

FPAM WORKSHOP OUTLINE



Title: Advisory Skills in Financial Planning
Date: 18 April 2020 / Saturday [Full day]
Venue: Ponderosa Golf and Country Club, Johor Bahru
CPE/CE/CPD: 10 CPE Points / 10 CE Points / 8 CPD Points
Facilitators: Gavin Teoh Hock Geh

Learning Outcome

Participants will be able to:

1. Discover the differences and advantages of needs-based approach (advisory practice) against traditional product peddling approach.
2. Discover required foundations and mindset to conduct needs-based practice in delivery financial planning services.
3. Recognize common mistakes and dilemmas in conducting advisory practice.
4. Apply BIDDIT (Background-Identifying-Development Probes, Disclosure and Instruction Taking) method to conduct effective needs-based fact finding.
5. Apply robust approach method, the BID (Background-Identifying-Development) Probes, for investment, insurance and estate planning services.
6. Enhance presentation of fees disclosure and scope of services.
7. Apply professional instructions taking method to gather right information for preparing segmented financial plan and solutions.
8. Enhance quality of financial advice's presentation with use of professionally drafted segmented plan.

Learning Outline

Time	Detail
8:30am - 9:00 am	Registration
9:00am - 9:15 am	Objectives <ul style="list-style-type: none">• What is advisory practice?• Sharing of transformation from product peddling to financial advisory practice (needs- based approach).
9:15am- 9:45 am	The Need of Advisory Practice <ul style="list-style-type: none">• Understand the differences in needs-based approach (advisory practice) as compared to product peddling practice.• Explore the advantages of needs-based approach (advisory practice) against product peddling practice.

Time	Details
9:45am - 10:30 am	Foundations and Mindset to Conduct Needs-Based Practice (Advisory Conduct) <ul style="list-style-type: none"> • Change of attitude. • Building the TRUST. • Setting target for wealth enhancement.
10:30am -10:45am	Coffee Break
10:45am -12:00pm	Push-Pull Factors in Transforming Your Practice <ul style="list-style-type: none"> • The common dilemmas happen in the process of upgrading product peddling practice to advisory practice. • The common mistakes in conducting advisory practice.
12:00pm-1:00 pm	The BIDDIT Method- An Effective Needs-Based Fact Finding <ul style="list-style-type: none"> • Explore the functionality of BIDDIT method. • Discover need-based approach method- BID Probes. • Develop effective interview questions of BID Probes for investment, insurance and estate planning practices.
1:00 pm – 2:00 pm	Lunch Break
2:00 pm- 3:00 pm	Apply BID Probes- a Robust Approach Method, in Your Practice <ul style="list-style-type: none"> • Case study and exercise in Investment Planning. • Case study and exercise in Insurance Planning. • Case study and exercise in estate planning.
3:00 pm- 3:30 pm	Self-Improvising BID Probes <ul style="list-style-type: none"> • Finding better phrases of questions for BID probes. • Optimize your own language for efficient BID probes approach.
3:30 pm – 3:45 pm	Coffee Break
3:45 pm – 4:45 pm	Professionalism- Fees Disclosure and Scope of Services <ul style="list-style-type: none"> • Explore effective disclosure method and its document. Professionalism- Documented Instructions Taking <ul style="list-style-type: none"> • Explore the professional technique of instructions taking for: <ol style="list-style-type: none"> 1. Investment Planning 2. Insurance Planning 3. Estate Planning • Learn practical method of instructions taking through exercises.
4:45 pm – 5:15 pm	High Impact Presentation of Segmented Financial Plan <ul style="list-style-type: none"> • Learn the significance of segmented plan presentation against presentation of KYC report or customer fact-finder. • Explore professional presentation's documents - Our Advice and Reason Why (OARW) and Statement of Advice (SOA).
5:15 pm - 5:30 pm	Q & A

Profile of Gavin Teoh Hock Geh

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^{CERT}™) and Islamic Financial Planner (IFP®). His belief and family experience have inspired him to venture into the financial planning profession and excel in 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 sits on the adjudication panel of the Malaysian Financial Planner of The Year Award (MFPYA) and PlanPlus Global Financial Planning Awards for Asian Region.

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 does not help clients to achieve their goals in the most optimal situation. He develops behavioral finance advisory skills 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 WORKSHOP REGISTRATION FORM / INVOICE

Title of Workshop:	Advisory Skills in Financial Planning		
Facilitator:	Gavin Teoh Hock Geh		
Date:	18 April 2020 / Saturday [full day]		
Venue:	Ponderosa Golf and Country Club, Johor Bahru		
Time:	9.00 am – 5.30 pm (<i>Registration by 8.30am</i>)		
Fees:	Early Bird Special; RM205 (FPAM Member), RM255 (Non-members) Payment by 21th March 2020. Normal – RM 255 (FPAM Member), RM 305 (Non-members) <i>The fee includes workshop materials, lunch and refreshments.</i>		
Points	FPAM CE Points	SIDC CPE Points	FiMM CPD Points
	10	10	8
	<i>FPAM CE Points recognized by BNM for FAR licensed renewal.</i>		
Instructions:	Please fill-up this form and fax to +603 7954 9400 or e-mail to johorchapter@fpam.org.my CC: events@fpam.org.my by 21th March 2020.		
Payment/Invoice:	By cheque: 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. By credit card: 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:	<ul style="list-style-type: none"> Send e-mail to events@fpam.org.my or johorchapter@fpam.org.my Please call Bey at 03-7954 9500 or Kenney at 013-3368828 for more information. 		
Terms:	<ul style="list-style-type: none"> Registration is on a first-come-first-served basis, only 35 seats available. 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:		Dietary:	Vegetarian / Non-vegetarian
IC No.:		FPAM No. :	
Company Name & Address:			
E-mail:		Telephone:	
SC Licence / ERP No / FiMM No.:		Mobile:	
Emergency Contact Person:		Telephone:	

Mode of Payment

By cash, please bank into Alliance Bank A/C 1210 9001 0056 077 and email or fax in bank-in slip	
Cheque payable to Financial Planning Association of Malaysia.	
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 :	

Early Bird – By 21th March 2020 | Closing Date – 10th April 2020

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