

SSC # 31. REAL WORLD APPLICATIONS IN PRACTICE - “Ethics, Rules of Conduct & Practice Standards”

This course is eligible for:

3 Life & A&S CE Credits for BC, AB, SK, MB & ON.

QC – 3 PDUs Compliance, 1 PDU Insurance of Persons

2 Life Ethics for SK.

MFDA – 3 CE Credits as indicated on the course selection page

IIROC - 3 CE Credits as indicated on the course selection page

Advocis / IAFE IAS24077603 - 3 CE Credits including 1 Ethics CE Credit

FP Canada - CE15435 - 2 Prof Resp CE / 1 Financial Planning CE

What will the Financial Advisor learn as a result of completing this course?

All licencing Regulatory bodies and financial designation organizations have some form of regulation that will address Ethics, Rules of Conduct & Professional Standards, with the end goal of protecting the client and in some cases the advisor.

This Ethics course was designed so that it can be applied to all financial professional disciplines, licenses and financial designations.

This includes advisors who are Provincially licenced to sell Life and/or Accident Insurance, home or auto and other general insurances, and investment advisors who are licenced with the Canadian Investment Regulatory Organization who regulates IIROC and MFDA licensed advisors.

You have probably heard the saying, *“Honesty pays, but it doesn’t seem to pay enough to suit a lot of people.”*

Ethical dilemmas arise when financial planners face situations that involve conflicting ethical principles or values.

Ethical Principles In Financial Planning

Ethical principles play a crucial role in financial planning. Financial planners are entrusted with managing their clients' finances, which can have a significant impact on their clients' lives.

As such, financial planners must uphold ethical standards and ensure that they act in their clients' best interests.

Ethical principles such as honesty, integrity, transparency, and confidentiality guide financial planners in their interactions with clients and help them to make decisions that are in their clients' best interests.

By adhering to ethical principles, financial planners can establish trust with their clients and build long-term relationships based on mutual respect and understanding.

In this way, ethical principles are essential for ensuring that financial planning is conducted with professionalism, accountability, and a commitment to the well-being of clients.

This course will help the advisor avoid taking the “wrong path” as they provide the very best advice and recommendations for their clients and prospects.

Upon successful completion of this course, the financial professional will learn that ethical principles and guidelines play a crucial role in financial advising and planning for the clients and prospects they serve.

View the MFDA Rules here - [Mutual Fund Dealer Rules | Canadian Investment Regulatory Organization \(ciro.ca\)](https://www.ciro.ca/mfda)

View the IIROC Rules here - [Investment Dealer and Partially Consolidated Rules | Canadian Investment Regulatory Organization \(ciro.ca\)](https://www.ciro.ca/iiroc)

However, for the purpose of illustrating how important Financial Ethics are essential for maintaining trust and integrity in the financial planning profession, this course will reference [**FP Canada™ Standards Council Standards of Professional Responsibility**](#).

Five case studies that follow will expose you to a number of ethical predicaments. You will then be asked a series of questions that focus on these ethical predicaments. To correctly answer these questions, you must identify the problem and determine the best approach to take in order to address it. The approach taken should address the letter – and the spirit - of the Standards.

- Case Study One – The Path to Growth
- Case Study Two – Turning the Tides
- Case Study Three – Bad Apples
- Case Study Four – Lost Opportunities
- Case Study Five – The Company You Keep

FP Canada Disclaimer

*This CE activity has been approved by FP Canada™ as meeting the minimum requirements for CE Approval as outlined within the [**FP Canada Continuing Education Requirements & FP Canada CE Guidelines**](#). The views and opinions expressed in this presentation are those of the presenter/content author and do not necessarily reflect the views of FP Canada™*