

# FPAM COURSE OUTLINE

## (A SIDC CPE-approved course)



**Title:** Advisory Skills in Financial Planning Practice  
**Date:** 25 February 2017 / Saturday [Full day]  
**Venue:** Dewan Berjaya, Bukit Kiara Equestrian & Country Resort, KL  
**CPE/CE/CPD:** 10 CPE Points / 10 CE Points / 8 CPD Points  
**Instructor/s:** Mr. Teoh Hock Geh

### Learning Outcome

Participants will be able to:

1. Change from financial product sales service to financial advisory practice, and eventually have the confidence to practice financial planning.
2. Apply the required foundation and mind set to upgrade level of practice.
3. Employ needs-based practice and convert from stereotypical sales idea practice – from pure product sales to financial advisory practice.
4. Apply risk management method in various segmented financial advisory services.
5. Apply alternative advisory knowledge to enhance quality of financial advice.
6. Demonstrate skills of implementing products suitability and action plan.
7. Apply the skills of financial diagnosis and coaching in holistic financial planning practice.
8. Recognise and apply FPAM member's Code of Ethics and Professional Responsibility in financial planning practice.

### Learning Outline

| Time           | Function/Paper Title   |
|----------------|--|
| 8:30 - 9:00 am | <b>Registration</b>  |
| 9:00 - 9:30 am | <b>The Evolving Financial Services Industry – An Overview</b> <ul style="list-style-type: none"> <li>• This session explores the development of financial service industry from traditional financial sales services/consulting to financial advisory practice and eventually to financial planning practice.</li> <li>• Understanding different sets of techniques and skills required to upgrade the level of practice.</li> </ul> |

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|------------------|--|
| 9:30- 10:30 am   | <p><b>Foundations in Financial Advisory</b></p> <ul style="list-style-type: none"> <li>• Building the TRUST</li> <li>• Managing and elevating the ‘Change’ in clients’ financial concerns</li> <li>• Understand the difference between expert consultant (product sales) and process consultant (financial advisory)</li> <li>• Applying risk management technique</li> </ul>                              |
| 10:30 - 10:45 am | <b>Coffee break</b>  |
| 10:45 - 12:15 pm | <p><b>Financial Advisory Practice</b></p> <ul style="list-style-type: none"> <li>• Distinguish different process cycles applied for financial sales services and financial advisory.</li> <li>• Identify own strength and weakness of every steps in process cycle.</li> <li>• Learning to conduct segmented Needs Based advice - fact finding</li> <li>• Applying financial counselling skills</li> </ul> |
| 12:15 - 1:00 pm  | <p><b>Financial clinic (group project) – segmented planning exercise*:</b></p> <ul style="list-style-type: none"> <li>• Insurance Planning</li> <li>• Investment Planning</li> <li>• Estate Planning</li> </ul> <p>The exercise requires 1 financial planner, 1 client, 1 timer and minimum 1 observer.</p>  |
| 1:00 - 2:00 pm   | <b>Lunch break</b>   |
| 2:00 - 3:00 pm   | <p><b>Learning Circle</b></p> <ul style="list-style-type: none"> <li>• Reviewing and improving financial advisory skill – group project presentation</li> <li>• Soft skills application</li> <li>• Introduction of alternative advisory knowledge – behavioral finance and life planning</li> </ul>  |
| 3:00 - 3:45 pm   | <p><b>Product suitability and plan implementation</b></p> <ul style="list-style-type: none"> <li>• Client interest focus and financial mapping</li> <li>• Fiduciary duty</li> </ul>  |
| 3:30 - 3:45 pm   | <b>Tea break</b>   |
| 3:45 - 4:30 pm   | <p><b>Financial Planning – Diagnosis and Coaching</b></p> <ul style="list-style-type: none"> <li>• Financial planning practice’s process cycle</li> <li>• Holistic planning</li> <li>• Engagement</li> <li>• Plan write-up</li> <li>• Financial Coaching</li> </ul>  |
| 4:30 - 5:00 pm   | <p><b>Practicing Policy – FPAM member’s Code of Ethics and Professional Responsibility</b></p> <ul style="list-style-type: none"> <li>• Application</li> </ul>   |

## ***Profile of Mr. Teoh Hock Geh (Gavin Teoh)***

Gavin Teoh is the Director of Advisory and Practice Management of a StandardFA with his own practice office in Ara Damansara, Petaling Jaya. He joined Standard Financial Adviser Sdn Bhd (Formerly known as Standard Financial Planner) in January 2010.

He is a Licensed Financial Planner with Securities Commission and Financial Adviser Representative with Bank Negara Malaysia. He is also registered with the Federation of Investment Managers Malaysia (FIMM) as a Corporate Unit Trust Adviser (CUTA) Representative and Corporate Private Retirement Scheme Adviser Representative.

Gavin started his career as an insurance consultant in 1998 under the Financial Planning Programme set up by AIA Co. Ltd. with its training partner Arthur Anderson. He was involved in estate planning and business risk management service since the beginning of his career. In 2005, he ventured into mortgage sales company and integrated financial services agency. Gavin started his fee based financial planning advisory work since 2006 with CIMB Wealth Advisors (CWA) Financial Care Centre (FCC).

Gavin graduated with a Bachelor of Science degree with Honours in Physics from Universiti Kebangsaan Malaysia. He is a Certified Financial Planner® (CFP<sup>CERT</sup>™) and Islamic Financial Planner (IFP®). His belief and family experience have inspired him to venture into the financial planning profession and excel on this area.

Gavin is the first Malaysian Licensed Financial Planner to be awarded the Winner of 2014 PlanPlus Global Financial Planning Awards - Asia Region and the First Runner-up of 2013 PlanPlus Global Financial Planning Awards - Asia Region. With these remarkable international awards, he also won the awards of 2014 Best Practice in Standard Financial Adviser Sdn. Bhd. (StandardFA) and 2013 Best Practice in Standard Financial Adviser Sdn. Bhd. (StandardFA) respectively.

With his great passion in financial planning practice, he was appointed as Treasurer of PJ Chapter of Financial Planning Association of Malaysia (FPAM) for term 2003-2004 and served as one of facilitators and committee members of Practice Development Work Group of FPAM in running Financial Planning Practice Clinic and coaching for members of FPAM in year 2010-2012. In 2015, he was engaged as a member of sub-working committee for 'Strengthen Professional Standard' in Security Commission of Malaysia's 3 Year Action Plan for developing and improving financial planning industry in Malaysia.

Gavin served on the panel of five international judges for Malaysian Financial Planner of The Year Award 2016, MFPYA2016 and for Asian Region best practice competition - PlanPlus Global Financial Planning Awards 2016.

He has been invited to be a panelist at various industry forums, such as the Annual Financial Planning Signature Conference 2016. He was also being featured in the Personal Wealth section of The Edge Malaysia in January 2016. Gavin also wrote financial articles for several publishers, these include Behavioral Finance articles in Money Compass and a monthly business financial advice column called 'Towards Financial Serenity' in MalaysiaSME newspaper for the business community. Presently he is a Marketplace Guru in Bursa Marketplace website writing articles related to behavioral economics and financial planning.

He believes that the practice of solely applying financial solutions and management do not help clients to achieve their goals in the most optimal situation. He develops behavioral finance advisory skill with psychological counselling to manage client's expectation and give them peace of mind, a more efficient and optimal result compared to conventional advisory practice.

## CE COURSE REGISTRATION FORM / INVOICE

|                    |   |
|--------------------|---|
| Title of Course:   | <b>Advisory Skills in Financial Planning Practice</b>   |
| Speaker:           | Mr. Teoh Hock Geh   |
| Date:              | 25 February 2017 / Saturday [ full day ]  |
| Venue:             | Dewan Berjaya, Bukit Kiara Equestrian & Country Resort<br>Jalan Bukit Kiara, Off Jalan Damansara, 60000 Kuala Lumpur  |
| Registration:      | 8.30 am – 9.00 am   |
| Time:              | 9.00 am – 5.00 pm   |
| Fees:              | <b>Early Bird Special; RM 300 (FPAM Member), RM 425 (Non-members)<br/>Payment by 1<sup>st</sup> February 2017.</b><br>Normal – RM 340 (FPAM Member), RM 480 (Non-members)<br>The fee includes 6% of GST, seminar materials, buffet lunch and refreshments.  |
| CE Points (FPAM):  | Ten ( 10 )  |
| CPE Points (SIDC): | Ten ( 10 )  |
| CPD Points (FIMM): | Eight ( 8 )   |
| Instructions:      | Please fill-up this form and fax to +603 7954 9400 or e-mail to <a href="mailto:aniza@fpam.org.my">aniza@fpam.org.my</a> by <b>1<sup>st</sup> February 2017 for early bird discount.</b>  |
| Payment/Invoice:   | <b>By cheque:</b> Payable to ‘Financial Planning Association of Malaysia’. Address: Unit 305, Block A, Phileo Damansara I, Jalan 16/11, off Jalan Damansara, 46350 Petaling Jaya, Selangor.<br><b>By credit card:</b> We will process and charge your credit card upon receipt of this form. This page serves as our official invoice. No further invoice will be issued. |
| Enquiries:         | Send e-mail to <a href="mailto:aniza@fpam.org.my">aniza@fpam.org.my</a> or call Cik Aniza at +603 7954 9500   |
| Terms:             | Registration is on a first-come-first-served basis. Confirmation is subject to payment before the course. Walk-in participant/s will be admitted on the basis of space availability. FPAM reserves the right to amend the program, speaker, date, venue, etc, without prior notice.   |

### YES, PLEASE REGISTER ME!

|                      |  |            |  |
|----------------------|--|------------|--|
| Name:                |  |            |  |
| IC No.:              |  | FPAM No. : |  |
| Company & Address:   |  |            |  |
| E-mail:              |  | Telephone: |  |
| SC Licence / ERP No: |  | Mobile:    |  |
| Contact Person:      |  | Telephone: |  |

### Mode of Payment

|  |              |
|--|--------------|
| By cash, please bank into <b>Alliance Bank A/C 1210 9001 0005 395</b> and email or fax in bank-in slip   |              |
| Cheque payable to <b>Financial Planning Association of Malaysia.</b>   |              |
| Cheque no.:  | Amount: RM   |
| Charge my credit card: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Amex <input type="checkbox"/> Diners |              |
| Credit card no.:   | Expiry date: |
| Amount :   |              |
| <b>Early Bird Special – By 1<sup>st</sup> February 2017</b>  |              |

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