



FINANCIAL PLANNING STANDARDS BOARD



FPSB Strategic Plan (2011)

CFP Certification *Global excellence in financial planning*

Financial Planning Standards Board Ltd.'s primary stakeholders are its Members (FPSB Affiliates and FPSB Associates). FPSB Ltd. works with its Members to achieve its mission to benefit the global community who seek the advice of competent and ethical financial planners.

The Board of Directors, in consultation with FPSB Members, developed the vision, objectives and activities in FPSB's Strategic Plan. FPSB Ltd. will carry out its activities by working in conjunction with Members. FPSB Ltd. will review the Plan on an ongoing basis, and provide regular reports to Members on the progress being made on the various initiatives and programs outlined in the Plan. This Plan will guide all of FPSB's programs and activities, and unite the growing global community of organizations administering CFP certification around a shared purpose.

A strong FPSB, a united CFP certification community, and the emergence of the CFP mark as a global symbol of excellence in financial planning will support the public's understanding of the value of financial planning and advice from a CFP professional.



Noel Maye
Chief Executive Officer

KEY OBJECTIVES/STRATEGIC PLAN

Leadership

FPSB is the preeminent international financial planning standards authority for competent and ethical financial planners. CFP certification is the standard of excellence for financial planning professionalism worldwide.

(1) Establish and grow financial planning as a profession globally.

L1 Develop and promote a framework for financial planning professionalism.

L2 Establish framework and standards for pathway credential.

L3 Fully engage from market need to strategy in rapid growth/strategically relevant markets.

L3.1 - Sustain and grow CFP professional populations in existing territories.

L3.2 - Add Members from new territories, based on in-depth market understanding.

L3.3 - Ensure relevance of FPSB program in current/future emerging markets

(2) Position FPSB as the standards setter/thought leader for financial planning with key stakeholders.

L4 Engage regulators in discussion on models for consumer protection, advisor oversight.

L5 Develop research agenda to identify needs and formulate and promote FPSB positions.

(3) Ensure organizational sustainability.

L6 - Develop operating, governance and revenue models to support FPSB2025 vision.

L6.1 - Ensure FPSB governance model supports FPSB2025 vision.

L6.2 - Identify and manage FPSB operational and strategic risks

L6.3 - Prudently manage FPSB resources, and implement succession planning program

L6.4 - Identify additional revenue sources to support FPSB2025 vision

L6.5 - Increase value of FPSB trademark/brand portfolios

L7 - Assess competitive landscape and monitor trends to ensure success.

Standards

FPSB has established standards of excellence for financial planning and members and stakeholders are in full compliance with CFP certification program standards.

(4) Strengthen the model to support FPSB Member development and delivery of FPSB standards.

S1 Review and expand FPSB's standards and certification scheme to support FPSB2025 vision.

S2 Support cross-border practice by CFP professionals.

S3 Provide tools and training to FPSB Members to address program deficiencies and ensure consistent delivery of FPSB standards.

S4 Create streamlined process to bring on new Members (Affiliate-in-a-box).

S5 Create and license exam content to Members.

S6 Create and license education content to Members/other stakeholders.

S7 - Create and license CPD program content to Members.

Recognition and Awareness

The global community is aware of the value of the financial planning process and of CFP certification. Financial planning is recognized as a distinct profession.

(5) Create recognition and awareness for financial planning and CFP certification globally.

R1 Facilitate financial literacy campaigns by FPSB Members

R2 Engage in a social media campaign to promote financial planning and CFP certification.

R3 Develop a cooperative marketing campaign to leverage FPSB Member promotion efforts

Engagement

Stakeholders are engaged in FPSB's mission and FPSB Members have adequate resources to succeed.

(6) Engage FPSB Members and key stakeholders in FPSB 2025 vision and activities.

E1 Engage FPSB Members in developing/implementing FPSB2025 programs and initiatives.

E2 Provide tools and resources to Members to achieve FPSB2025.


E3 Engage global/multinational financial services firms to embrace financial planning and FPSB's standards.

ABOUT US

Our Vision

To establish financial planning as a global profession and the CFP marks as the global symbol of excellence in financial planning.

Our Mission

To benefit the global community by establishing, upholding and promoting worldwide professional standards in financial planning. FPSB's commitment to excellence is represented by the marks of professional distinction — CFP, CERTIFIED FINANCIAL PLANNER and .

FPSB Board of Directors

FPSB Ltd.'s Board of Directors consists of nine voting directors and FPSB's Chief Executive Officer, a non-voting director.

The Board of Directors:

- develops governing policies on behalf of the Members that address the broadest levels of all organizational decisions and situations;
- identifies Member needs and develops/revises policies to address those needs;
- advocates on behalf of Members;
- oversees organizational performance; and
- seeks ratification from Members on appropriate matters.

FPSB Council

The FPSB Council is a forum for FPSB Members that:

- supports interaction among FPSB's Board of Directors, Members and staff;
- provides feedback to the Board on issues and ratifies Board decisions;
- discusses trends and developments in the global financial services arena and their potential impact on FPSB, Members and CFP certification;
- creates, reviews, debates and approves policies and procedures for the management, protection and promotion of the international CFP certification program; and
- allows Members and those interested in becoming Members to share ideas/best practices with peer bodies from around the world.



CERTIFIED FINANCIAL PLANNER | **CFP**

The certification marks above are owned outside the US by Financial Planning Standards Board Ltd. and are awarded to individuals who successfully complete its initial and ongoing certification requirements.

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