



PROFESSIONAL

CONVENTION

25 - 26 OCTOBER

2021

THE FUTURE IS HUMAN

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REFLECTING ON THE 2021 CONVENTION

LELANÉ BEZUIDENHOUT, THE CEO OF THE FINANCIAL PLANNING INSTITUTE OF SOUTHERN AFRICA, LOOKS BACK ON THIS YEAR'S CONVENTION, WHICH WAS HOSTED VIRTUALLY.



A convention is nothing without excellent speakers and relevant content and we were fortunate to have both.

First things first

As I look back on this year's convention, two words come to mind: excellence and grace! I am so glad that we decided to go with The Conference Company as their platform just works. There were absolutely no hiccups and their team was professional in the extreme.

A convention is nothing without excellent speakers and relevant content – and we were fortunate to have both in spades. Enthusiastic attendees and unwavering sponsorship support are another vital ingredient, and here too we were abundantly blessed. A massive thank you is due to all who made the convention such a resounding success.

Decisions, decisions

The theme of the convention was "The Future is Human". By now I think all advisors have accepted that we need to embrace technology to improve our value propositions and our ability to have meaningful and relevant discussions with our clients. But we should never lose sight of the fact that we are also human. We all have emotions, worldviews and behavioural biases that impact every single decision we make.

The content at the convention was extremely relevant in that it helped financial planners to understand themselves and their clients...

Research shows that the average person makes about 35 000 choices per day. This is roughly 2 000 decisions per hour or one decision every two seconds. The content at the convention was extremely relevant in that it helped financial planners to understand themselves and their clients...And how they can leverage FPtech to strengthen the sacred client-advisor relationship.

The one thing that stood out from the content covered by our speakers and panel discussions is that we must invest in ourselves by keeping our knowledge, abilities, and skills relevant and up-to-date. This is vital to ensuring that we grow our businesses in a complex and world with a constantly shifting regulatory, IT and economic landscape.



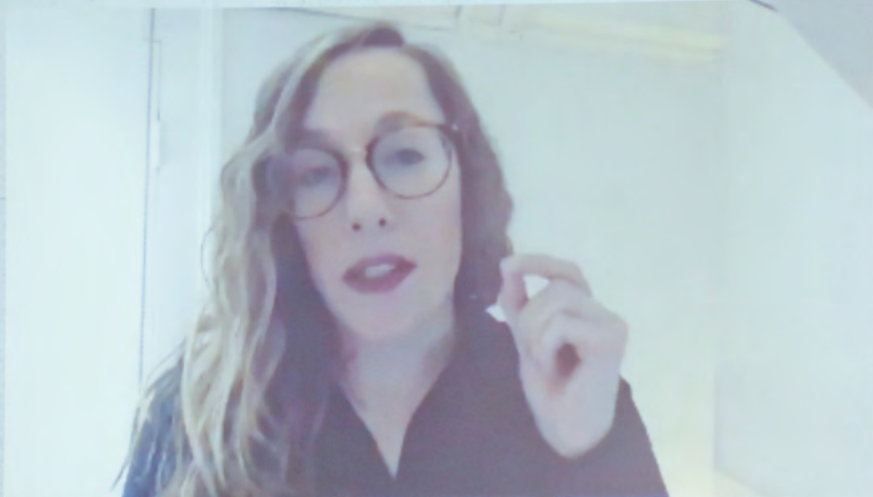
Convention: Day 1

On The first day our excellent international and local speakers explained how to:

- Understand the neuroscience behind the emotional blocks we carry
- Identify the biases and assumptions leaders hold
- Shift your organisation's behaviour
- Develop metrics for failure and success as we navigate the road ahead.

Day one also saw an international regulatory update from the chairperson of the FPSB's Regulatory Advisory Panel as well as a local regulatory panel discussion. The local discussion focused on how the FSCA plans to move the body of the existing regulatory framework to the new COFI Bill framework.

“The one thing that stood out from the content covered by our speakers and panel discussions is that we must invest in ourselves by keeping our knowledge, abilities, and skills relevant and up-to-date.”



Andy Golding



National Treasury also provided a high-level progress update on the ongoing retirement reforms which seek to allow withdrawals from retirement funds in emergency situations.

- We also had three powerful panel discussions:
- Mentoring the professional of tomorrow. This looked at how to mentor younger professionals entering the profession, and how to retain talent
- Women in finance breaking barriers. This immensely powerful panel discussion saw young black females sharing their many trials and tribulations upon entering the profession
- Using technology in your business.

Convention: Day 2

The second day's first session focused on how to "clean up your mental mess". We are all taught practical tips and tools on how to take control of our mental, physical, and emotional health – and we were given pointers on how to do the same for our clients.

The rest of the day's speakers covered some of the following topics:

- Barriers to effective philanthropy
- Understanding behavioural finance and how it applies to financial planning practices
- Understanding FPI practice standards in action
- The role of a coach in your practice
- Update from FPSB CEO on global financial planning matters
- Dealing with techno ethics
- How to overcome adversity and prioritise self-development. Achieving personal fulfilment is the cornerstone of giving effective advice to your clients.



The Final Word

The content covered during the convention was extremely relevant to a world that's been turned on its head by a global pandemic. It felt truly empowering to be given practical tips and tools on how to adapt to this new normal.

On that note, the slightly surreal experience of sitting in studio at a live convention with a virtual global audience is something I would never have expected to happen in 2030, let alone 2021! Who knows where we will be only five years from now?

"The content covered during the convention was extremely relevant to a world that's been turned on its head by a global pandemic."



THE FUTURE IS HUMAN

TONY VAN NIEKERK, EDITOR & OWNER OF COVER MAGAZINE

I spoke to Navin Ramparsand, in his capacity as the Chair of the Financial Planning Institute Board, just before the convention to understand the decision to host a live, online, event.

Navin said our world has been disrupted without any notice, by COVID-19, and we have had to find ways to function and adapt. Technology, which was already in existence, has come to the forefront and assisted us in continuing to engage and function and serve our clients and generally, as a matter of speaking.

Navin said it was a matter of prudence to host a live online event but he thought there, most definitely, still is value in face to face interactions. "The need for human interaction will never go away", he said. "No one can argue that human interaction can take place via online platforms, but it is not as effective as face to face meetings or conferences".

"No one can argue that human interaction can take place via online platforms, but it is not as effective as face to face meetings or conferences".





It's about setting the benchmark, but also using awards as a mechanism to progress the profession journey."

According to him, face to face interactions feed our innate need as social beings, whether it's a quick catch up over a cup of coffee with an old colleague, or having robust peer to peer discussions during a question and answer session at the conventions.

So while this is all possible via online platforms, it does not trigger all our human senses. He also thought we are not as involved by online platforms as we are in real face to face conventions and discussions. From the FPI's perspective, they inherently believe, and know, that there will always be value in face to face conventions and interactions as we need as we have a need for real conversations and real connections with people. Navin said that, prior to COVID-19, there was all a lot of buzz around the Fourth Industrial Revolution, the impact, the fast tracking of technology and how it would impact careers and career paths. Technology, he said, has been front and center, enabling a lot of things. Therefore, this year, the committee felt that there is a need to highlight the



benefits of using technology to enhance your financial planning, practice, and assist advisors in giving professional financial advice to your clients.

Furthermore, according to him, we need to understand human behaviour when it comes to biases and irrational decisions, because of fear, and our own preconceived views and prejudices about investments as an example.

So after much deliberation, at committee level, it was concluded that the artificial intelligence FinTech, financial planning technology, or any other technology for that matter, will never replace the need for human contact or human interaction.

Therefore, the theme, The Future is Human, made sense, as the future is human and is underpinned by technology as a resource. It's about embracing and using technology to its fullest capacity to enhance your business. This also highlights the need to ensure that from a financial planning competencies and continuous professional development focus, that we focus on enhancing our skills and abilities when it comes to knowing

and understanding technology, but also human sciences and psychology. According to Navin, they considered all those elements for the lineup of topics and speakers, not only focusing on the use of technology and understanding human behaviour but also to understand how it impacts the whole regulatory environment. This, he said, takes us into a new realm right now.

He concluded by saying that they believe that hard work deserves to be rewarded. That's why they make sure to recognise outstanding achievers in the financial profession annually.

By awarding excellence and achievements by exceptional individuals and professional practices, they create awareness of the profession and recognition that the financial planning Institute is a standard setter, when it comes to financial planning and the profession and professional financial advice.

Awards, he said, are also key in driving the progression and improvement within a profession and industry by setting benchmarks for others, within the profession and the industry, to aspire to.

“artificial intelligence FinTech, financial planning technology, or any other technology for that matter, will never replace the need for human contact or human interaction.”



A COACH IN YOUR BUSINESS

BARRY O'MAHONEY, THE FOUNDER OF VERITAS WEALTH, AND FINANCIAL PLANNER OF THE YEAR IN 2013



“In other words, the clients have the answers, you’ve just got some technical ability to finish it off, maybe at the end.”

Barry O'Mahoney, the founder of Veritas Wealth, and Financial Planner of the Year in 2013. Barry said that, upon becoming a CFP, which is a tough academic mark, you feel as if you've got all the answers, whereas actually, the longer you do financial planning, the humility is put back into you from client experiences.

You realise that you actually don't have the answers and that your client has much better answers

than you. According to him, we need to build up a skill base to ask better questions, keep quiet, and listen for the real and the great answers that will actually be able to help our clients.

According to Barry, what doesn't change is the human aspect of things, because clients and people in their families are going to die. They are going to become retrenched or redundant at some point, they are going to retire

at some point. 50% of people are getting divorced, which then means you're going to have blended families. Now, said Barry, all of these things are complex issues that no AI is ever going to be able to deal properly with the complexities of these sort of life transitions that people are going to experience.

Barry explained that what they tried to do is to use coaches in the business. In particular, they use a guy called Roland Cox. He said, when he was thinking of bringing in the second planner, it was Roland who suggested they do a psychometric test or get somebody in to say that this would work. And that was the first pickoff with him.

And in his conversations with Roland, he said, "you know if I could do what you're doing in my client meetings I think I could end up being a fairly good financial planner, because all you're doing is you just keep asking me questions. I keep coming up with all the answers and I feel fantastic about it. And I'm so grateful to you and I'm paying you for it".

Barry said that, surely, that is the future for financial planning going forward. According to him, what

they've done over the years, is that they brought Roland into client meeting sometimes when there were tricky life transitions that clients have been going through that maybe they couldn't handle.

Many people ask them what they charge for the coaching but, explained Barry, they don't charge. They just try to be better financial planners, using the skills of a coach, or a counsellor to stay in a conversation. Barry gave a few examples in his talk of some places where he absolutely butchered it and how, now, we'll never make that mistake again.

He can realise what he is doing. However, he said they don't see themselves as coaches, but they love the skill set that they actually have and want to use that skill set to become better financial planners, which they think will keep them, relevant and keep them in business a lot longer.

Barry quoted a line: "personal financial planning is more personal than it is financial". According to him, the more you get into the juices of that, some more technical people might say they don't want to be there, they don't want to go into that space, which is also fine.

"However, says Barry, they want to walk into that space and look forward to having conversations with people around life transitions."

MENTORING THE FINANCIAL PLANNER OF THE FUTURE

CRAIG TORR, CO-DIRECTOR AT CRU INVEST



“everyone in the business has skill sets that others can benefit from.”

It's in Our DNA

Craig said he, together with his wife, set up the business in 2004, as the founding directors to provide holistic lifestyle financial planning, to clients, fiercely independent, and very much a fee based business. That comes with some challenges, as it's quite difficult to get the right people to join a business, when you don't have too much to offer in terms of client base, and you essentially not allowing them to necessarily sell a product for commission.

In the DNA of the business, from the early days, was very much that mentoring is something that happens all the time within the business, between the various people. According to Craig, it's not necessarily just a programme that you kind of enroll on, or go through, whatever course and then it's suddenly done. It's very much ongoing, and it can go both ways as well, because everyone in the business has skill sets that others can benefit from. So it very often results in the sharing of those ideas and mentoring in that manner.

You learn from the mistakes you've made, he said. “Hopefully, we learn from some of the mistakes we've made and, I guess, the trick

“If we can show them or give them hope that there is a way to do it correctly, and to give clients value and enable sustainability in the long term, it is worth sharing”.

is to get the right people in upfront. If you get the right people with the right value system and share your belief system, then the mentoring is made that much easier”. According to him, the other thing that’s easier, is when the business is more established. Then your younger planners, your new planners can be allocated clients to look after and they’re not required to go and look for those clients themselves. He thinks one of the hardest things and the greatest barriers to entry for young planners is finding a platform that they can grow a client base

off of. “So we help those younger planners in building portfolios, mentoring them and building the portfolio at the same time. And they typically would start with a book of business of existing clients to leverage off”. It is a combination of a whole bunch of factors, he said, not just one.

Craig concluded that a lot of people probably think that the barriers to entry are too high and doing financial planning the correct ways to difficult, not seeing a way out.





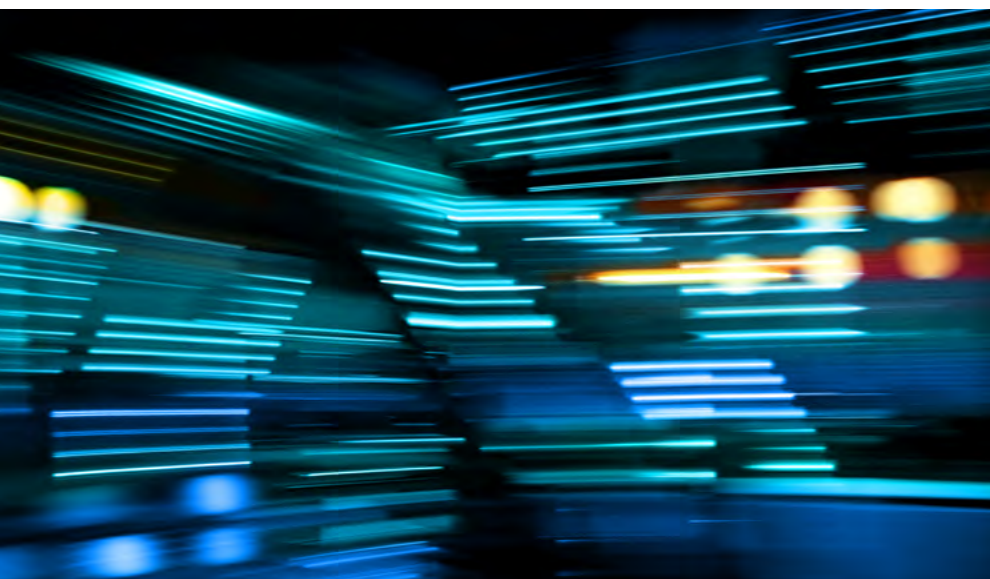
TRANSFORMATION

JOHN SANEI, FUTURES STRATEGIST AND AUTHOR

My talk really is about what this transformation looks like. I've changed the word mation to motion, because we are moving at hyper pace towards an uncertain future, and this is making a lot of people anxious, and frustrated. We realised that our society is actually addicted to certainty. We've done everything in the past to have absolute outcomes. Today we don't have absolute outcomes of anything. We have so many different domino effects that are affecting the outcome, that we're finding ourselves unnerved, frustrated, anxious, and really just uncomfortable with this uncertainty.

So, when we can't predict the future, what we can do is only manage our behaviour. And so my talk is about what do we do in this process of transformation? Where are we in the process of transformation? When does it actually end and when do we actually begin the new world? I'm going to take you through patterns, cycles, mindsets, and actually the actionable points that we can do.

“We’re finding ourselves unnerved, frustrated, anxious, and really just uncomfortable with this uncertainty.”



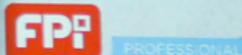
TRANS- FOR- MOTION*



John Sanei

*transforming at hyper pace into the unknown future.

JOHN SANEI INC.




“And so this is really called AQ, which is a move away from IQ. It is all about logical thinking, linear innovation.”

The question is whether one can actually prepare for an uncertain future? Of course, we can prepare for an uncertain future by first and foremost letting go of our addiction to certainty, and then start to realise that the future is not one of linear innovation, but multifaceted disruption.

So, when you have so many domino effects coming at you, you can't look for certainty. What you have to manage, is your ability to perceive, conceive and act. That means, how adaptable are you to taking in information, perceiving it in the right way, conceiving it? In other words, reframing that information quickly, and then acting on it. And so this is really called AQ, which is a move away from IQ. It is all about logical thinking, linear innovation. Whereas, when we move to AQ, which is about right brain thinking and becoming adaptable in this process of change. That is a very, very tough thing to do, because businesses have been built on outcomes and here we are, we don't have that as a luxury anymore. This means there's a big jig that we have to change

The audience here is financial planners, professional people in the financial planning environment who, themselves, have a variety of different clients. So, the aim is probably to



equip them to be able to assist clients through that and to assist them, and their own businesses, through this,

First and foremost, let's talk about their clients. And clients today all want people to stop selling to them, and start advising them. If we can get to a place where you become a thought leader, an advisor, a strategist for your clients, and help them and show them what's coming, or how to behave in the future, you immediately build that level of trust, which is by far the most important currency you could have with your clients.

So, first and foremost, take this information and share it with your clients. Because, these are the things that are coming. And these are the things we need to watch for that will only make your business better. But then, if you think about your own business, and you think about well, if I listen to what John has said, how do I need to start shifting my business? And how do I need to start looking for other ways to bring value to the world?

Now let's remember that all sectors are going to be automated, including this sector. And, if we look at all sectors, from lawyers,


to doctors, to drivers and financial planners, automation, digitization, artificial intelligence is a real issue and challenge. And, if I can just tell you, for me, I write books, right.

So I'm on my fifth book right now. But there's a new website that I can just put in a title, just the title. And this artificial intelligence machine behind the scenes will write it for me. It asked me, "do you want a 500 word blog? Do you want a 2000 word essay? Do you want a 10,000 word book?"

It then writes something for me that's totally original. This is disrupting me and my business and this is just going to be continuing right across the board. So two layers; one, how can you help your customer see better? And two, how can you start rethinking about your business and how can you start bringing different levels of value to your clients?

We all have to be honest because, most things become commoditized. You know, once they become commoditized, what other value are you going to add? Think about it? The most famous one is taxi people that used to organise taxis for us, right? What's the point and value, if they're not

going to do it with an app. This is becoming more and more prevalent, right across the way, you know. Look at accountants and Xero, that platform that people are using now, that's disrupted 50% of accountants work. So we all have to start thinking about new levels of value.



**“clients today
all want people
to stop selling to
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GLOBAL REGULATORY UPDATES

MARISSA BROOM, CHAIR OF THE REGULATORY ADVISORY PANEL FOR THE FINANCIAL PLANNING STANDARDS BOARD, AS WELL AS THE CHAIR OF THE FINANCIAL PLANNING ASSOCIATION IN AUSTRALIA. MARISSA IS ALSO A CERTIFIED FINANCIAL PLANNER.



“be in front of the changes and actually tell regulators where we think best practice should be.”

The Financial Planning Standards Board, which hold the mark for CFP globally, and which FPI represents in South Africa, is really committed to making sure that all of those CFPs around the world have every resource possible, so that they can do and deliver the best advice. That means that from a support level to FPI, down to the support level to the individual financial planner, we need to be in a position to understand where the trends are in regulatory

change, where we can actually anticipate what sort of changes might happen in the future, and therefore prepare ourselves and prepare our members to actually face those changes, or, in fact, be in front of the changes and actually tell regulators where we think best practice should be.

That’s one of the roles that I help with. I don’t do it alone as I have an enormous team of wonderful, committed people. The aim of my

talk is to highlight some of the trends and changes that we're seeing from that panel, and how that can actually influence how you deliver better advice.

People and associations globally are keen to cooperate and to share learnings from country to country. I am very grateful, as level of cooperation is incredible. The maturity of a market such as South Africa is quite similar to our market. The way that we offer financial planning services is very, very similar. And so, we can look at the different challenges in terms of regulation, I know that you've got a much better relationship than many other territories do have with your regulators and you've had some really significant recognition of the CFP programme, by your regulators within South Africa.

We can learn from that in other areas, and we'd like to share that with markets that maybe have not had financial planning, operating at the same level for as long as us. But, on my regulatory advisory panel, I have representatives from Malaysia and David Kopp, from South Africa. That is a really important part of my panel. I've got representatives from the US

and from Canada, and also from Europe. So it is really diverse in terms of the perspective and the way that we can share resources, and then make it available to the rest of the network, which is more than 23 countries.

From an Australian perspective, things have been really difficult. If I am completely honest, our regulation in Australia is completely overdone at the moment. In fact, even our federal minister has said, in government, that the regulation is completely overdone. It's actually almost making it impossible for many people to stay in the profession. And that's just tragic. We're seeing massive numbers of financial planners leaving, because the compliance burden is enormous. So we're right on the cusp of a lot of that being eased. We're going to be good. We have seven regulators here in Australia at the moment. We will actually lose two of those on the first of January next year, so we'll get some streamlining of some of our regulation. That will be a lot better, as it's been pretty tough.

You got a lot of recognition through an education pathway, whereas a lot of our regulation in

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“A really key lens that I bring to my role with the regulatory advisory panel, is to be careful what you wish for.”

Australia has been through Financial Services and Treasury area of law. In fact, the one chapter of our Corporations Act that regulates financial advice and financial planning in Australia, is the second biggest piece of legislation that we've got in the country. So it's just very complicated and very difficult environment. And so, you know, a really key lens that I bring to my role with the regulatory advisory panel, is to be careful what you wish for. There are really good stories about regulation.

I think South Africa has got some fabulous stories to share and experiences to share globally, but we've equally got to be careful that you may wish for one thing, and we certainly called for higher standards, as one of the bodies representing financial planners in Australia. Our problem was that, the way that the government chose to implement them made it actually very difficult to still be in business.

BARRIERS TO EFFECTIVE PHILANTHROPY

PRINCE SILUMA, CFP®, HEAD OF PHILANTHROPY AT FNB

We have seen various changes in the way society approach the art of giving. By taking a focused approach and in addressing deep rooted societal and environmental challenges, we will create a sustained impact.

Philanthropy is no longer an act reserved for the wealthy. It has become part of our way of life in South Africa. We all want to see a better South Africa and more importantly, we want to see a better world in a better environment. At FNB, we believe that help is at the heart of human greatness.

This is why, in 2017, we created a specialist department, offering personalised philanthropy guidance and implementation to our clients. Our philanthropy team work hand in hand with our clients to ensure that their generosity has a significant and lasting impact on the causes that they're passionate about.

We support our clients in designing a roadmap to achieve their unique goals. Our portfolio includes corporates, from a CSI perspective, private and family philanthropy foundations, as well as the broader non-profit organisations that we have as our clients. We provide services that range from strategy design and implementation, including the establishment of the philanthropic structures and developing frameworks for monitoring and evaluation.

We also provide fiduciary administration, which includes governance and grant management processes. It all depends on the client's philanthropic goals. The philanthropy centre is designed to provide context based solutions, adapted to the client's need to provide them with a concrete solution relevant to them.

“We support our clients in designing a roadmap to achieve their unique goals.”



“We believe that the next generation is the generation that will have a stronger influence on sustainable investments, and they will change the way we see philanthropy.”

I see effective philanthropy as assisting clients to create a clear plan for their giving. Philanthropy efforts must always have an intention and desire to create impact. So what does that mean in terms of effective philanthropy? It means that giving must be impactful and must have a crystallised objective. What are your giving objectives?

This articulates the change you want to see and, within those objectives, you need to have an implementation strategy. That strategy focuses you on exactly which area you want to address in society. I'm going to use education as an example. Everybody has a passion for education, because we believe education is one lever that can break the cycle of poverty. However, education on its own is a broad cause. So, in order for you to create impact, you need to target a focus area. For example, some of our clients choose to support early childhood development, with a belief that once you provide the child with the right skills at an early age, you set them up to succeed academically.

That is important, because it allows you to choose the right implementation vehicles and also allows you to measure your impact compared to that example again.



Therefore, if you take ECD, and your key focus area is that you want every child, by the time they turn six or eight, to be able to read and count. You want to, for example, measure that they are able to count.

Then you can look back to say, “that is the impact that I’ve created”. Because philanthropy is a values based act, as well as it is emotional and passion driven. We always want clients to involve their family in their philanthropic giving, because, involving family, allows you to plan for the next generation.

We believe that the next generation is the generation that will have a stronger influence on sustainable investments, and

they will change the way we see philanthropy. You know, I look at my kids now, and they are more conscious about climate change and environmental protection than I was at their age. For me, that’s how philanthropy should be. It must result in a systemic change in society.

Where the financial planner fits into this is a critical question. Because, now that philanthropy is becoming a space where we can walk this journey with each and every client, regardless of their wealth status.

Because philanthropy is not a one off thing, it’s not about giving money once off and then walking away. It must create impact and change, and that change must

be measurable. So it’s a long term journey, as part of financial planning. The philanthropy is pretty much part of the overall investment strategy.

You know, in most cases, I have to consult my feelings in order to make giving decisions. Like any investor, I must chase the value maximisation, for every cent I donate.

It must provide me with the social return. That means it is about investing in change, which requires value optimisation. The role of financial planners is to provide clients with the right information and guide them on this journey, when they are taking up their philanthropic stance. The focus is on creating a comprehensive





“That’s where you create legacy. Once you are no longer in this world.”

investment plan that considers and integrates philanthropy in the financial objectives of the family, the business or your estate. It is critical for this philanthropy plan to be in place because, while you are giving during your lifetime, you must consider how, ultimately, your overall estate distribution will look like. That’s where you create legacy. Once you are no longer in this world. For me, and for our team, giving money away is easy. Anybody can give money away. But giving money away, while giving meaning, is far more difficult than we can imagine.

We operate in a context of a family construct. So, all our bankers, our wealth managers and our financial advisors, when they advise clients, approach it from the entire spectrum of money management, including planning for philanthropy.

UNDERSTANDING BEHAVIOURAL FINANCE

DR PRINCE SARPONG SENIOR, LECTURER AT THE SCHOOL OF FINANCIAL PLANNING, FINANCIAL PLANNING LAW, UNIVERSITY OF THE FREE STATE.



**“We know that we don’t
behave as we were
supposed to.”**

A Zoo of Biases

I am going to look at how behavioural finance has evolved from the purely academic research that was focused mainly on identifying human financial rationality, to also focus on pointing out the flaws in the assumptions of traditional finance theory. So, during that phase, that is generally called the first generation of behavioural finance, there was lots of identification of biases, or what some would like to call it a zoo of biases and heuristics. We’ve got over 200 biases, and counting. The intention mainly was with academics trying to find out how people are irrational and how we are not as smart as we think we are.

However, it had no real practical implications for the advisor or financial planner. Now you are presented with a few hundred years of biases. What do you do with them? We know that we don’t behave as we were supposed to and, in as much as it did help us to understand how we behave and the psychology behind some of the actions we take, it never really provided practitioners with the tools to actually help resolve some of these issues.

That is mostly because those academics or economists were discovering these academics had very little or no real client facing experience, or they never really dealt with clients. Their findings were, in most cases, divorced from what advisors wanted. Now, this is not to say it hasn't been helpful. It has helped us to know that the traditional assumptions in finance and our investments that we have taken for granted, were not really the case in practice or in reality.

Over the past few years, we've seen an evolution of behavioural finance, and what some would like to call the second generation of behavioural finance. We are now going beyond just identifying biases, to figuring out how we incorporate these into practices to help clients better achieved their financial objectives or financial goals. It has also been very helpful because it led to the birth of other branches of what I like to refer to as, branches of behavioural finance.

For example, the field of behavioural coaching, further financial therapy in the field of financial counselling. All fundamentally aimed at identifying certain behaviours related to investment or in financial behaviour in general, and how they can resolve. We have seen an evolution in understanding that we are not always irrational, but we are human and, in the process of being human, we do make some mistakes.

Furthermore, that there are certain underlying reasons or factors, that that leads us to make such a decision and these might not always be based on irrationality.



The most talked about bias, especially, is fear and panic for example. Once the market dropped, people quickly sell off their equity holdings, because they want to prevent further know losses. Now, fear in itself is what has kept men alive up to this point.

When we used to be hunters and gatherers, going out to look for food in the forest.

We had to fend off wild animals. So all fear was good because, in the process, you overreact, which keeps you alive. This has been an evolutionary concept, which has kept us to this point. We did not need the whole of it, but it has kept us up to

The second generation of behavioural finance now looks at unravelling these, so that we are able to make better and more informed financial goals.

putting everything into context, so that what has kept us alive does not now destroy us, you know, financially. Therefore, trying to understand what makes us behave the way we do is the first step in addressing some of what is now referred to as our irrationality. Yes, it is this behaviour that has kept us alive, but now it's becoming destructive, because now you may not achieve your financial goals or objectives,

We have to ask if we can put into perspective this same behaviour that has kept us alive over all the centuries? Can we then drive a bit deeper? Now, when we take away fear, there are lots of other underlying factors that make us behave the way we do. For example, our childhood experiences and life experiences even find its way back into how we relate

with money. So, whilst it's all nice and interesting to point out these irrationalities, They are real deeper underlying psychological issues.

The second generation of behavioural finance now looks at unravelling these, so that we are able to make better and more informed financial goals. I mean, financial decisions, which helps us in achieving our financial objectives or financial goals. My aim is to try and tie this back into why it's important for us to incorporate these studies, this whole behavioural finance, into our practices.

It has moved beyond just identifying biases to help clients deal with real underlying psychological issues. You know, that keeps them from achieving their financial goals.



FINANCIAL PLANNING INSTITUTE AWARDS 2021

RYAN MCCAUGHEY, CFP®, IS CROWNED BY THE FPI AS THE 2021 FINANCIAL PLANNER OF THE YEAR.

Ryan McCaughey, CFP®, was the biggest winner at the financial planning industry's flagship event, which took place last night. Ryan is the Executive Head of the Western Cape of the financial advisory firm Hewett Wealth.

The award is the highest accolade bestowed on financial planners in South Africa, and it represents the very pinnacle of the profession. The rigorous selection process requires candidates to submit a detailed case study; undergo a laborious (virtual) practice visit; and show off their skills and expertise on topics as varied as legislation, industry trends and technical information in the crucible of a panel interview.

"I feel incredibly honored to be awarded the FPI Financial Planner of the year award 2021. In fairness, receiving this award has a lot to do with my incredible team at Hewett Wealth. We set out to establish a truly independent, professional financial planning and advisory business focused on ensuring exceptional outcomes for clients over the long-term. Within five years, we have established a truly independent advisory business, with a national footprint, without compromising the integrity of the advice process and client experience."

2021 has not been an easy year for anyone in South Africa. But the exceptionally high calibre of the winners at last night's FPI's annual awards ceremony was a heart-warming and timely reminder of the astounding talent in the South African financial services industry.



Fifty socially distanced financial luminaries gathered for a dose of glitz and glamour at the FPI's gala dinner, held at Indaba Hotel, Spa and Conference Centre in Fourways, Johannesburg. Amid much suspense, the FPI's 2021 award winners were announced.

Although Ryan McCaughey, took home the biggest prize, he was by no means the only winner. The second-ever Professional Practice of the Year Award, which recognises that successful financial planning is always a team effort, was won by Gradidge Mahura Investments, which has been going above and beyond for their clients across

the country for many years. We couldn't imagine a more deserving winner. The runners up and very close contenders for the Professional Practice of the Year award were Crue Invest and BDO.

The Diversity and Inclusion Award, which heralds an individual's tireless efforts to foster diversity in the financial planning profession, had a worthy winner, Mulalo Nemataheni, CFP®. Her passion for financial inclusion comes through in everything she does, from her day job at ImPowerX Advisory Services and her endless voluntary contributions to the industry.

She is driven by a passion to transform South Africa into a financially literate nation. Being a successful entrepreneur at a relatively early age leaves room for many more achievements. Mulalo's vision for the future is to help build a country where black tax is an issue of the past and people are empowered to be economically active.

The Harry Brews Award, which honours a remarkable individual for a lifetime of service to both the FPI and the financial planning profession in general, was awarded to Kobus Kleyn CFP® of Kainos Wealth Pty Ltd. Kobus is a pivotal ambassador to the FPI, and has consistently and continually marketed the FPI activities throughout his career as a CERTIFIED FINANCIAL PLANNER®.

The It Starts with Me Award – which recognises a CERTIFIED FINANCIAL PLANNER® who goes above and beyond to promote the CFP® certification – went to Henri Le Grange of Le Grange and Associates. Henri has demonstrated his commitment to empower all financial professionals from different backgrounds, to build better businesses and achieve better outcomes for their clients.



The Top Candidate Award, which goes to the top-performing candidate in the FPI's CFP® Professional Competency Examination, was won by Charlene Kinnear, CFP® from Discovery Financial Consultants in Gauteng. We wish her well in the next chapter of her already impressive career.

Lelané Bezuidenhout, the CEO of the FPI, was humbled by the efforts of everyone who entered – even more so considering what's going on in the world. "I am in complete awe of the years of dedication and hard work it has taken for each winner to get where they are," she said. "This year's winners have reminded me that there is no such thing as luck – only hard work, dedication and professionalism."

For high-res photos of the evening or to set up an interview with one of the winners, please contact the FPI's Media Liaison at linda@fincommunications.com







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