ASHL GROUP OF COMPANIES

ADVISER DEVELOPMENT

2022/23 PROSPECTUS

POWERED BY NEXTGEN PLANNERS

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ABOUT THE PROGRAMME

At ASHL we understand our part to play in the future of financial advice. It is more apparent than ever that the current population of Financial Advisers is lacking youth, dynamism and diversity.

We have listened to feedback from the membership which suggests that there is a growing need to deliver appropriate succession planning and exit strategies, to ensure the long-term security of your firm and your clients' future.

ASHL have partnered exclusively with NextGen Planners to design and deliver a training programme that is unique. It brings the vision of ASHL together with the award-winning pedigree of NextGen Planners to create a programme that will help you to develop your next generation of talent.

This programme is designed for firms who understand that they only generate value in their business if they focus on the needs of their clients and create sustainability.

The key to achieving this is recruiting, training and retaining people that think long term, focus on others, understand how to add value and have the technical ability to deliver.

This programme is designed to integrate with your business, providing technical and soft skills training to the next generation of financial planners.

CONTENTS

NOT JUST ANOTHER COURSE...

This is an opportunity to protect your firm's business model within ASHL and to ensure succession planning and exit planning is completed. You will be able to grow your business and benefit from a qualified financial adviser.

FUTURE PROOFING YOUR BUSINESS

In order to attract the right talent for your business, providing them with a route to competency dissuades graduates and paraplanners from joining competitor schemes from the Openwork Academy, Quilter Adviser School, SJP Academy etc.

90% OR GREATER PASS RATE

Our proven track record gives you the reassurance that the training given is of an industry leading standard.

ASHL MEMBERSHIP DEMOGRAPHICS

PRE 2022	2022
85% MALE 15% FEMALE	81% MALE 19% FEMALE
3% of Advisers aged 30 or under in 2021.	4% of Advisers aged under 30 as of 2022.

COURSE OPTIONS

The ASHL Training Programme provides four options of training programme, where you will you either qualify as a CII Level 4 (Diploma qualified) Certified Financial Planner or continue your studies and qualify as a Level 6 (Advanced Diploma) Chartered Financial Planner.

Each option provides the relevant study materials appropriate to the qualification level. However, this alone is not enough.

NextGen Planners have applied their multi-award-winning methodology to provide: State of the art training materials, including; virtual classroom sessions, soft skills and behavioral science training, recorded webinars, good practice guides, peer group support and coaching.

INVESTMENT WEEK INVESTMENT MARKETING AND INNOVATION AWARDS 2021 — WINNER

Professional Adviser AWARDS 2021 — WINNER

Professional Adviser AWARDS 2020 — WINNER

Professional Adviser NEW TALENT AWARDS 2019 in partnership with architas — WINNER

1. **FAST TRACK TO LEVEL 4 CERTIFIED FINANCIAL PLANNER** (12 WEEK PROGRAMME)
2. **FINANCIAL PLANNER LEVEL 4** (12 MONTH PROGRAMME)
3. **CHARTERED FINANCIAL PLANNER LEVEL 6** (24 MONTH PROGRAMME)
4. **BRIDGING PROGRAMME LEVEL 4–6** (12 MONTH PROGRAMME)
5. **MORTGAGE & PROTECTION ADVISER** (24 WEEK PROGRAMME)
6. **PARAPLANNER** (12 MONTH PROGRAMME)
7. **PARAPLANNER TO ADVISER** (12 MONTH PROGRAMME)

COURSE OVERVIEW

Each course is built around developing the candidates’ core technical knowledge, the skills required to be a financial planner, and the behaviors to create a sustainable career.

SKILLS

Traditionally, this area of learning in financial services was referred to as 'soft skills', but as the consumer and the profession has moved on, skills now need to be acquired across a much broader range. Our skills modules include communication techniques,, negotiation, client acquisition and more.

KNOWLEDGE

When designing this course, we considered all the available Level 4 diploma and Level 6 advanced options provided by professional bodies. We chose to work exclusively through the CII framework as we are confident that it provides the technical foundation required by all Financial Planners and is delivered through a sustainable membership model here in the UK.

BEHAVOURS

At the core of the course are the behavioural modules. Candidates are challenged to create their own ethical code of conduct and are shown how this can be embedded into behaviours that build trust rapidly. The gateway to a client focused, sustainable career.

1

DETAILED GAP ANALYSIS

2

SKILLS, KNOWLEDGE & BEHAVIOURS ASSESSMENT

3

LEARNING PREFERENCES ASSESSMENT

4

CHARTERED INSURANCE INSITUTE EXAMINATIONS

5

BEHAVIOURAL SCIENCE

COURSE OVERVIEW - STRUCTURE

At the beginning of the course, we complete a learning style analysis and identify each candidates' strengths and weaknesses. We then produce an individual personal learning plan.

The personal learning plan is then reviewed regularly with the candidate and their line manager to ensure that they are receiving the support they need to stay on track and deliver for the business.

We deploy our unique **Study Less Pass More** methodology to ensure that each candidate makes the most efficient use of their time and maximises their chances of a first-time pass in each module.

STUDY LESS

PASS MORE

VIRTUAL CLASSROOM DAY FOR EACH EXAM

CLASSROOM DAYS FOR SKILLS

RECORDED STUDY MODULES

REGULAR PEER GROUP SESSIONS

DEVELOPING SKILLS & BEHAVIOURS

We have placed skills and behaviours at the heart of the ASHL Training Programme to bridge the learning gap for all levels of competencies and experience, as we look to play our part in the health and sustainability of the future of the industry.

To do this, we have developed new content but also included the NextGen Planners award winning modules.

The Communication Skills Modules, which to date have seen over 500 delegates complete the course, have been included in full.

These modules focus on developing the skills required to plan and manage client meetings, rapidly build trust, understand your value proposition and deliver a first-class financial planning experience for the customer. Our new behavioural science modules are delivered through our online video-based virtual classroom.

STUDY LESS PASS MORE METHODOLOGY

We have turned our experience of working with hundreds of candidates into a core methodology that helps candidates to spend their time in the most efficient way.

We blend knowledge sprint challenges with peer support groups, and virtual classroom days. All of these are supported by our Study Less Pass More methodology which helps candidates to drop those inefficient study methods that don't serve them.

This is backed up with a comprehensive set of on demand study materials.

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COURSE MODULES

Highest possible value delivered to candidates and employers

Simple, sustainable pricing structure

1

FAST TRACK TO LEVEL 4 CERTIFIED FINANCIAL PLANNER

7 VIRTUAL CLASSROOM DAYS

CII R01, R02, R03, R04, R05, R06

Communication Theory & Negotiation Skills

Extensive on-demand content library.

£3,000+VAT

+ CII MEMBERSHIP FEE (OPTIONAL) & EXAM ENTRIES FEE

2

FINANCIAL PLANNER LEVEL 4

7 VIRTUAL CLASSROOM DAYS

CII R01, R02, R03, R04, R05, R06

Communication Theory & Negotiation Skills

Extensive on-demand content library.

£3,000+VAT

+ CII MEMBERSHIP FEE (OPTIONAL) & EXAM ENTRIES FEE

3

CHARTERED FINANCIAL PLANNER LEVEL 6

14 VIRTUAL CLASSROOM DAYS

CII R01, R02, R03, R04, R05, R06, AF1, AF4, AF5, AF8

Communication Theory & Negotiation Skills

Extensive on-demand content library.

£6,000+VAT

+ CII MEMBERSHIP FEE (OPTIONAL) & EXAM ENTRIES FEE

4

BRIDGING PROGRAMME LEVEL 4-6

7 VIRTUAL CLASSROOM DAYS

CII AF1, AF4, AF5, AF8

Advanced communication theory

Extensive on-demand content library.

£3,000+VAT

+ CII MEMBERSHIP FEE (OPTIONAL) & EXAM ENTRIES FEE

BULK DISCOUNTS AVAILABLE

Discounts available for those looking to train two or more candidates up to Level 4, within 12 months.

COURSE MODULES

Highest possible value delivered to candidates and employers

Simple, sustainable pricing structure

5

MORTGAGE & PROTECTION ADVISER

3 VIRTUAL CLASSROOM DAYS

R01, CF6 and R05

Extensive on-demand content library.

£1,500+VAT

+ CII MEMBERSHIP FEE (OPTIONAL) & EXAM ENTRIES FEE

6

PARAPLANNER

7 VIRTUAL CLASSROOM DAYS

R01, R02, R03, R04, R05, R06 & J09

9 bespoke paraplanning modules.

Extensive on-demand content library.

£3,000+VAT

+ CII MEMBERSHIP FEE (OPTIONAL) & EXAM ENTRIES FEE

7

PARAPLANNER TO ADVISER

7 VIRTUAL CLASSROOM DAYS

Communication Theory & Negotiation Skills

Extensive on-demand content library.

£3,000+VAT

+ CII MEMBERSHIP FEE (OPTIONAL) & EXAM ENTRIES FEE

COURSE SCHEDULE

Our Study Less Pass More methodology means that candidates can spend their time as efficiently as possible. We recommend two, half hour, revision sessions per day, five days a week. Developing this study habit will enable candidates to complete their chosen program in the prescribed timescales.

Our programme is fully flexible so candidates wishing to complete sooner than the prescribed timescales can do so, and those wishing to take a bit longer have the flexibility to pause and take breaks.

Candidates are in control of when they sit exams, we only book the exam when each candidate is ready. This is confirmed by completing a series of benchmarking sample exam papers.

The soft skills and behavioural modules are scheduled so that they support the technical study modules, and also enable candidates to make a significant contribution to the business as early as possible, subject to the training and competency programme.

The fast-track option is subject to a minimum number of 6 delegates; we would advise you to register your interest in the fast-track course in advance and you will be enrolled as soon as the 6 places are filled.

REGULAR FEEDBACK TO EMPLOYERS

COMPREHENSIVE JOURNEY

VIRTUAL CLASSROOMS

RECORDED WEBINARS THAT PROVIDE FLEXIBLE LEARNING OPTIONS

GOOD PRACTICE GUIDES AND VIDEOS TO SUPPORT SKILLS AND BEHAVIOURS

FULLY SUPPORTED STUDY TIMETABLES

ASHL COMMITMENTS

- ASHL commits to supporting both the firm and the trainee whilst undertaking the training course.
- ASHL commits to ensuring that the course is relevant and up to date, ensuring that the course will add value to the firm and the trainee.
- ASHL commits to overseeing the ongoing training and development of the trainee and offering support where necessary

FIRM COMMITMENTS

- The firm must commit to employ the trainee adviser.
- The firm must commit to releasing the employee for the appropriate number of hours relating to training and exams.
- The firm must commit to the ongoing support and development of the trainee.
- The firm commits that the full course cost will be payable upon commencement of the training by the trainee.

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REGISTER INTEREST

The inaugural semester will commence from October 2022, with further programmes starting throughout the year.

To register your interest in the ASHL Training Programme powered by NextGen Planners please contact us:

DEVELOPMENT@ADVISERSERVICES.CO.UK
01565 658 840

Here you will find a few basic questions to get things started and to allow us to keep you in the loop.

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FAQs

WHY SHOULD I USE THIS TRAINING?

The ASHL Training Programme is designed to provide everything an employer needs to take a high quality recruit and development their skills, knowledge and behaviours to competence as a financial planner. Through careful assessment and planning, we tailor each personal development plan to meet the needs of the candidate and the business that employs them. The course is designed and delivered by learning and development specialists who have trained thousands of financial services professionals, and who care deeply about developing the next generation of professional talent.

IS IT JUST FOR GRADUATES?

There is no minimum entry criteria for the ASHL Training Programme. We will complete an assessment of each candidate prior to enrolment to ensure that they receive support tailored to their needs.

WHAT COMMITMENT IS EXPECTED FROM THE EMPLOYER?

We provide 7 virtual classroom days during the Financial Planner level 4 course and 7 virtual classroom days for the Bridging Programme. To get the best results, it is expected that employers will support candidates in attending these days, as well as supporting the candidates in their study and revision Outside of this time, the candidate will be working in the business and will be subject to the T&C programme.

WHAT IF MY EMPLOYEE LEAVES DURING THE TRAINING CONTRACT?

Due to the linear nature of the course, if an employee leaves at any time prior to completion, we cannot offer a place to a substitute candidate. As a result, the full balancing cost of the course not already paid for will be invoiced.

WHEN CAN I SEE THE FULL COURSE SCHEDULE?

We will arrange an online chat with NextGen where we will discuss your candidates' individual course schedule.

WHAT HAPPENS AT THE END OF THE COURSE?

At the end of the course, most candidates will have passed all of the exams, completed the skills and behaviours elements, and will be assessed as competent financial planners at either level 4 or level 6.

They will therefore be in a position to apply for a statement of professional standing.

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FAQs

I HAVE HEARD ABOUT APPRENTICESHIPS, IS THERE ANY FUNDING AVAILABLE FOR THIS PROGRAMME?

We considered the structure of the ASHL Training Programme carefully, and one of the areas we looked at closely was apprenticeships.

Though there are some very good apprenticeship courses available, there are some significant restrictions that come with the apprenticeship funding.

As a result, we wouldn't have been able to deliver a programme that achieved the breadth of content, employer and candidate centred environment, and volume of soft skills content that we believe is vital in the development of the next generation of this profession.

In addition, the accredited training provider contracts required to deliver apprenticeships currently only run until 2022, with apprenticeship funding likely to be reviewed by government within that time, making it impossible for us to commit to a long-term programme through this route.

We wanted to design and deliver a programme without compromises and the apprenticeship funding option and resultant restrictions crossed too many of our red lines.

WHAT IF I DON'T PASS AN EXAM FIRST TIME?

We have a tried and tested formula for the CII R0 and AF qualifications, and if candidates follow our process and commit the time needed to study the syllabus, we believe that we can achieve a very high percentage first time pass rate with each cohort. The exam entry costs are met by the employer so as long as the employer supports the resit, the candidate can continue to have access to the study support from the programme.

WHAT IF MY CANDIDATE ALREADY HAS SOME OF THE QUALIFICATIONS?

Each candidate has their own personal development plan so we can adjust their timetable to reflect any qualifications they may already have. We will also adjust the cost of the course to reflect the fact that we won't be paying for study materials and exam entry for those qualifications already achieved.

If your candidate already has all the qualifications they need, we have an alternative programme of skills and behaviours courses that you may want to consider.

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FAQs

HOW MUCH OF THE COURSE IS DEDICATED TO PASSING EXAMS

There is no getting away from the fact that in order to become a financial planner, you need a licence to trade and that comes in the shape of an SPS from a professional body. Therefore, the course is designed to help candidates pass each of the exams first time. However, we believe that technical knowledge is just the foundation in becoming a great financial planner, so the course focuses heavily on skills and behaviours, with virtual classroom sessions, as well as podcasts, and webinars.

WHAT IF I HAVE TO TAKE TIME OFF?

We understand that there will be times when candidates won't be available and we will do everything possible to accommodate extended periods of absence.

WHAT SHOULD I BUY FROM CII?

The ASHL Training Programme does not include the exam entry fees or study material costs from CII. Each module from CII is priced individually and can be purchased as an exam entry only or with study guide and additional support material from revision mate.

WHEN DOES THE COURSE START?

We have cohorts starting throughout the year, with the inaugural semester starting in October 2022.

HOW IS TRAINING DELIVERED?

Training is delivered through a combination of methods: Virtual classroom days

- Podcasts
- Recorded webinars
- Good Practice
- Guides and Videos

DO YOU ONLY SUPPORT CII EXAMS?

The ASHL Training Programme focuses on CII exams as they are the most widely used and recognised in the profession.

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