



## **SSC # 59– ETHICS & THE MATURE MARKET**

### **This course is eligible for:**

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

**General CE Credits as marked on certificate for some Provinces.**

**Adjuster CE Credits as marked on certificate for some Provinces.**

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

Financial professionals who decide to work with seniors will find this unique market both challenging and rewarding. This course provides a broad overview of the unique social, familial, physical, and cognitive issues seniors face that may affect their financial decisions. It offers practical guidance that financial professionals can use to communicate effectively with seniors, to ensure suitable product recommendations, and to protect themselves from potential liability when working in this sector.

The course also explains the fiduciary duties financial professionals owe to their mature clients and the specific steps they can take to serve this market ethically.

This course will provide you with a broad overview on the origins of ethics – as well as some detailed discussions on such topics as ethical decision making, elder ethical issues and business ethics.

Ethics and codes of ethics are largely concerned with protecting the weakest members of society. Without ethics and codes of ethics, it would be relatively easy for the strong and the able to take advantage of the poor, disabled people, the cognitively challenged - and the elderly! For the elderly, a discussion of ethics is not merely an academic exercise - it is vital to their well-being. They need to know that the people they encounter with regularity (e.g., medical professionals, accountants, lawyers, salesmen, financial planners, etc.) are going to act with their best interests in mind.

Under the broad subject of ethics, we will look at such things as: the definition of ethics; the importance of ethics; and a variety of ethical fundamentals. *We will also examine several more complex topics, including:*

- ❖ Ethical dilemmas
- ❖ Ethical decision making.
- ❖ Ethical problem solving.
- ❖ The links between ethics and morality and values
- ❖ Samples of the codes of ethics used in a variety of different organizations.

*We have eluded to a few of the Codes of Ethics from other organizations and professions, as the financial advisor will be called upon from time to time to form a partnership with these other professions when interacting with our older population.*

*This course will be of benefit to all financial professionals who are licensed for Life, A&S, General (P&C), Mutual Funds or securities as it pertains to compliance while interacting with our aging clients and prospects.*

**This course covers:**

- ❖ The Cost Of Unethical Behavior In The Financial Services Industry
- ❖ Ethics & Elders
- ❖ Approaches To Ethics (Two Sets Of Four)
- ❖ Ethics Can Provide A Moral Map
- ❖ Ethics Can Pinpoint A Disagreement
- ❖ Ethics Doesn't Give Right Answers
- ❖ Ethics Can Give Several Answers
- ❖ Ethics And People
- ❖ Ethics As A Source Of Group Strength
- ❖ The Four Ethical "Isms" - Moral Realism, Subjectivism, Emotivism, Prescriptivism
- ❖ Origins Of Ethics
- ❖ Ethical Fundamentals
- ❖ Information Sharing And Ethics
- ❖ Misinformation And Disinformation
- ❖ Best Practice Tips When Sharing And Acting On Information
- ❖ Ethical Decision- Making And Problem Solving
- ❖ Recognizing A Moral Or Ethical Issue
- ❖ Getting The Facts
- ❖ Ethical Problem Solving
- ❖ Ethics And Morality Values
- ❖ Ethics And The Elderly
- ❖ Codes Of Ethics
- ❖ Common Ethical Issues
- ❖ Five Critical Principles
- ❖ Derivative Rules
- ❖ Ethics In Business

- ❖ The Ten Principles Of Business Ethics
- ❖ Company Ethics Policy Or Code Of Conduct
- ❖ Managing Ethics In The Workplace
- ❖ Ethics And The Financial Services Industry
- ❖ Codes Of Ethics For Financial Services
- ❖ Ethics And The Health Care Field
- ❖ The Real Estate Profession
- ❖ Ethics And The Accounting Profession
- ❖ Ethics And The Legal Profession
- ❖ Professional Ethics And Fiduciary Responsibility
- ❖ What Is A Fiduciary Relationship?
- ❖ Types Of Fiduciary Relationships
- ❖ Sources Of Liability
- ❖ When Might You Be At Fault?
- ❖ Navigating Ethics and Tax Implications in Financial Planning
- ❖ And More...