

Become a...

# Chartered Wealth Manager

Certified by the American Academy of Financial Management (AAFM).  
Recognized in over 145 countries by 560 training providers, universities,  
colleges and business schools.

## As Part of The International Diploma in Wealth Management & The International Diploma in Financial Services

### Who should attend?

- Private Bankers
- Wealth Managers
- Retail Branch Managers
- Corporate Account Managers
- Family Office professionals
- Brokerage and Market Analysts
- Investment Advisors and Financial Planners
- Investment Managers and Analysts
- Stock Market Professionals
- Portfolio and Asset Managers
- Financial Marketing Professionals
- Heads of Financial Accounts
- Financial Controllers
- Operation and Planning Managers.

### Course Overview:

While complex selling and relationship management skills are a key element of the program, this designation course also presents a framework for portfolio management and financial planning for key clients, along with an overview of investment products in the Middle East region and beyond.



### Key Competencies:

- Principles of Portfolio Management and asset allocation
- Establishing a unique value proposition – The Prospect
- Using technical knowledge to build the customer relationship – The Solution
- Enhancing and expanding the relationship – The Review

### Pre-Requisite:

Graduates with less than three years experience are required to complete the Registered Financial Specialist program as a pre-requisite.

### International Diploma in Wealth Management

Core Courses	Date	Duration
Chartered Portfolio Manager	27 Sep	5 Days
Chartered Wealth Manager	1 Mar / 5 Jul	5 Days
Financial Analyst Designate - Chartered Market Analyst	1 Nov	5 Days

Elective Courses	Date	Duration
Certified Private Equity Specialist	3 May	5 Days
Chartered Fund & Asset Manager	6 Dec	5 Days

\* Select only one elective course

### International Diploma in Financial Services

Core Courses	Date	Duration
Chartered Portfolio Manager	27 Sep	5 Days
Chartered Wealth Manager	1 Mar / 5 Jul	5 Days
Financial Analyst Designate - Chartered Market Analyst	1 Nov	5 Days



## Meet Your Expert Program Director



### Michael Armstrong

Global Leadership Team  
AAFM Singapore

Michael Armstrong runs his own financial services consulting practice concentrating on markets in Asia and the Middle East. He has spent 15 years in the banking and finance industry based in Sydney, Hong Kong and now Singapore.

He is Industry Advisor to the American Academy of Financial Management (AAFM) and a former Senior Manager, with HSBC in Hong Kong. His experience covers all aspects of financial services including, Wealth Management, product development, distribution, marketing and operations, working with global financial services firms including Citibank and HSBC.

At HSBC Mr. Armstrong was responsible for development of alternative distribution channels including Internet and self-service devices. Prior to this he was responsible for all consumer finance products in the Asia Pacific region. His challenge was to launch profitable products in countries as diverse as Korea and India.

His consulting activities have included work for Asian Development Bank in Manila. In addition he has lectured extensively with AAFM in the Middle East covering topics as diverse as mortgages, sales effectiveness, wealth management, investment products and asset allocation. Clients have included National Bank of Dubai, Dubai Financial markets and Gulf Bank in Kuwait.

His particular interest is in developing wealth management services and driving more effective channel distribution strategies.

### Role-Plays and Exercises:

The teaching in the course is amplified using role plays and 'Breaking news' exercises:

#### Role Plays

- The role plays are designed to cement the concepts discussed in the course. The participants are divided into groups and within each group someone will take the role as RM and someone as client.
- Each team will be given different scenarios
- Each role play will take 10 minutes and will be conducted as a 'fish bowl' in front of the class
- Each role play will be discussed to bring out what worked and what could be improved in order to better engage the customer.

### Breaking News

- During these exercises the participants are given a newspaper article that covers an event in financial markets that is relevant to the topic just discussed, eg. 'Junk Bond prices drop sharply'. They are then asked to simulate a discussion with a customer to explain what this means technically and then how it relates to their customer's own portfolio.
- This is designed to get the RMs thinking about financial news and its impact and how to relate this information to their different customer types.

## AAFM™ Chartered Wealth Manager

1 to 5 Mar 2009 - Program Outline

### Course Timings:

Registration will be at 08:30 AM on Day One with the program commencing promptly at 09:00 AM each day. There will be two short breaks each day and the sessions will conclude at 03:00 PM.

### Day One – 1 Mar 2009

#### Introduction to Wealth Management

- Defining premier retail banking, wealth management and private banking – why they are different? Why customers are different and where they sit?
- The relationship component – why it's so important in HNWI banking today
- The global picture on WM growth and differentiation

#### Modern Portfolio Theory

- Advanced Portfolio Theory
- Risk and Diversification
- Managing Risk

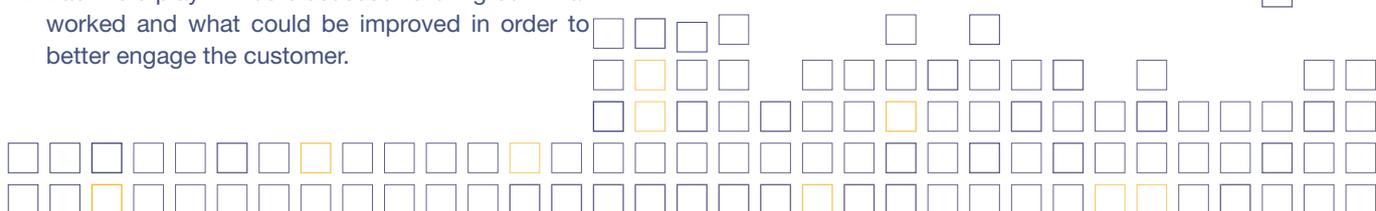
#### The Future of Private Banking and Your Differentiation

- How Customer Behaviour is changing
- How banks will have to adapt, and differentiate
- Unique Selling Proposition - general

#### Getting to know your client

- Getting the meeting
- Understanding the needs of your prospect
- Building a unique value proposition - personal
- Establishing Rapport
- Building the foundations of trust

ROLE PLAY- The prospect



## Day Two – 2 Mar 2009

### DISC Profiling model

- What profile are you?
- Recognising your dominant personality type
- How does it help or hinder when dealing with clients?

### Interpersonal Styles and the Psychology of HNWI clients

- The Psychology of Clients
- Primary Interpersonal Styles and Personality Types
- Decision Making, Communication and Social Drivers
- Task versus People-Directed Behaviour, Reserved and Outgoing styles
- Anticipating client behaviour based on personality types

### Core Asset Classes, Asset Allocation and Financial Planning Principals

- Financial planning concepts and Principals
- Asset Classes, Model Portfolios and Yields
- Asset allocation and portfolio management

### Wealth Management – Core Investment Products

- Protection versus Wealth Accumulation
- Core Investment products
- Mutual funds, unit trusts
- Bonds and Sukuk instruments
- Term life, Takaful, annuity and other life products
- Structured savings plans including funds, equities and bonds

## Day Three – 3 Mar 2009

### Solutions Stage

- Developing a solution for the customer
- Explaining and gaining buy-in
- Objection handling
- Tactical versus Strategic Selling Skills
- Needs-Based Selling versus Product or Risk based
  - Core Behavioural Segmentation Models for your market
  - Simple Investors
  - Sophisticated Investors

#### ROLE PLAY- The Solution

### Advanced WM Products

- Introduction to other product structures including:
  - Private Equity, IPOs, M&A
  - Alternative Investments
  - Derivatives
  - Hedge Funds
  - Commodities
  - ForEx
  - Islamic

### Strategic Relationship Management

- Targeting the top customers
- Deepening relationships over time



- Strategic Selling Skills
- Customer Targeting and Gap Analysis

## Day Four – 4 Mar 2009

### Review Stage

- Managing expectations on performance
- Deepening the relationship
- Getting referrals

#### ROLE PLAY- The Review

### Corporate Finance and the operation of Capital Markets

- Corporate Finance Principals
- Capital Markets Operations
- Debt versus Equity

## Day Five – 5 Mar 2009

### Wealth Planning

- Why plan?
- Establishing the need for planning
- Trust Structures

### Group Presentation

Each group will present their solution/needs-based selling plan (with core benefits proposition) for the two segments they have chosen to specialize on.

### Final Examination And Assessment

The examination will be a one and half hour paper, divided into both multiple choice and short-answer questions. A pass mark of 70% is required for certification.

### Course assessment by participants

### *By attending this course, the added benefits you will receive include:*

- The ability to use the designation CWM™ on your business card and resume
- Free AAFM membership is included with course fees for up to 18 months
- Membership renewal is due on the 30th June or 31st of December. New members automatically receive 12 months membership plus any additional months leading up to the next renewal date
- Access to the AAFM risk management network and body of information on-line
- Experience of a leading finance expert from the American Academy of Financial Management
- Membership to the only professional body recognized by the AACSB, the world's leading collection of business schools
- Preferred access to education centres in USA, UK, Europe, Asia, Middle-East and Latin America
- Access to the AAFM international journal published on-line
- Gold Embossed CWM™ Certificate with your name and designation as a MAAF (Member of the American Academy of Financial Management)
- Full accreditation fees included in the course fees.

# Registration Form

## Three Easy Ways To Enrol

**T** +965 2246 2030 / +965 97688 433

**F** +965 2246 2050

**E** enrollQ8@aafmgcc.com

## Course Dates

Chartered Wealth Manager

1 - 5 March 2009

## Timing

From 9:00 AM to 3:00 PM

## Venue

AAFM Training Center

Salhia Complex

Kuwait City

## Program Fee

Regular fee KD750

## Early Bird Discount

First 10 Registrations will save KD50.

## Individual & Corporate Schemes

Enjoy the benefits of our reward, royalty schemes and pricing strategies.

## Payment Methods

Please pay by Cheque, Cash or Bank Transfer, prior to programme commencement.

All cheques should be crossed and made in favour of American Academy of Financial Management.

The fee includes instruction, course material and detailed case studies. On successful completion of the course, the AAFM award free membership for a period of up to 18 months.

## Registration Details

Title: ..... First Name: .....

Last Name: .....

Company Name: .....

Job Title: .....

Department: .....

Address: .....

.....

Country: .....

Tel: .....

Fax: .....

Mobile: .....

Email: .....

For multiple registrations, please copy this page.

Yes! I would like to receive information about future events and services via email.

In the case of unforeseen circumstances, AAFM reserves the right to change venue and/or speakers.

## Payment Options

Cash

Cheque – Payable to “American Academy of Financial Management”

Bank Transfer – American Academy of Financial Management, Commercial Bank of Kuwait, Hawalli Branch, Account Number: 2001012338.

## Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a KD 100 service charge will be payable.

Registrations cancelled less than seven (7) days before the event must be paid in full.

## Customised Solutions And On-Site Training

AAFM provides tailor-made, superior and highly cost-effective in-house training with professional certification awarded. Our certifications can be articulated to a full university qualification or simply be a highly focused, tailored curriculum delivered by the most experienced industry experts. With global recognition and a faculty of specialists who are industry practitioners, we teach the ‘how’ and ‘why’, not just the ‘what’. Call us now on +965 2246 2030 or email enrollQ8@aafmgcc.com

