

CFP BOARD

**FINANCIAL PLANNING
COMPETENCY FRAMEWORK
AND DEFINITIONS**

(EFFECTIVE 2021)

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FINANCIAL PLANNING COMPETENCY FRAMEWORK



FINANCIAL PLANNING COMPETENCY DEFINITIONS

COMPETENCY CLUSTER	COMPETENCY	DEFINITION
Interpersonal	Consulting	The ability to communicate clearly, provide effective guidance, and present technical information in a manner appropriate for clients and stakeholders; empower clients to make informed decisions.
	Emotional Intelligence	The ability to establish trust with clients by demonstrating empathy, sensitivity, and commitment to client well-being.
	Coaching	The ability to assist clients in setting appropriate financial goals and proactively facilitate goal-attainment; encourage and assist clients in making healthy financial choices and manage emotions.
Leadership	Client Advocacy	The ability to lead, coordinate, and monitor work across a team of allied financial professionals; demonstrate accountability for acting in clients' best interests.
	Integrity	The ability to achieve high standards of ethical conduct, fulfill the fiduciary duty, and uphold the <i>Code of Ethics and Standards of Conduct</i> ; treat clients, prospective clients, fellow professionals, and others with dignity, courtesy, and respect.
	Professionalism	Demonstrate commitment to professional excellence, to clients, to CFP board, and to continual learning.
Technical	Financial Needs Analysis	The ability to effectively gather information to identify and prioritize clients' financial needs and goals.
	Financial Advice	The ability to develop and optimize financial solutions to underlying client needs and circumstances; formulate objectives and create action plan.
	Technological Savvy	The ability to effectively select and use financial planning software, mathematical modeling, and simulation tools and techniques to support financial scenario planning and reporting.



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