

Professional Practice

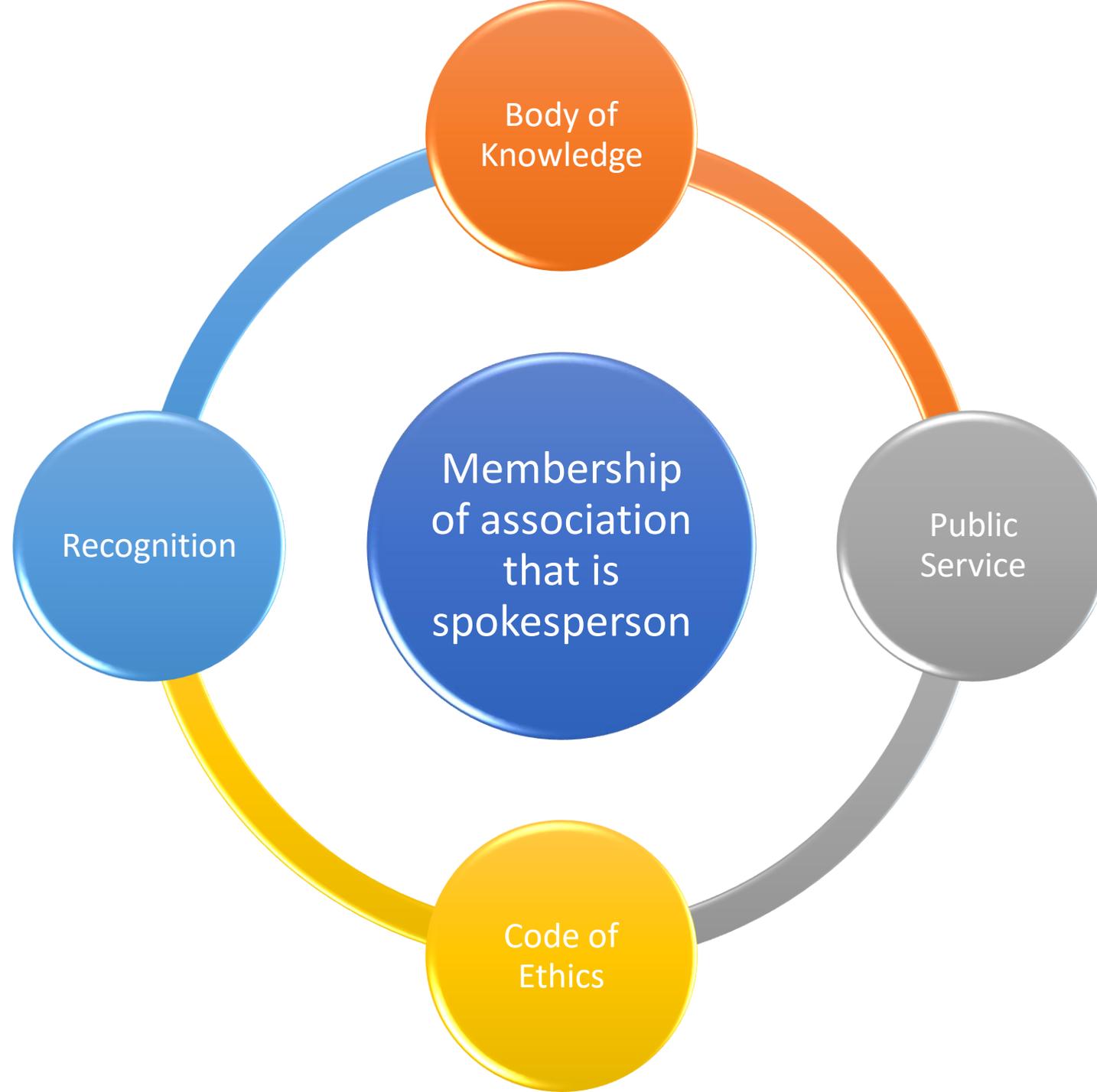


FPI

Financial Planning
Institute of Southern Africa

THE PROFESSIONAL STANDARD

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Head: Stakeholder Engagement



What is a profession

A **professional** is a member of a profession. Professionals are governed by codes of ethics, and profess commitment to competence, integrity and morality, altruism, and the promotion of the public good within their expert domain. Professionals are accountable to those served and to society.

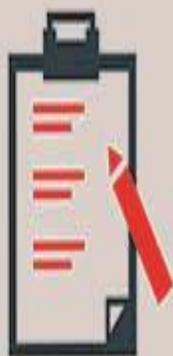
Source: Sylvia R. Cruess, Sharon Johnston & Richard L. Cruess (2004) "Profession": A Working Definition for Medical Educators, Teaching and Learning in Medicine, 16:1, 74-76, DOI: [10.1207/s15328015t1m1601_15](https://doi.org/10.1207/s15328015t1m1601_15)

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COMPLIANCE



RULES



STANDARDS



POLICIES



REQUIREMENTS



REGULATIONS



TRANSPARENCY

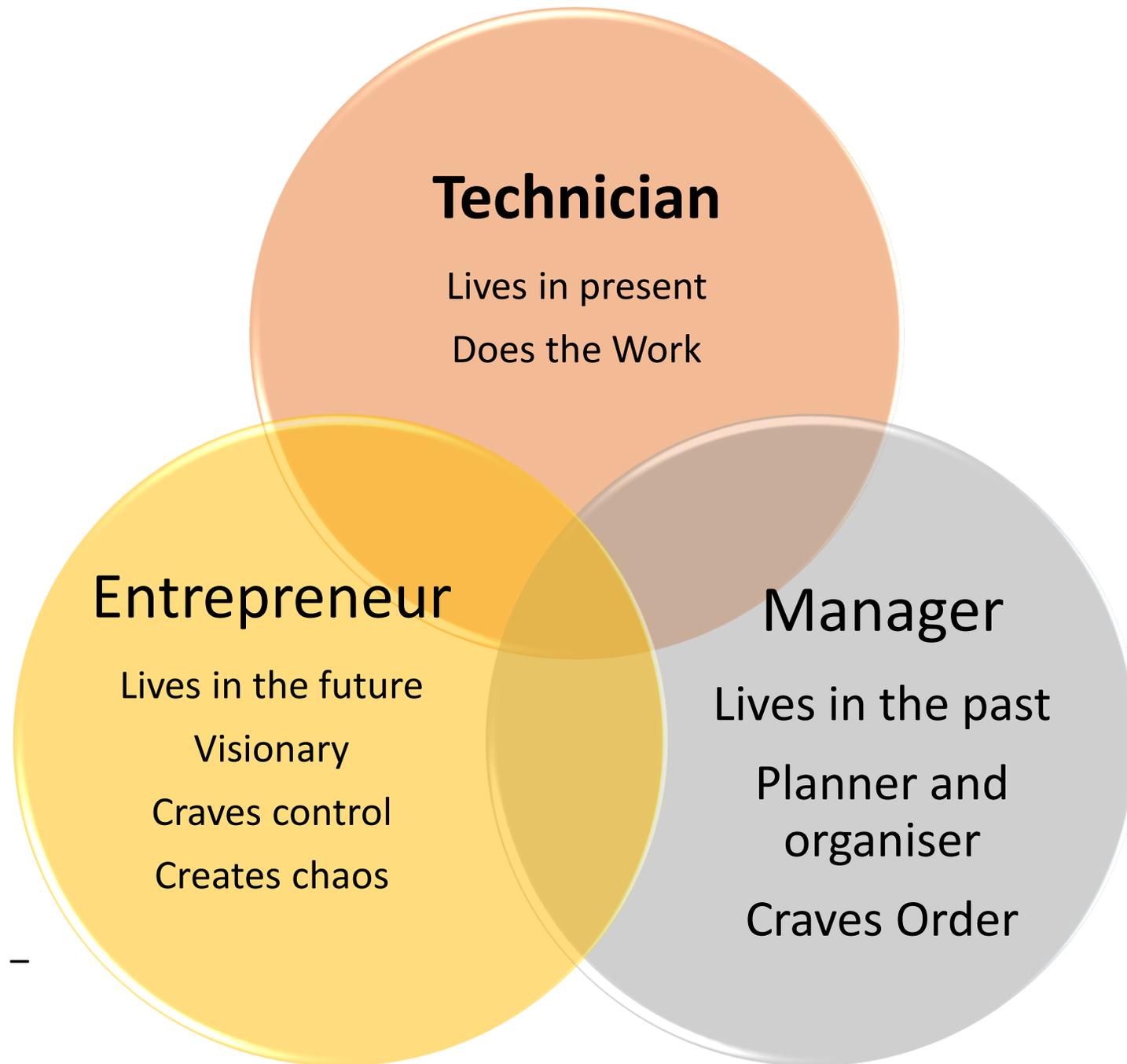


LAW

**IF YOU COULD ACTUALLY MEET THE
EXPECTATIONS YOU SET**

THAT WOULD BE GREAT





Source: Michael E Gerber –
The E-Myth revisited



CUSTOMER



A close-up photograph of a person's hand holding a smooth, rounded grey stone. The word "Cooperative" is written on the stone in a black, cursive script. The background is blurred, showing a person in a blue and pink patterned dress and blue shoes. The overall image conveys a message of community and shared values.

Cooperative

The Golden Circle

WHAT

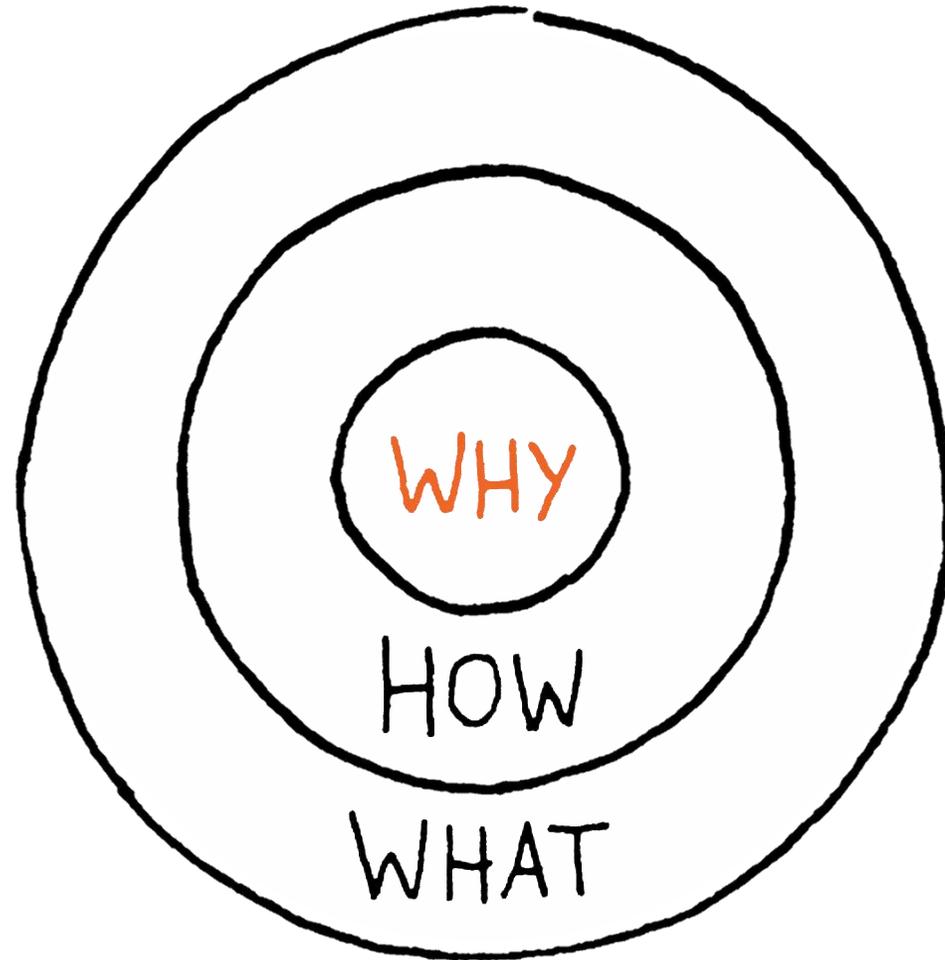
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.







FP



WHAT

AUM

- Percentage Upfront
- Percentage Ongoing

Fee for Service

- Service Menu
- Fixed Fee

Retainer

- Monthly Amount
- Usually via debit order

Hourly Fee

- Quoted based on scope

Commission

- Paid on the sale of a financial product

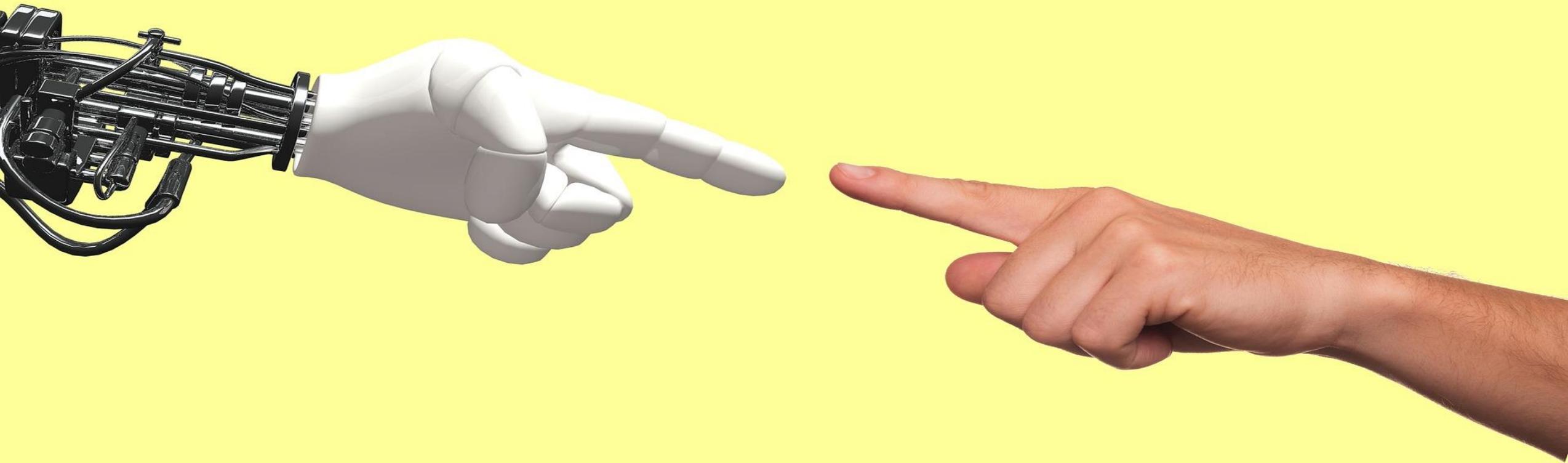
ARTIFICIAL INTELLIGENCE

FOE?

WHAT'S THERE TO WORRY ABOUT?!



OR FRIEND?





Financial Planning
Institute of Southern Africa

THE PROFESSIONAL STANDARD

***FPI Approved
Professional
Practice™***



- The core business of your practice must be financial planning.
- Your business must have a defined process for financial planning that meets the FPI's 6 Step Financial Planning process and must be offered to your clients as a default part of your service.
- Your practice must confirm that the structures reflect a clear fiduciary responsibility to your clients.
- Your practice must follow a clear investment philosophy which is well documented
- and visible to your clients.
- Your practice must confirm that your clients, or a percentage of them, receive cashflow modelling.
- Your practice must have a clear quality assurance function to ensure quality financial planning to your clients.



**We used to sell products and
give away advice; Now we do
just the opposite**

Source: Dr Deena Katz CFP® - FPI Convention 2017