

**CFP BOARD**

**CE SPONSOR &  
INSTRUCTOR GUIDE -  
LIVE PROGRAM DELIVERY**

BASED ON CFP BOARD  
**CODE OF ETHICS AND  
STANDARDS OF CONDUCT**

EFFECTIVE DATE: OCTOBER 1, 2019

# CE Sponsor & Instructor Guide

## Live Program Delivery

### ACKNOWLEDGEMENT

CFP Board is pleased to reintroduce Ethics CE under a new model and format. This would not have been possible without the efforts of the [Ethics CE Work Group](#) who contributed their time and expertise in ensuring we met one primary goal: provide standardized program curriculum while at the same time developing resources and tools to enable CE Sponsors and Instructors to enhance content delivery.

Many CFP® professionals have expressed that the required two-hour CFP Board Ethics CE program is nothing more than a requirement they need to cross off the list every two years. Our CE Sponsor Ethics CE Instructors are critical in creating a more engaging experience for our CFP® professionals.

CFP Board has created the content for this program so Instructors can focus on the quality of delivery to enhance the participant experience.

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## INSTRUCTOR ELIGIBILITY & EXPECTATIONS

### Eligibility

Ethics CE instructors must be cleared by CFP Board in advance of the first program offering date. Instructors must meet the following requirements *before* they lead an Ethics CE program.

1. Hold CFP® certification, with all renewal requirements fully completed and any applicable fees paid in full;
2. Have held CFP® certification, with no breaks in certified status, for a minimum of **5 years**;
3. Have no cases pending investigation by CFP Board or any federal or state regulator;
4. Not have been the subject of a CFP Board disciplinary action (i.e. private censure, public letter of admonition, or suspension) within the past five years;
5. Participate in one of the live Instructor Training Webinars periodically offered (view schedule [here](#));
6. Complete and submit the Instructor Attestation Form.

Please allow 7-10 working days after submitting a completed Instructor Attestation Form for CFP Board to confirm instructor eligibility.

### Expectations

Primary Goal of the Ethics CE Instructor:

Assist CFP® professionals in understanding and fulfilling their obligations under CFP Board's *Code of Ethics and Standards of Conduct* through a learning environment where CFP® professionals are engaged in the discussion and walk away with a positive feeling about their experience.

Here are four ways the instructor can ensure that happens:

1. Add your **passion** to the subject-matter;
2. Know your **facts** inside and out – clearly understand the new *Code and Standards* and the rationale for changes (see Resources page for links to the most current documents);
3. Present the content in a way that's **relatable** to your audience – use a variety of activities and presentation techniques to illustrate important concepts;
4. Get your audience to **engage** in the discussion.

## PROGRAM DESCRIPTION

To ensure consistency and alleviate confusion for CFP® professionals, CE Sponsors are asked to use a standardized program description and related information in their course catalogs and when referencing or describing the program online or in printed material.

- **Formal Program Title:** Ethics CE: CFP Board's Revised *Code and Standards*
- **Program Sub-title:** CE Sponsor Title
- **Program Description:** This program fulfills the requirement for CFP Board approved Ethics CE. This program is designed to educate CFP® professionals on CFP Board's new *Code of Ethics and Standards of Conduct*, which is effective October 1, 2019.
- **Add:** CFP Program ID; Level of Complexity: Intermediate; CE Hours: 2

## PROGRAM LEARNING OBJECTIVES, OUTCOMES & COMPETENCIES

Success starts by first understanding the learning objectives and intended outcomes for the program.

**The goal of this program is to position the application of CFP Board's *Code of Ethics and Standards of Conduct* as the foundation for ethical financial planning.**

By the end of this program, the participant should be equipped to:

**LO 1: Identify the structure and content of the revised *Code and Standards*, including significant changes and how the changes affect CFP® professionals.**

Outcomes: Develop Knowledge Base

Competency 1: Understand the significant changes to the Standards

Competency 2: Explain how the significant changes to Standards affect CFP® professionals

**LO 2: Act in accordance with CFP Board's fiduciary duty.**

Outcomes: Enforce Comprehension & Demonstrate Application

Competency 1: Understand what constitutes Financial Advice

Competency 2: Understand the duties that constitute the fiduciary obligation

Competency 3: Apply CFP Board's fiduciary duty to various situations

**LO 3: Apply the Practice Standards when providing Financial Planning.**

Outcomes: Develop Knowledge Base & Demonstrate Application

Competency 1: Understand the steps of the financial planning process

Competency 2: Recognize when the Practice Standards apply

Competency 3: Apply the steps of the Financial Planning process to various situations

**LO 4: Provide the Client all required information.**

Outcomes: Enforce Comprehension & Demonstrate Application

Competency 1: Understand when disclosures are required

Competency 2: Understand what information must be disclosed

Competency 3: Describe the timing and format of disclosure delivery

**LO 5: Recognize and avoid, or fully disclose and manage, Material Conflicts of Interest.**

Outcomes: Enforce Comprehension & Demonstrate Application

Competency 1: Identify conflicts of interest

Competency 2: Demonstrate how conflicts of interest can be avoided

Competency 3: Demonstrate how conflicts of interest can be disclosed and properly managed

## PRESENTATION GUIDELINES

CFP Board has provided a slide deck of content designed to move progressively through the learning objectives while at the same time providing a comprehensive orientation to the new *Code and Standards*. Using the *Presentation Ready* slide deck, instructors have the flexibility to copy slide content into a co-branded format and software of their choice. The presentation can be formatted to suit a specific presentation style. The presentation ready “template” identifies placeholders for a program sub-title and date, instructor introduction, activities and closing.

### Co-Branding:

The slide deck can be co-branded. CFP Board does require the slide banner to include the yellow ribbon with the CFP Board Logo.



### Layout and Design:

The slide deck is organized to ensure all required components of the program are covered, as well as a consistency in format.

- Title Slide
- Instructor Introduction
- Kahoot! or Polling Access Instructions (if applicable)
- Disclaimer
- Learning Objectives
- Learning Objective Statement
  - o LO 1: 14 content slides
  - o LO 2: 5 content slides
  - o LO 3: 12 content slides
  - o LO 4: 5 content slides
  - o LO 5: 5 content slides
- Placeholder slide for one or more activities
  - o Activities can be saved until the end of the LO content or inserted where the instructor feels most appropriate within the content itself
- Placeholder for content review
- Resources
- Final Wrap-Up

### Instructor Notes:

Make sure to review the instructor notes included with each slide. These notes provide context and examples related to the displayed content. This information can serve as a script or a guide. The notes will help the instructor reinforce new definitions and concepts and provide a good comparison of CFP Board’s old and new Standards. There are several slides where these notes begin with an \*\*. These slides have content that will need individual updates.

## TIMED AGENDA – SHORT VERSION

The Live Ethics program presentation is timed to the **required 120 minutes: 15 minutes** for the opening, final review, wrap-up, and evaluation; **80 minutes** of core content (slides); **25 minutes** for related activities.

<u>Minutes</u>	<u>Content</u>
10	Opening <ul style="list-style-type: none"><li>○ Presenter Introduction</li><li>○ Disclosures</li><li>○ Instructions for Online Polling (if applicable)</li><li>○ Housekeeping Items (format; attendance)</li></ul> Short Ice Breaker Review Learning Objectives
40	Learning Objective 1 – Revised <i>Code and Standards</i> <ul style="list-style-type: none"><li>○ Core Content (14 Slides)</li><li>○ Activity</li><li>○ Quick Review/Questions</li></ul>
25	Learning Objective 2 – Act as a Fiduciary <ul style="list-style-type: none"><li>○ Core Content (5 Slides)</li><li>○ Activity</li><li>○ Quick Review/Questions</li></ul>
20	Learning Objective 3 – Practice Standards <ul style="list-style-type: none"><li>○ Core Content (12 Slides)</li><li>○ Activity</li><li>○ Quick Review/Questions</li></ul>
10	Learning Objective 4 – Providing Information to a Client <ul style="list-style-type: none"><li>○ Core Content (5 Slides)</li><li>○ Activity</li><li>○ Quick Review/Questions</li></ul>
10	Learning Objective 5 – Material Conflicts of Interest <ul style="list-style-type: none"><li>○ Core Content (5 Slides)</li><li>○ Activity</li><li>○ Quick Review/Questions</li></ul>
5	Final Review, Wrap Up & Evaluation

## AUDIENCE PARTICIPATION & PROGRAM ACTIVITIES

CFP Board offers Ethics CE Instructors a series of vignettes, polling and pop-up questions that can be incorporated into the program at key points during the presentation. CFP Board requires that all Ethics CE programs be purposely **engaging and interactive**.

The activity options outlined below are designed to promote audience participation, provoke discussion, advance learning and comprehension and clearly demonstrate application of CFP Board’s new Standards.

Activity Type	Description
Opening/Ice Breakers	Question options to help instructors set the tone for the program from the start; options provided can accommodate any size group and can be low-tech or no-tech.
Pop-Up Questions	Designed to stimulate discussion and gauge comprehension of the material. Use colored cards for participants to show their responses, or ask for a simple show of hands.
Polling Questions <sup>(1)</sup>	Offered in the Kahoot! Package, these polling questions include a series segmented by learning objective, and a short closing “quiz.”
Vignettes	Vignettes are organized by learning objective with one required at the end of each learning objective. They offer simple, single-themed fact patterns to prompt discussion, for use as an individual or group activity on one element of the new <i>Code and Standards</i> .
AH HA Moment	Providing each participant with an index card, have them write down their AH HA moment at the conclusion of the session; ask a few participants to share their moments with the group.

<sup>(1)</sup>A description of Kahoot! with instructions for accessing poll questions is available in a separate document.

### Guidelines for Creating Program Activities or Additional Content

Ethics CE Instructors may not add additional content to the 120-minute program. The activities presented in the *Activities Package* are pre-approved for use.

Instructors can also develop other activities tailored to their audience, but these activities must:

1. Be pre-approved by CFP Board before their use;
2. Clearly relate to at least one of the five learning objectives.

To request pre-approval, instructors should send a complete narrative of the activity along with discussion points and specific reference of applicability within the new *Code and Standards* to [cesponsor@cfpboard.org](mailto:cesponsor@cfpboard.org). Please allow 7-10 business days for the review. CFP Board will notify the instructor in writing with a final determination.

## PROGRAM EVALUATION & INSTRUCTOR FEEDBACK

### Participant Feedback

The CFP Board Ethics CE curriculum is designed to ensure our CFP® professionals receive value for their time and perceive the content delivered as meaningful to their daily experiences. The participant evaluation process is a critical component to ensuring we meet this goal.

CFP Board has multiple expectations of its CE Sponsors in terms of content delivery:

1. CE Sponsors will strongly encourage participants complete the program evaluation and achieve a *minimum 65% return* rate based on reported attendance. CE Sponsors who continually fall below the 65% return rate could be in jeopardy of losing the privilege of offering CFP Board Ethics. Evaluations may be completed:
  - a. Manually (see printable version below)
  - b. Online via CFP Board's SurveyMonkey account at:  
<https://www.surveymonkey.com/r/CFPBoardEthicsCE>
  - c. Online in a format other than SurveyMonkey, with a questionnaire that includes all of the questions on the printable version below.
2. Evaluation results will be requested – effective January 1, 2019
  - CFP Board will request an evaluation summary every quarter. (Jan-Mar; April-June; July-Sept; Oct-Dec) CE Sponsors are expected to provide CFP Board a PDF file of manually completed evaluations within 14 working days of the request.
3. CFP Board will use the evaluation results to measure program acceptance.
  - a. A program will be considered successful if it achieves an overall rating of 3.5 or higher.
  - b. A program receiving an overall rating of 3.0 or lower may require re-evaluation.

### Instructor Feedback

CFP Board will regularly solicit **instructor feedback** to help ensure we immediately address any issues you encounter in preparing for or delivering your presentation. From your feedback we want to learn:

- Whether the provided program materials covered your needs;
- How you saw your audience react to your presentation and the new delivery format;
- Whether you used Kahoot! and how it was received by the audience.



# CFP Board Ethics CE Live Program Evaluation

**Program Title:**

**Program Sponsor:**

**Program Date:**

**Instructor Name:**

**Rate This Program** (put a check in the box to designate your choice):

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The learning objectives were clearly articulated					
Content was well organized and presented					
Content was relevant and helpful					
The activities incorporated in the program helped illustrate how the new <i>Code and Standards</i> would be applied					
The instructor was knowledgeable about the new <i>Code and Standards</i>					
The instructor was able to adequately respond to questions					
There was high quality interaction between the instructor and participants					
The length of the program was just right to adequately cover the content					
This program provided a comprehensive overview of the new <i>Code and Standards</i>					

**Were there any questions you did not have an opportunity to ask?**

- Yes (If Yes, please list your questions below and we will respond to the group.)
- No

**How many stars would you give this program? (Five is the highest rating):** \_\_\_\_\_ ☆☆☆☆☆

Thank you for completing the program evaluation!

## REQUIREMENTS: LIVE WEBINAR DELIVERY

CE Sponsors offering Ethics CE using a live webinar format are required to ensure the integrity of the live delivery of the program as outlined below. The live webinar format will closely follow the published Timed Agenda allocation for content and activities during the **required 120-minute program**. View full program details [here](#).

To be eligible for Ethics CE registration, a live webinar format must maintain a level of participant involvement throughout the presentation. Here is a summary of the additional steps required for this format:

- **Qualified Instructor:** The individual leading the Ethics webinar presentation must meet the same eligibility criteria as a Live Ethics CE instructor. View criteria [here](#).
- **Attendance:**
  - The webinar software used must have the ability to date stamp and track attendee login and logout times, and participation in polling activity.
  - Each webinar attendee must sign-in using their own login.
  - The attendee must be logged in at the start of the webinar and remain logged in to the end of the program.
  - The attendee must actively participate in all polling activity.
- **Setting Expectations:** The Instructor will clearly state the expectation of full attendance, active participation and involvement in activities and the completion of a program evaluation as conditions for earning Ethics CE.
- **Presentation:** The Instructor will use the *Presentation Ready* slide deck that can be co-branded.
- **Touch Points:**
  - As with the Live Ethics CE presentation, the webinar must include polling questions and vignettes, as required, at the end of each learning objective.
  - These activities will require active participation by the attendee with an online response.
- **Program Evaluation & Certificate of Completion:**
  - A formal evaluation process is required at the conclusion of the program. The CE Sponsor can decide on the best way to distribute and collect program feedback.
  - Completion of the program evaluation is required before the Certificate of Completion is distributed and attendance is reported.

## AVAILABLE PROGRAM MATERIALS & RESOURCES

1. Presentation Content – Ethics CE
2. Activities Package – Ethics CE
3. Ethics CE Polling Questions (Live Programs)
4. Kahoot! Instructor’s Guide
5. Kahoot! Instructions for Attendees
6. Evaluation Template – Live Program Delivery
7. Timed Agenda – Submission Ready
8. Ethics CE Requirements - Live Program Delivery
9. Ethics CE Requirements – Live Webinar Delivery
10. Ethics CE Requirements – Self-Study (Online) Delivery
11. Online at [www.CFP.net/code](http://www.CFP.net/code)
  - [\*Code of Ethics and Standards of Conduct\*](#)
  - [\*Commentary on the New Code of Ethics and Standards\*](#)
  - [\*Side-by-Side Comparison of the New Code of Ethics and Standards of Conduct to the Current Standards of Professional Conduct\*](#)



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