

Leadership Training

\$40,000

FPA is committed to supporting a diverse financial planner workforce pipeline through individual professional development and leadership training. Offered to students, NexGen planners, and members of community-based Knowledge Circles, the FPA leadership training prepares early career planners for their next level of responsibility. In 2023, the training will include six webinars, four developed by FPA and two developed by the partner, released on topics like:

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| Leadership frameworks |
| Effective communication techniques |
| How to have difficult conversations |
| Navigating the office environment |

Initially broadcast live only to members of FPA NexGen and community-based Knowledge Circles, the live session will provide a safe space for discussion and questions with speakers, mentors, and peers. FPA will market the initial broadcast to the following Knowledge Circles on the FPA Connect platform:

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| African American | Neurodivergent Planners |
| Asian American/Pacific Islander | FPA NexGen |
| International/Cross Border | Pride Planners |
| Latino | Women and Finance |

On-demand recordings of the webinars will be posted to the FPA Learning Center and will be available for up to one year to all 19,000 members. The on-demand recordings will be marketed through:

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| FPA Learning Center Banner ad Three months within a 12-month period |
| Weekly Wrap email insertions Six insertions within a 12-month period |

Partner Benefits

- Presentation of two webinars, content, and speakers determined by partner
- Opportunity to share additional materials such as white papers or worksheets
- Partner support acknowledged at top of each webinar
- "Powered by" positioning in marketing materials including
 - » Posts about leadership training in Knowledge Circle discussion boards
 - » Weekly Wrap inclusions
 - » FPA Learning Center banner ad
- Partner logo placement
 - » Webinar registration page
 - » Presentation slides

Reach: 4,000+

