The HR-Powered Advisor Learning Journey

As an HR leader, you chart the workforce development journey that helps your financial and investment advisors succeed and stay. Your leadership, support, and clear, credentialed pathways can transform advisor potential into impact and strengthen your firm's competitive edge.

Start
Lay the Groundwork

New advisors begin with the foundation you've built. Onboarding, early licenses and certifications, and exam prep, build confidence, reduce early attrition and fuel growth.

Sample Credentials: SIE®, and Series 7, 63/65/66, FPQP®, WMS℠, Life & Health Insurance

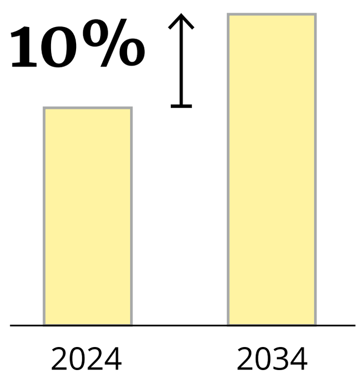
Source: Wealth Management Has a Headcount Problem, Institutional Investor, January 2024

In Demand: Foundations
Client communication, confidence, and business-building skills quickly anchor advisors in the profession.

Adapt
Build Momentum

Your development, financial assistance, and mentorship programs turn advisors into engaged contributors. Employees who see clear career pathing are more likely to stay.

Sample Credentials: AAMS®, CRPC®, CRPS®, and AIF®



Financial advisor jobs projected to grow 10% (2024–2034)

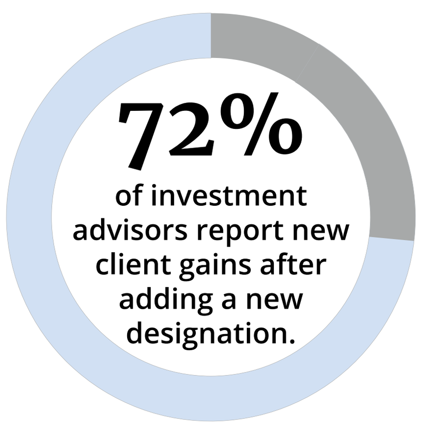
Source: U.S. Bureau of Labor Statistics, August 2025

In Demand: Efficiency
Project management fluency helps advisors work smarter, collaborate faster, and sustain momentum through change.

Evolve
Deepen Expertise

Mid-career advisors are ready to further expand their client base and AUM. Your advocacy for advanced designations sharpen their skills and expand your talent bench.

Sample Credentials: ABFP®, APMA®, AWMA®, SE-AWMA® CAIA®, ESG, ETFs & Portfolio Construction, FRM®



Source: The College for Financial Planning–A Kaplan Company, CFFP Survey of Trends Report, 2024)

In Demand: Intelligence
AI and data analytics unlock deeper insights, smarter decision-making and more personalized advice.

Excel
Achieve Mastery

Top-tier designations like the CFA® and CFP® require extraordinary effort but can deliver extraordinary returns. These credentials boost credibility, build client trust and AUM, and drive personal and firm growth.

58% **of CFAs with employer exam support are more likely to stay.**

82% **of CFP® certificants say it improved career satisfaction.**

Sources: Kaplan, CFA Program Survey, 2024, and The College of Financial Planning–A Kaplan Company, CFFP Survey of Trends Report, 2024

In Demand: Leadership
Leadership and change management training equip advisors to lead clients and teams through uncertainty.

Flourish
Cultivate Lifelong Learning

Learning never ends. Ongoing credentials, advanced degrees, and continuing education keep advisors, and your firm, resilient, relevant, and ready.

Ignite the Journey

Visionary HR leaders don't just train advisors. They empower confidence, retention, and results. Partner with Kaplan to turn workforce development into lasting impact.

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