



Evolving to Meet the Needs of the Financial Advisory Community

It is no surprise that 2020 was a year of change and transformation of the work environment with a rapid transition to virtual environments; 2021 continues to accelerate workplace trends. Financial advice is also changing. The Board of Directors at the Investments & Wealth Institute has identified the trends most affecting the financial advice profession.

1

Service for wealth management is shrinking & the continued development of wealth management teams:

Teams are also seeing demographic shifts toward a younger, more diverse advisor workforce.

2

Acceleration of the digital revolution & raised expectations on the role of technology:

There is an increase in client's reliance on technology to facilitate an advisory engagement, increase in advisor understanding and integration of technology solutions, increased digital competitors, and a rise in advisor expectations for the technology employed by the organizations which support them.

3

Investment management capabilities will remain at the forefront of client expectations:

Advisory professionals will need expanded expertise on all forms of strategies, styles, products, and behavioral biases related to investing.

4

Teams and firms will continue to expand the holistic advisory services they provide their clients:

This will be particularly true for those advisors serving high-net-worth and mass-affluent clients, especially with regards to private wealth advisory services and decumulation strategies.

5

Growth in the Registered Investment Advisory (RIA) sector:

The variety and size of registered investment advisory firms will continue to grow, along with the knowledge and capabilities required by RIA firms to compete.

6

Consumer expectations have changed:

There is downward pressure on fee structures.

7

Rise in Fiduciary:

The battle for discretion and the transition toward fiduciary will continue to penetrate today's service models.



How the Institute is Driving Change

In 2021, The Investments & Wealth Institute has launched several strategic initiatives designed to address the identified trends:

- An expanded scholarship program to help mirror the investor marketplace and create a gateway for those underrepresented today. [Apply today](#)
- The THRIVE Center for Diversity & Inclusion will deliver education, community, and resources to foster a profession where financial advisors from all backgrounds THRIVE. [Join the discussion](#)
- A newly defined membership tiers system to allow users to customize their experience and personalize their level of engagement. [Explore the benefits](#)
- An online community (The Hive) dedicated to knowledge sharing, peer feedback and networking around key areas of practice: investment consulting, private wealth advice, retirement advice, and financial planning. [Find your Hive](#)
- Broad programming delivered through a series of courses, virtual seminars, and hybrid events to address the identified trends, and contemporary issues facing advisors. [Find the right program for you](#)
- Industry leading research and publications that explore the latest advancements and provide the information you need to succeed as an advisor today. [Explore our publications & research](#)
- Continue to deliver quality, advanced certifications by applying global best practices as a personnel certification body. [Find the certification that is right for you](#)



To learn more about the Institute's initiatives, member benefits, advanced certifications, upcoming educational opportunities, visit www.investmentsandwealth.org.