



# Using Impact Study Results to Market the Effectiveness of Financial Designation Programs

The American College of Financial Services

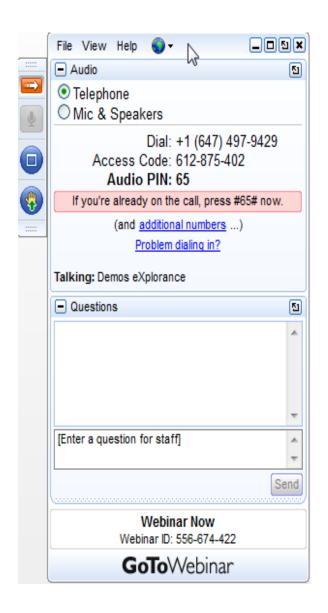
**Dave Eurich** 

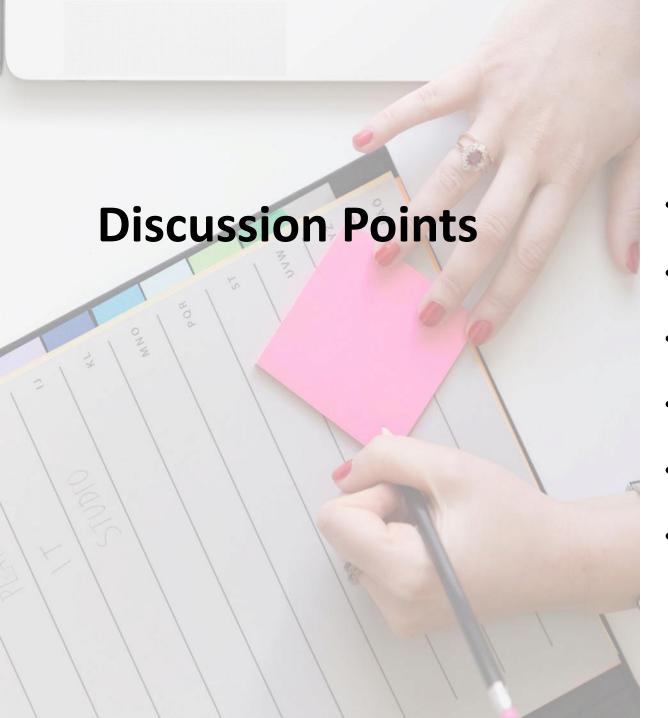
**Vice President – Business Development** 



### Classroom Orientation

- Raise little hand on the side panel
- Type question into the chat dialogue box
- The question appears in the question pane







- The American College of Financial Services
- The importance of measurement to us
- Why we partner with Explorance
- On the topic of stakeholders
- Outcomes, output & lessons learned
- Our approach going forward (our 2020 study)





- The New York Times
- The Wall Street Journal
- Forbes
- Barron's
- Bloomberg
- MarketWatch
- Kiplinger
- USA Today





- Long history of education leadership and professionalism
- Founded in 1927 out of the Wharton School at U of Penn
- Regionally accredited, non-profit, degree-granting institution
- Offer 12 Programs Masters degrees, PhD & designations
- Team of expert, full-time as well as adjunct faculty
- Hub of thought leadership in financial service education
- **Embarking on exciting new path for the future**





# The importance of measuring our education

### **Study Purpose**

To examine the impact of holding an RICP®, CLU®, CHFC®, CFP®, or FSCP® over various career stages on four performance areas:

- EARNINGS AND PRODUCTIVITY
- RETENTION

COMPLIANCE

LEADERSHIP





# Why we partner with Explorance

- Tools, models and experts we don't have
- Not constrained by our organizational thinking
- Listen to you and design measurement accordingly
- Important independent third party
- Provide help in talking with Stakeholders
- Have amazing ideas for packaging results





# The measurement effort (2017)

### **Study Methodology**

10,000+

RICP<sup>®</sup>, CLU<sup>®</sup>, ChFC<sup>®</sup>, CFP<sup>®</sup>, and FSCP<sup>®</sup> professionals surveyed.

All earnings data validated through client-company reporting.





# The measurement effort (2017)

### The logic model used

Do students value the experience?

Worthwhile

Investment is
the best
indicator of
learning; scores
are high for
these
designations

Learning Occurs

comments
confirm that
learning has
occurred and is
inherently
valuable

Learning Applied

Application
measures
confirm that
learning is being
applied

Performance Improves

Performance

improvement
measures
confirm
increased
productivity,
better mentoring
of team
members, better
conversations
with clients,
improved ability
to meet client
needs





# On the topic of stakeholders

### **Financial Professionals**

**Firms - Executives** 





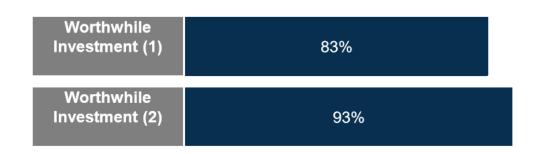
Firms - L&D Teams







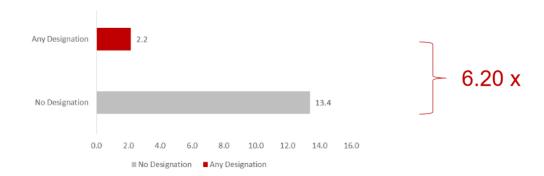
### **Dealing with the results – Positive outcomes**



"This program was a worthwhile investment for my employer."

"This program was a worthwhile investment in my career development."

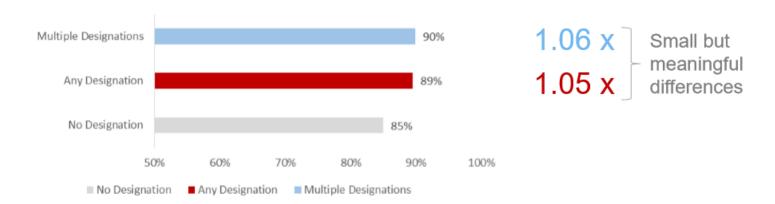








### **Dealing with the results – Outcomes we didn't expect**



### Increase Sales / Rev

27.8% of respondents indicate their designation has improved customer satisfaction



The American College

"How likely are you to recommend this learning experience to a colleague?"

NPS is a indicator of quality and is strongly related the perceived value learners receive from a program. When this value is high, learners believe the program is relevant and worthwhile. When this value is low, attendees gain little from the program in terms of knowledge and skills. Values can range from -100% to +100%.

Overall, across all designations, the NPS score is positive.





### Packaging the results – How we use them



DESIGNATION OUTCOMES STUDY

... Raising the level of professionalism

in financial services ...

Earnings rise with 2+ designations

FIELD REPS WITH TWO OR MORE DESIGNATIONS EARN

more than their counterparts

**KEY TAKEAWAY: CLIENT SATISFACTION** 

88.1%

of respondents indicate their designation has improved their ability to meet customer needs

87.1%

of respondents indicate their designation has improved their client conversations

82.3%

of respondents indicate their designation has improved their customer satisfaction

"NOTE, the term "designation" refers specifically to RIGP\*, CLU\*, ChFG\*, CFP\*, and/or FSGP\*.

**KEY TAKEAWAY: CAREER SATISFACTION** 

96%

of RICP\* designation holders said RICP\* was a worthwhile investment in their career development

89%

of CLU\* designation holders said CLU\* was a worthwhile investment in their career development

89%

of ChFC° designation holders said ChFC° was a worthwhile investment in their career development

91%

of CFP\* certification holders said CFP\* was a worthwhile investment in their career development

93%

of FSCP\* designation holders said FSCP\* was a worthwhile investment in their career development

**KEY TAKEAWAY: INCREASED COMPLIANCE** 

Reps with RICP®, CLU®, ChFC®, CFP®, and/or FSCP® are MUCH LESS LIKELY to have a compliance violation

> Field representatives with no designation are 6.2 TIMES MORE LIKELY to have a compliance violation than a rep with RICP\*, CLU\*, ChFC\*, CFP\*, or FSCP\*

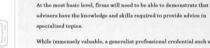












The Big Idea: Professional

Education as Risk Mitigation

firms should increasingly be interested in the impacts

of professional education. As a result of the wide range of

care that requires acting in the best interest of consumers

Compliance officers and risk personnel at financial services

discussions around the Department of Labor (DOL) fiduciary rule,

The Securities and Exchange Commission (SEC) has indicated that it may pursue a requirement for some type of broad fiduciary standard; CFP Board

has expanded the fiduciary requirement for CFP® certificants; and even

individual states are making their own disclosure and standard-of-care

levels of risk mitigation to cover the actions of their financial advisors.

rules. In this uncertain environment, companies are looking for meaningful

it is clear that the profession is gravitating toward a standard of

While immensely valuable, a generalist professional credential such as the  $CFP^{\otimes}$  certification or  $ChFC^{\otimes}$  may no longer be enough for all situations, but they are definitely credible starting points for providing sophisticated advice. Deeper dives into particular topic areas such as retirement income planning, use of life insurance and annuities, or wealth management techniques will also be sorely needed for many professionals. To offer in depth advice on topics such as estate planning, Social Security claiming, or optimizing annuity strategies specialized knowledge is essential.















### **Lessons learned**

- Choosing programs to measure
- Identifying relevant measurement outcomes
- Importance of stakeholder engagement
- Planning for outcome packaging during study design





# Changing our approach going forward (our 2020 study)

- New approach to measurement design effort
  - Determining programs to study
  - Identifying the outcomes
- More thought upfront to the output
  - Demographic looks at outcomes
  - Form of packaging
- Build on the previous work
  - Leveraging Explorance expertise





Q&A







# ThankYou