



Malaysian Financial Planning Council

Guidelines

of

Certification and CPD Board (CCB)

Guidelines on Continuing Professional Development

1. Preamble

The dynamic and fast changing environment in the financial services industry is the impetus behind the growing demand for professional and ethical financial planners and advisers.

Towards that end, it is imperative that the Guidelines on Continuing Professional Development (CPD) for financial planners be implemented with effect from 1 January 2005. All financial planners and advisers must comply with the minimum training hours and related requirements stipulated in the Guidelines. Financial planners and advisers are strongly encouraged to better educate themselves and pursue higher and more advanced training programmes according to their own training and development needs.

2. Objectives

The objective of the Continuing Professional Development (CPD) is to raise the standard of competency and professionalism of the financial planners and advisers. The CPD Guidelines will serve as a guide on the type of training programmes that the planners and advisers should pursue to improve their skills and knowledge in providing good service and advice to their customers.

3. Minimum training requirements and CPD hours

With effect from 1 January 2005, all planners and advisers are required to comply with the following:-

- Registered planners and advisers are required to complete the 30-hour CPD training each year
- Newly registered planners and advisers are required to complete 30-hours CPD for the subsequent years upon official registration
- Registered planners and Advisers who are no longer active in financial planning profession including but not limited to those retired and/or move in to different industry should notify CCB officially in writing to allow CCB to evaluate and make the necessary adjustment on case to case basis in their CPD fulfillment

4. Monitoring of CPD hours

Monitoring of CPD hours would be based on calendar year for all planners and advisers.

There will be no carry forward of CPD hours to the following year. Therefore, on the 1st of January of every year, the counting of CPD hours will begin at zero base.

5. Structure of CPD training programmes

Individual companies shall identify the training initiatives according to their own unique business focus and marketing strategy. The training initiatives must be skills and knowledge based programme. Pure motivational programme are not encouraged.

The rules and regulations governing the credit hours and accreditation are categorized into two:-

- Structured
Attendance of training programmes as per the syllabus and scope outlined for planners and advisers;
 - i) Managerial level
 - ii) Ordinary
- Unstructured
By attending other programmes (not listed in the scope outlined and by following the proposed methods):-
 - i) Attending conventions and programmes recognized and approved by individual company
 - ii) Attending classes and courses recognized and approved by individual company
 - iii) Going through self-study/self-learning programmes recognized and approved by individual company
 - iv) Teaching in courses and programmes recognized and approved by individual company
 - v) Speaking in conventions/seminars recognized and approved by individual company

6. CPD Training Hours – Syllabus and Scope

The Syllabus and Scope would be applicable to all planners and advisers as the followings:-

| Areas | Topics |
|-------------------------|---|
| 6.1 Sales and Marketing | A. Selling Skills (Basic & Advanced) <ol style="list-style-type: none"> I) Sales Cycle II) Use of Sales Tools, e.g. Software presentation tools B. Marketing Systems <ol style="list-style-type: none"> I) Sales/Marketing Management |

| | |
|-------------|--|
| | <p>II) Customer Relationship Management (CRM)</p> <p>C. Financial Product Training</p> <p>I) Personal Insurance & Business Insurance</p> <p>II) Investment Product</p> <p>III) Retirement Scheme</p> <p>D. Integrated & Comprehensive Financial Planning</p> <p>I) Insurance Planning</p> <p>II) Investment Planning</p> <p>III) Estate Planning & Retirement Planning</p> <p>IV) Zakat & Tax Planning</p> <p>V) Financial Plan Construction & Financial Plan Application</p> |
| 6.2 Profits | <p>A. Legal Aspects</p> <p>I) Life Insurance Contract</p> <p>a) Ethics & Practice Standards</p> <p>b) Compliance Requirements</p> <p>II) Associated Legal Aspects</p> <p>a) Law of Agency</p> <p>b) Insurance Law</p> <p>III) Wills and Trusts</p> <p>IV) Laws affecting sales and services of life insurance and other Financial Products</p> <p>B. Technical Aspects</p> <p>I) Tax Planning</p> <p>a) Yearly Budget Update</p> <p>II) Home office and field underwriting</p> <p>a) Risk Management</p> <p>b) Investment & Fund Management</p> <p>c) Policy servicing administration</p> <p>d) Quality business and Persistency</p> <p>e) Policy Claims</p> |

| | |
|---|--|
| <p>6.3 Personal Effectiveness Development Programme</p> | <p>A. Time Management</p> <p>B. Personal Finance Management</p> <p> I) Personal Wealth Accumulation</p> <p> II) Personal Wealth Protection</p> <p> III) Personal Wealth Creation</p> <p> IV) Personal Wealth Distribution</p> <p>C. Communication Skills</p> <p> I) Effective Listening Skills</p> <p> II) Inter-personal Communication</p> <p> III) Public Speaking Skills</p> |
| | <p>D. Personal Grooming and Etiquette</p> <p>E. Personal Motivation</p> <p> I) Positive Mental Attitude</p> <p> II) Goal Setting & Planning</p> <p> III) Self-Awareness</p> |
| <p>6.4 Management and Development Programme</p> | <p>A. Business Management & Entrepreneurial Development</p> <p>B. Company Goal Setting & Planning</p> <p>C. Budget Management</p> <p>D. Recruitment and Selection</p> <p>E. Training and Coaching</p> <p>F. Supervision and Motivation</p> <p>G. Leadership and Team Building</p> |

7. Seminars / Congresses and Conferences

Financial planners and advisers shall maintain the true spirit of CPD to strike a proper balance between classroom training/e-learning and seminars/ congresses/conferences attendance.

8. Mandatory Training Programme

8.1 MFPC seminars/conference/courses/cpd programmes

CPD hours earned through attending MFPC Seminars and cpd programmes should not be less than 7 CPD hours for a particular year.

8.2 14 Hours of Mandatory CPD Programmes for RFP and Shariah RFP designees

Effective 1 January 2015, all RFP and Shariah RFP designees are required to fulfill 14 hours of mandatory CPD requirement within 24 months from the date of issuance of the RFP/Shariah RFP Module 7 examination results or its equivalent.

The course outlines for the mandatory CPD programmes are listed as below:

| Areas | Learning Outcomes |
|---|---|
| Corporate/Business Presentation Skills (7 cpd hours) | <ul style="list-style-type: none"> A. Structure and plan an effective and seamless presentation B. Deliver a credible presentation C. Build rapport with the audience D. Deliver content logically E. Engage audience using multi-faceted approaches F. Recognise and take advantage of own presentation strengths G. Deal with pressures and nervousness H. Develop impactful voice projection and body language I. Apply the use of compelling audio and visual aids to enhance the impact of a presentation J. Avoid the traps and pitfalls of a mediocre presentation |

| | |
|---|--|
| Financial Planning as Marketing Tools (7 cpd hours) | A. Become clearer about your positioning in the market place as a financial advisor to enable you to give clear messages to prospects about what you can do for them B. Consider various marketing approaches/strategies you can use which best suit your own style C. Write proposal/recommendations so that you can confidently respond to clients' needs professionally, and be protective of your own interests D. Learn how to price your work, know what others are charging and how to negotiate price so that the focus is more on your work than on your fee |
|---|--|

8.3 Other training programmes may include:

Courses conducted by approved Industry Education providers and financial related companies, for example:

- Million Dollar Round Table (MDRT) Convention
- NAMLIFA Annual Convention
- Financial Planners Annual Conventions
- Company Convention and Congress
- In-house training on new products launched by insurers
- Financial and Life Practitioners Course (FLPC) Mastery Programme
- Asia Pacific Financial Service Association (APLIC) Professional Programme
- Technical Courses provided by relevant institutions e.g. by Inland Revenue Board, Actuarial Society, MIA, ACCA, ICMA, MICPA etc
- Courses conducted by member companies on financial planning subjects

9. Credit Hours and Accreditation

9.1 The following rules and regulations governing credit hours accreditation would apply.

| | Actual Hours (Learning/Lecture/Training/ Writing) | CPD Credit Hours |
|-------|--|---|
| 9.1.1 | Full day , 8 or more actual hours per day | Eight (8) CPD credit hours |
| 9.1.2 | Half-day and evening classes | One (1) CPD credit hour for every actual hour |

| | | |
|-------|--|---|
| 9.1.3 | E-learning / Multimedia / Approved Self-Learning programme | Number of CPD Credit hours awarded to be the same as that awarded to companies recognized classroom learning programme |
| 9.1.4 | Lecturing, training, speaking and reading | <p>One (1) CPD credit hour for every actual hour of lecture/training or speaking hour (Maximum of eight (8) CPD credit hours allowed per day). Same apply for overseas lecturing and speaking</p> <p>For Certified MFPC Trainers and Certified CPD Trainer, maximum of 15 CPD Credit hours is granted for conducting the 42-Hour RFP/Shariah RFP Classes. Credit hours for CPD could be earned only once for the same module.</p> <p>5 CPD Credit hours is granted for one (1) annual subscription of financial magazine(s). Maximum CPD credit hours under magazine reading are capped at 5 CPD Credit hours</p> |
| 9.1.5 | Writing and publishing articles and book (s) related to financial planning matters | <p>Three (3) CPD credit hours for essay writing competition;</p> <p>Five (5) CPD credit hours for writing and publishing an article for 1,000 – 1,999 words;</p> <p>Seven (7) CPD credit hours for writing and publishing an article for 2,000 words and above;</p> <p>Ten (10) CPD credit hours for writing and publishing one book for 50 – 199 pages;</p> <p>Fifteen (15) CPD credit hours for writing and publishing one book for 200 pages and above.</p> <p>A copy of articles / published articles / book shall be submitted to MFPC Secretariat for the record purpose of CPD compliance.</p> |

- Credit point for CPD could be earned only once for the same programme
- Credit points awarded through each training centre are not transferable
- Endorsement letter(s)/certificate(s) for attendance and lecturing/ speaking from the organizing body(ies) shall be submitted to MFPC Secretariat for CPD compliance

- 9.2. The CPD Credit Hours are granted to the office bearer's position with the MFPC, ChPO and FSO as follows:-

| Title | Accredited CPD Points |
|-----------------------------------|------------------------------|
| President, Deputy President | 10 |
| Vice President | 10 |
| Chairman of the Board & Committee | 10 |
| Secretary, Treasurer | 10 |
| Committee Members | 5 |

10. **Compliance**

- Compliance of CPD would be enforced by the MFPC. The CPD requirement is part of the requirements for maintenance of the RFP/Shariah RFP designation and should be met on a yearly basis.
- Every financial planner/adviser is required to keep a proper record of the CPD hours and types of training courses attached by him/her.
- The number of CPD hours earned would be submitted to MFPC by 1 January each year (or any other period as may be defined from time to time) in a standard format to be prescribed by MFPC.
- The membership of any planner/adviser who fails to meet the yearly CPD hours or mandatory training programmes specified under this set of Guidelines would be terminated. The Certification and CPD Board may exercise some flexibility in terms of extending the period for compliance of remaining CPD hours/mandatory training programmes on a case by case basis. Any decision made by the Board should be supported by valid reasons and this should be reported to Bank Negara Malaysia and Securities Commission Malaysia, where necessary.

11. **Programme Endorsement**

11.1 Professional Association who offered professional designated programme

- Written endorsement application must be submitted to MFPC Secretarial at least 14 days prior to the actual programme date.
- If credit evaluation has taken place and credit advanced has been granted, it shall be listed on MFPC exemption guideline for public reference.

11.2 Private training centre and individual practitioner who offered CPD seminars/ programme

- MFPC will charge one time endorsement fee currently fixed at **RM200** for each CPD seminar/programme approved by the Certification and CPD Board per session.
- CPD Training Provider shall be MFPC member.
- CPD Training Provider must submit CPD endorsement application to MFPC Secretariat at least 14 days prior to the actual seminar/programme date. On a case-by-case basis, CCB may use its discretion to waive the 14 days requirement if in the opinion of the Board the circumstance justifies a variation.
- CCB will process CPD endorsement application only if the following requirements have been submitted to MFPC Secretariat on time:
 - I. The objectives of the seminar/programme
 - II. The outlines of the seminar/programme
 - III. The lecturers/speakers' profile
 - IV. Lecturers/speakers' identification card/passport number or a copy of photo stated identification card/passport
 - V. Programme Fee
- If MFPC logo is used for promotional brochure of seminar/programme, the brochure must be submitted to MFPC for approval prior printing of brochure.
- MFPC Secretariat shall put endorsed seminars/programme information onto website and/or email to members for notation.
- It is advisable to reveal ticket price of the seminar/ programme to MFPC during endorsement application.
- Certification and CPD Committee members will attend endorsed seminar/ programme to establish quality and standard of seminars/programme conducted by CPD Training Provider from time to time.
- Should the CPD Training Provider request further assistance on top of CPD endorsement; MFPC Secretariat will obtain consensus from VP for Public Relations & Publicity to approve sponsorship and event structure i.e. to jointly organize or to support the event with cost incurred to MFPC not more than RM2,000 per event. Sponsorship and support exceeded RM2,000; President's approval is required. Sponsorship and support exceeded RM10,000; NC's approval is required. The guideline is consistent with the Standard Authorized Limit (SAL) of MFPC.
- Optional additional marketing services is made available to CPD Training Provider upon request as the followings:-
 - I. SMS blast (one time) to Ordinary Members = RM500

- II. SMS blast (one time) to Ordinary and Student Members = RM1,000
- III. MFPC Website and Face book Advertisement = RM100 per month
- IV. Dedicated email blast (one time) to active Ordinary and Student Members = RM100

12. **Used of MFPC & RFP Logo**

- Only Officials of MFPC may use this logo on their name card.
- RFP designees are not allowed to use the MFPC and/or RFP Logo on their business name card. However, they are advised to require expressed permission from MFPC via the CCB or the Council, if they wish to use it on their stationary items or advertisement only.
- As for advertisement and promotion, those who are ChPO, FSO, ChFSI, FSI or FSF or education provider, they may indicate their specific relationship with MFPC and use both logos within the context.

Other than those specifically allowed, those who apply for the use would have to state the purpose of the use in the application.

13. **Used of RFP/Shariah RFP Designation**

- RFP/Shariah RFP designation is conferred to Ordinary Member who remains to be Ordinary Member or Fellow Member.
- RFP/Shariah RFP designation can only be conferred to RFP/Shariah RFP graduates with at least 2 years financial planning related working experience.
- RFP/Shariah RFP designee shall be member of MFPC and shall renew his/her membership on a yearly basis.
- RFP/Shariah RFP designee who has ceased to be member of MFPC is not allowed to use the RFP/Shariah RFP designation.

14. **Exemption or Variation of Requirements**

The MFPC may, where it deems appropriate, allow any exemption and variation from the requirements of these guidelines based on the merits of the case, whether on a permanent basis or for a specified period of time.

15. **Applications and CPD Submissions**

All enquiries, applications, CPD submissions and information as required pursuant to these guidelines shall be directed and submitted to the MFPC Secretariat via email address at mfpc@mfpc.org.my