

# You have a choice in Ethics Education.



OR



The subject of ethics deals with difficult choices.

For CFP® or insurance licensed financial planners, there is an easy choice for earning your required Ethics CE. An easy choice between dry and bland content vs. fresh, rich and engaging delivery. Expert presenter Melissa Kemp guides your experiential walk through these FPAGP sponsored Ethics courses.

When you choose Ethics courses from the FPAGP Compliance Hub, expect courses that are designed to be interactive, contextual and pragmatic - immediately applicable to your daily practice. The difference between two hours of time to "check the box" to fulfill a mandatory requirement or two hours of time that also enriches both your professional and personal life.



**Melissa Kemp, CFP®, AEP®, CNAP®, CAP®**

- ◆ President of Premium Administration, LLC
- ◆ Founder and owner of Premium Organization, an association management company
- ◆ Executive Director of FPA of Greater Phoenix

Read more about Melissa [www.fpaofphoenix.org/Ethics-Courses](http://www.fpaofphoenix.org/Ethics-Courses)

Learn more about our Ethics CE offerings on the following page.

*"GREAT job with this Ethics Workshop!!! It was BY FAR the best ethics course I've ever attended!!! Your use of interactive technologies made your ONLINE workshop more engaging and more enjoyable than even the best IN PERSON conference session I've attended!"*

*- Barry D. Flagg, CFP®, CLU, ChFC, GFS® President, Founder & Inventor Veralytic*

## Engage. Experience. Energize.

FPA of Greater Phoenix (FPAGP) Board Members understand that, to be its best, compliance education must be both rigorous and engaging. Over the past several years, they encouraged FPAGP volunteer teams in a quest to elevate the content rigor and engagement levels across all of our programming through more interactive delivery formats. We explored ways to identify relevant or needed information, and worked to provide it more immersively, whether in-person or virtually.

The result is our Learning Hub: the shelter under which our efforts dwell. A resource for our entire financial planning community, this online platform connects professional adult learners to proven meeting structures and useful toolkits. Fulfilling your learning ambitions at every stage of your career path can again feel like a child's joyful voyage of discovery.



**Interesting:**  
variety of programming formats



**Meaningful:**  
tailored for adult learning styles



**Interactive:**  
using technology to enhance experience



**Valuable:**  
rigorous, engaging, never a waste of time

**FPAGP Learning Hub**

<https://tinyurl.com/b93pbuc4>

## THE COURSES

### CFP® Board of Standards Ethics Course

course #255247 | 2h CE credit

Course description: This program fulfills the requirements for CFP® Board approved Ethics CE. The program is designed to educate CFP® professionals on the CFP® Board's new Code of Ethics and Standards of Conduct, which became effective October 1, 2019 and has been updated in 2020, for rollout to CFP® professionals as of April 1, 2021.

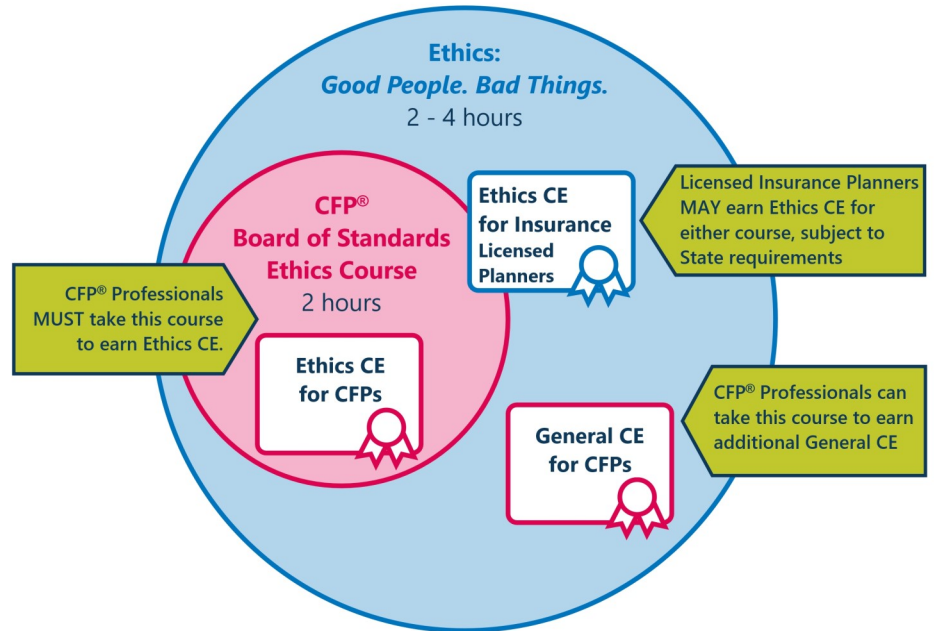
### Insurance Ethics Course: Good People. Bad Things.

*Kudos and recognition to Christine Brown, Ideas Inc. - as co-creator and conspirator.*

Experience proves that not every person operates at the highest levels of ethical decision-making. Every few years, some corner of our profession seems to be beset with scandal or ongoing debates about issues rooted in ethical concerns. Most advisors do not choose to violate a law or policy. Instead, many ethical violations occur when an advisor is faced with a difficult choice that requires them to balance competing interests where the right thing to do is not clear, or they make a small misstep that grows.

In this course, we discuss what goes on in someone's mind that allows them to think they can go undetected while committing a fraudulent act. What are the common set of thinking errors and patterns that each of us can be susceptible to on a regular basis? What can you do to create an ethical culture in your practice and your firm?

## Which Ethics course should I offer?



## Dollars and \$ense

FPAGP is committed to providing quality, affordable compliance programming in support of the profession of financial planning.

The CFP® Ethics Course may be purchased from the CFP® Board of Standards and presented by a qualified speaker of your choice. In addition to the cost of the course and speaker fees, there is also a significant investment of time required for administrative duties and CE credit reporting. The course content will be limited to the (dry) CFP® board script. Melissa's work with the CFP® board enables her to offer a richer delivery version of the accredited script. Administrative processes will be handled by FPAGP.

Also included in Melissa's delivery is access to Mentimeter, an interactive tool that creates an immersive, interactive experience whether attending in a Virtual or In Person format.

Time has a value. Ethics education, delivered by Melissa, maximizes that value which translates to time well spent, for administrators and course attendees.

**As a fellow FPA Chapter, you receive favorable pricing.** Visit our website pages or contact us for specific course details including travel costs for in-person course delivery.

[www.fpaofphoenix.org/Ethics-CFPEthics-Pricing](http://www.fpaofphoenix.org/Ethics-CFPEthics-Pricing) | [Marie@PremiumOrganization.com](mailto:Marie@PremiumOrganization.com)

