



FINANCIAL PLANNING STANDARDS BOARD

FPSB Strategic Plan

October 2008



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 AND INITIATIVES

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.

- L1 Establish and uphold premier positioning of FPSB and CFP certification.** Establish, uphold and promote the standards setting and enforcement role of FPSB and the premier positioning of CFP certification.
- L2 Secure long-term sustainability.** Develop programs and strategies to manage finances, risk and leadership succession to ensure sustainability of the CFP certification program.
- L3 Improve communications/transparency.** Create mechanisms to enhance decision making and information sharing within FPSB.
- L4 Protect FPSB Ltd. trademarks/brands.** Ensure proper use and protection of FPSB Ltd. trademarks and brands.
- L5 Define and grow the financial planning market space.** Create a leap in value for CFP certification to unleash demand and define the financial planning market space.

Standards

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

- S1 Establish and uphold standards of excellence for financial planning.** Develop education, assessment, experience, ethics and practice standards for CFP certification.
- S2 Ensure compliance with standards.** Ensure organizations administering CFP certification program, and stakeholders using CFP and FPSB Ltd. trademarks and brands, comply with FPSB standards.
- S3 Facilitate cross-border practice.** Develop policies and procedures to support mobility among CFP professionals and cross-border certification.

Recognition & 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.

- R1 Promote awareness of financial planning and CFP certification.** Communicate to stakeholders and the global community what financial planning is and what the CFP marks are.
- R2 Position CFP professionals as the advisers of choice.** Communicate the distinction and professionalism of CFP professionals.
- R3 Establish guidelines for career path and specialty programs.** Develop guidelines, and as required define standards, for pathway credentials and programs leading to CFP certification, and specialty credentials.
- R4 Gain recognition for financial planning as a distinct profession.** Encourage stakeholders to recognize financial planning as a distinct professional practice.
- R5 Connect global communities of interest.** Create mechanisms to connect stakeholders interested in the financial planning profession and the CFP marks.

Engagement

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


- E1 Have Members value membership in FPSB.** Provide a compelling membership value proposition(s) that recognizes the diversity of membership needs.
- E2 Have stakeholders support FPSB mission.** Secure stakeholder support for FPSB's mission and objectives.

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.

FPSB | www.fpsb.org