

FPSB STRATEGIC PLAN

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



VISION

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

What Success Looks Like

LEADERSHIP	AWARENESS	STANDARDS	ENGAGEMENT	RECOGNITION
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.	The public is aware of the value of the financial planning process and of CFP certification.	FPSB has established standards of excellence for financial planning, and Members and stakeholders are in full compliance with CFP certification program standards.	Stakeholders are engaged in FPSB’s mission and FPSB Members have adequate resources to succeed.	Financial planning is recognized as a profession.
2016 PICTURE OF SUCCESS				
<ul style="list-style-type: none">FPSB leads the financial planning profession and professional financial advice space through a robust strategy, well-defined standards and high-quality content.FPSB has established an effective governance structure.FPSB has established diversified revenue sources.FPSB has grown the number of territories offering certification and the number of CFP professionals.FPSB has programs in place to facilitate effective entry in new territories and continued development.FPSB can align pathway programs in territories to FPSB’s standards and CFP certification.FPSB has identified and developed global positions on key issues.	<ul style="list-style-type: none">FPSB and member organizations have a common global branding and promotion strategy for CFP certification.FPSB has clearly defined and promotes the distinct value of financial planning and CFP certification.FPSB leverages technology to support the public’s engagement with financial planning and CFP professionals.FPSB and Members measure public awareness of the value of financial planning and CFP certification in existing Member territories.FPSB can demonstrate the benefit of financial planning and working with CFP professionals.	<ul style="list-style-type: none">FPSB has defined a set of standards for the global financial planning profession.FPSB Members have agreed to a core set of high-level standards for CFP certification and are making progress towards meeting them.FPSB has reviewed the CFP certification assessment process to ensure it appropriately assesses financial planner competency.FPSB engages the global academic community to develop the Global Body of Knowledge with additional content to support local application and cross-border practice.FPSB supports the use of the CFP marks across borders through content and technology.FPSB’s global CFP exam component is available for Members.	<ul style="list-style-type: none">FPSB actively convenes conversations with Members that move FPSB and the global profession forward.FPSB member organizations actively engage and cooperate with FPSB and each other to lead the financial planning profession.FPSB engages and leverages Members to mentor and support the development of new and existing Members.	<ul style="list-style-type: none">Territorial authorities have increased recognition of financial planning and view each member organization as leading the profession in the territory.International standards setting bodies recognize FPSB as the pre-eminent international standards setting body for the profession.FPSB has identified its value proposition for oversight of the profession and, with Members, can approach regulators to offer solutions.Key stakeholders recognize CFP certification as the premier professional certification for financial planners.Firms engaged in financial planning recognize and support the value of CFP certification and FPSB’s standards globally.

Why We Exist

UNIQUE CONTRIBUTION

- Leading the quality and growth of the financial planning profession, and promoting the value of CFP certification and professional financial advice, worldwide.
- Being the global champion for the public, supporting them to engage with qualified financial planners aligned with FPSB’s high standards.
- Creating career paths for those who aspire to financial planning professionalism and CFP certification – relying on FPSB’s global trade marks, intellectual capital, content and standards.
- Advocating for the profession on behalf of the public, leveraging extensive collective experience/expertise, so that regulators can rely on FPSB to oversee the financial planning profession.
- Serving as the leading global authority to convene conversations and support collaboration on financial planning issues.

COMPETITIVE ADVANTAGE

- The sole global body leading the financial planning profession – thinking globally, acting locally and engaging all stakeholders in the movement.
- The caliber, scope and scale of FPSB’s member organizations ensure FPSB is relevant and respected by major stakeholders, especially as champions of the public and the profession.
- Delivering the most established, global and locally relevant certification(s) in financial planning.
- Ownership and promotion of the international CFP certification program and the CFP marks (everywhere outside the U.S.).
- Relationship with IOSCO and the overarching perspective this provides.
- “Know how” to take financial planning standards and certification to new territories – with an ability to adapt to local circumstances.