
- + **Client engagement and communication strategies**
- + Leadership and human capital management

Leading practitioners from Australia and United States share their insights and strategies for sustainable practice development.



CONGRESS AGENDA

DAY 1

8.00am

Registration, arrival tea and coffee

BEST PRACTICE IN FEE-ONLY ADVICE

9.00am

Opening presentation:

Sustainable fee-only advice – insights from a leading Australian fee-only advice firm

- Lessons from transitioning from commission to a fee-only practice
- Defining your value proposition in a fee-only world
- Where are the broader opportunities for fee-only practices to grow?
- What are the key issues affecting profitability?
- Advice implications of a fee-only model

Session conducted by: Neil Kendall, Managing Director, Tropicoffs

9.40am

Building a world class wealth management business

- Defining a true global “best practice” advisory business
- Contrasting different approaches to wealth management
- What are the good wealth management businesses doing well?
- What are the key (on-going) business building activities for growth?

Session conducted by: William Baldwin, Managing Director, Pillar Financial Advice (USA) and current Chair, NAPFA

10.30am

Morning tea and networking

VALUE PROPOSITION, PRICING AND ENGAGEMENT

11.00am

Adviser panel session

Value propositions – lead adviser, personal CFO or virtual family office?

- Acting as the lead adviser to business owners
- Personal CFO services for the time poor/cash rich
- Evolution of family wealth planning
- Virtual family office services
- Can we be the trusted adviser and cover all of the above?

Panelists include:

Peter Leggett, Managing Director, Arrive Wealth Management

Gordon Thoms, Director, Ascent Private Wealth

Dave Carney, Director, Aspect Partners

Neil Kendall, Managing Director, Tropicoffs

12.00pm

Pricing advice on value

- How to transition from pricing on products sold or hours worked to value delivered
- Benefits of controllable-base pricing
- Becoming a price-maker rather than price-taker

Session conducted by: Jim Stackpool, Managing Director, Strategic Consulting & Training Pty Limited

12.50pm

Lunch and networking

1.50pm

F4S...The Next Steps

Having made the transition – what are the practicalities and deliverables?

- Value your advice and service
- Positioning your value proposition to clients
- The four ways to be paid
- Financial Project Management... “The New Way Forward”

Session conducted by: Peter Leggett, Managing Director, Arrive Wealth Management

2.30pm

Afternoon tea and exhibition

OPERATIONAL PLANNING AND DEVELOPMENT

3.00pm

Sustainable business planning for fee-only practices

A proven and effective growth strategy for any business is to focus on its positioning. By adopting a clear position, a business can occupy a unique place in the mind of the customer and therefore increase the likelihood of both new and repeat business and the sustainability of your business. In this session Andrew will outline:

- How to sustain competitive advantage and retain integrity in the advice model
- Reviewing your business model and how to maximise profitable revenue growth
- Building a clear position to attract new clients and keep current clients
- Pricing and packaging options

Session conducted by: Andrew Mackenzie, CEO, Shirlaws Australia

4.00pm

Focusing on the future – building a high performance culture in your firm

- Dimensions of the DISC Personality Typology
- Recognising other styles
- The do’s and don’ts for interacting with each style
- Your Leadership Style (Directive, Consultative and Laissaez-Faire)
- Impact of your leadership style on others
- Where is your team in its development phase and how to move forward
- Decrease your own stress and that of your team

Session conducted by: Stephen Smith, Director, Prova Profiling

5.00pm

Networking drinks

6.00pm

Close of congress – day 1

DAY 2

8.30am

Registration, arrival tea and coffee

BENCHMARKING AGAINST THE BEST

9.00am

Fee-only advice revolution

The National Association of Personal Financial Advisors (NAPFA) is America's leading organisation dedicated to the advancement of Fee-Only comprehensive financial planning.

Drawn from compelling NAPFA research this presentation highlights the practices and techniques employed by the most successful and profitable fee-only practices throughout the NAPFA network, and examine specific issues in service delivery and pricing.

Session conducted by: William Baldwin, Managing Director, Pillar Financial Advice (USA) and current Chair, NAPFA

9.50am

Benchmarking against the industry best

In this session Terry will share the results from over 2000 advisory firms who have completed "HealthCheck" over the past two years:

- What are the key-drivers of profit for advisory businesses?
- What are the implications for advisory practices wishing to implement such strategies? How much real difference does it make to "do it better"?
- What are the key attributes for "best practice" Why don't more practices do it?

Session conducted by: Terry Bell, Principal, Business Health

10.30am

Morning tea and exhibition

PRACTICE DEVELOPMENT STRATEGIES

11.00am

Creating a business development culture across your practice

- Designing practical business development programmes that work

- Implement a business development model that supports your growth plans
- Establish clear roles and accountability for business development

Session conducted by: Sue Viskovic, Managing Director, Elixir Consulting

11.50am

Practice development – insights from successful fee-only advisory practices

Our panel provides insights into practical tools and strategies for developing sustainable practice development programmes that support advisers and clients alike:

- Design a remuneration strategy that supports business and adviser goals
- Equity management – a new approach to succession planning
- Recruiting quality referral partners that enhance practice development
- Allocating accountability and driving internal systems
- Do's and don'ts of fee-only advice management

Panelist includes:

Kevin Martin, Chair, Strategem Financial Group

Kay Aarons, Managing Director, Strategic Financial Solutions

Patrick Nalty, Managing Director, PARADIGM Wealth Management

Session moderated by: Sue Viskovic, Managing Director, Elixir Consulting

12.30pm

Lunch and networking

BUSINESS DEVELOPMENT AND COMMUNICATION

1.30pm

Emotional Intelligence – A close up look at money and emotions

Emotional intelligence is considered a new area of focus for advisers. This is an area where planners must make an expanded effort to gain the trust of their clients, list their needs/goals and understand their true emotions and feelings about money.

- Introduction to emotional intelligence – why is it so important?
- How do you apply emotional intelligence in client relationships?

- How do you review & refine the skills to engage clients with their emotions?

Session conducted by Brian Fitzpatrick, Headspace

2.10pm

Afternoon tea and networking

2.30pm

Having great rapport with clients

Rapport – it's the glue that holds client/adviser relationship together in good times and bad. But – how much time is actually spent on developing this skill for impact with new clients and potential referral sources.

This session takes you through practical applications of your approach to meeting, greeting, positioning and becoming client focussed early in business meetings

- Having a great first impression
- Changing your style to suit clients
- The best ways to connect in person
- Characteristics of personal communication styles

Session conducted by: Murray Fitzpatrick, Managing Director, Discover Performance Management

3.20pm

Leadership for enterprising fee-only practices

One of the most challenging aspects of operating any business is ensuring that proper leadership is in place. When milestones arise, including business growth or decline, the transfer of business to the next generation, a sale of the business to outside owners – the absence of true leadership and strategic plans can put unwanted pressure on the business. This session will address some practical strategies and tactics for defining leadership and methods for appropriately applying human capital planning:

- Laws for leaderships
- Linking business plans
- Gender leadership awareness
- Leadership and practice governance

Tony Gattari, Founder, Achievers Group

4.10pm

Afternoon tea and close of congress

Network Partners

LEGG MASON
GLOBAL ASSET MANAGEMENT



LEADING WITH EMOTIONAL INTELLIGENCE

In this one-day workshop Brian Fitzpatrick will facilitate practical tools and take-home exercises for applying emotional intelligence in client interactions while improving relationships within a team environment.

PERSONAL COMPETENCE:

Self-awareness and management

- Reading one's own emotions and recognising their impact
- **Accurate self-assessment:** Knowing one's strengths and limits
- **Self-confidence:** A sense of one's self-worth and capabilities
- **Emotional self-control:** Keeping disruptive emotions under control
- **Transparency:** Displaying honesty and Integrity; trustworthiness
- **Adaptability:** Flexibility in adapting to changing situations
- **Achievement:** The drive to improve performance

BRIAN FITZPATRICK Principal, Headspace



Brian is an educator with over thirty years experience in teaching personal development. Brian has a unique ability of helping people discover what they need to learn to reach their potential. Brian works as a coach supporting businesses in real estate, law, financial planning and accounting. As principal coach at Headspace, Brian is assisting businesses in the financial services industry along with government departments in developing sustainable communication and relationship frameworks to enhance and enrich the client experience.

SOCIAL COMPETENCE:

Social awareness and relationship management

- **Empathy:** Sensing others emotions and understanding perspective
- **Organisational awareness:** Reading the currents and decision networks
- **Service:** Recognising and meeting follower, client or customer needs
- **Inspirational leadership:** Guiding and motivating with a compelling vision
- **Influence:** Wielding a range of tactics for persuasion
- **Developing others:** Bolstering others' abilities through feedback
- **Conflict management:** Resolving disagreements
- **Teamwork and collaboration:** Cooperation and team building

WORKSHOP OUTCOMES

Attendees will:

- Gain self awareness in a number of self analyses
- Experience, identify and label feelings
- Understand the purpose and intensity of feelings
- Use feelings as a part of decision making
- Control Impulses and reduce stress

SPEAKERS



WILLIAM BALDWIN

President, Pillar Financial Advice (USA) and current Chair, National Association of Personal Financial Advisors (NAPFA)

A financial planner for over 25 years, Bill co-founded Pillar Financial Advisors in 1986. He counsels clients on a wide range of financial planning issues, including asset allocation, investing, estate planning and tax strategies. Bill holds degrees in accounting, law and taxation. He received his Bachelor's degree, magna cum laude, in accounting from the University of Cincinnati, his law degree from Boston College, and his Master of Law in Taxation from Boston University.

Five times, *Worth Magazine* listed Bill as one of the nation's top financial advisors. *Barron's* named Bill one of the "Top 100 Independent Financial Advisors" in the country. Bill has written and lectured on the taxation of employee stock options and stock option liquidation strategies, and has written numerous articles related to employee compensation and estate planning for both professional journals and the popular press.



NEIL KENDALL

Managing Director
Tupicoffs



PETER LEGGETT

Managing Director
Arrive Wealth
Management



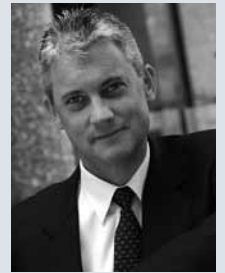
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Ascent Private
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DAVE CARNEY

Director
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JIM STACKPOOL

Managing Director
Strategic Consulting
& Training Pty Ltd



ANDREW MACKENZIE

CEO
Shirlaws Australia



STEPHEN SMITH

Director
Prova Profiling



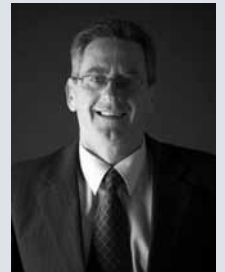
TERRY BELL

Principal
Business Health



SUE VISKOVIC

Managing Director
Elixir Consulting



KEVIN MARTIN

Chair
Strategem
Financial Group



KAY AARONS

Managing Director
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PATRICK NALTY

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TONY GATTARI

Founder
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MURRAY FITZPATRICK

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DEALERS' GROUP MEMBERSHIP

Benefits include:

Member discounts to Dealers' Group events: Get member rates when you register in any Dealers' Group event.

Private Client Advisor newsletter:

Monthly newsletter covers topical issues related to private client advisory.

Access to The Brain: Access to technical papers and expert content in *The Brain*.

Webinars: Live access to the best presenters from your desktop.

Membership is open to private client advisers only. For more information contact Paul Salmon on 02 9810 7964 or psalmon@dealersgroup.com.au

Registration Form

PLEASE REGISTER ME FOR:

- Practice Development Congress + Emotional Intelligence Workshop
 Practice Development Congress only

EARLY BIRD REGISTRATION RATE – BOOK & PAY BEFORE 19 FEBRUARY 2010

	Congress + Workshop	Congress Only
Dealers' Group Members	<input type="checkbox"/> \$1195	<input type="checkbox"/> \$795
Single Registration	<input type="checkbox"/> \$1295	<input type="checkbox"/> \$895
Service Providers	<input type="checkbox"/> \$1495	<input type="checkbox"/> \$1095
Workshop only (standard rate)		<input type="checkbox"/> \$695
Bring your colleagues and save! Tables of 4 delegates		<input type="checkbox"/> \$2700
Bring your colleagues and save! Tables of 8 delegates		<input type="checkbox"/> \$5000

For group bookings contact Paul Salmon on 02 9810 7964 or psalmon@dealersgroup.com.au

STANDARD REGISTRATION RATE – BOOK & PAY AFTER 19 FEBRUARY 2010

	Congress + Workshop	Congress Only
Dealers' Group Members	<input type="checkbox"/> \$1395	<input type="checkbox"/> \$995
Single Registration	<input type="checkbox"/> \$1495	<input type="checkbox"/> \$1095
Service Providers	<input type="checkbox"/> \$1695	<input type="checkbox"/> \$1495
Workshop only (standard rate)		<input type="checkbox"/> \$695

PLEASE COMPLETE THE FOLLOWING FORM:

Mr/Ms/Miss Given Names

Surname

Company/Organisation

Position

Address

City Postcode

Phone Fax

Email

Method of Payment

- Cheque – please make cheque payable to Dealers' Group Pty Ltd
- Book and pay securely online by credit card using PayPal at dealersgroup.com.au
- Visa MasterCard



Name of cardholder

Card Number

Expiry date / / Signature

Total \$

Delegates will receive an email confirmation letter and tax receipt once registered.

- I am interested in future Dealers' Group events
- I DO NOT wish to have my details made available to other organisations

Cancellation Policy Should you be unable to attend a substitute delegate is always welcome at no extra cost. Alternatively a full refund, minus 50% (incl. GST) service charge will be made for cancellations received in writing up to one month prior to the event. Regrettably, no refund will be given for cancellations received later than one month prior to the event. However, a full credit note will be issued.

Privacy The information you have given will be recorded in our delegate database. Dealers' Group may also share this information with our event partners. Please tick the appropriate box if you DO NOT wish to receive further correspondence.



The Dealers' Group reserves the right to change the programme without notice.
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