It is no surprise that 2021 was a year of change and transformation of the work environment with a rapid transition to virtual environments; 2022 will continue 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.