SSC # 134 – THE FINANCIAL PLANNING LIFECYCLE: HOW CLIENT PRIORITIES SHIFT EVERY 10 YEARS

This course is eligible for:

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

5.0 Life ONLY CE Credits for AB.

Target Audience

This course is designed for financial advisors, life-licensed insurance professionals, financial planners, investment advisors, tax practitioners, estate-planning specialists, bank-based advisors, and retirement income planners who work with clients across multiple life stages. It is particularly relevant for advisors who support households navigating major financial transitions, including career progression, family formation, business ownership, wealth accumulation, retirement income planning, and late-life estate distribution. The course also serves professionals seeking a deeper, decade-by-decade framework to anticipate client needs, integrate planning disciplines, and deliver long-term, relationship-based advice.

Course Purpose

The purpose of this course is to equip advisors with a structured, predictive framework that enhances their ability to deliver consistent, forward-looking advice throughout a client's lifetime. By understanding how priorities evolve every decade, advisors can identify planning gaps before they emerge, strengthen client relationships, and position themselves as long-term strategic partners. The course aims to elevate the advisor's role from reactive problem-solver to proactive architect of a client's financial, insurance, and estate-planning journey. It also reinforces the importance of integrating tax, risk management, behavioural coaching, and intergenerational planning into a unified lifecycle-based advisory model.

Learning Objectives

Upon completion of this course, advisors will be able to:

1. **Explain how financial priorities evolve across each decade of a client's life**, from age 20 through age 90+, and identify the key drivers behind these shifts.

2. **Apply a structured lifecycle framework** to anticipate client needs in areas such as cash-flow management, debt reduction, insurance planning, investment strategy, tax efficiency, retirement income design, and estate distribution.

3. **Integrate insurance, tax, retirement, and estate-planning strategies** into a cohesive long-term plan that adapts to changing circumstances, family dynamics, and financial complexity.

4. **Recognize behavioural patterns and emotional triggers** that influence client decision-making at different life stages and use this insight to guide conversations and improve client outcomes.

5. **Identify decade-specific risks and opportunities**, including career transitions, family formation, business ownership, health changes, longevity considerations, and intergenerational wealth transfer.

6. **Develop proactive planning strategies** that help clients avoid common pitfalls, capitalize on emerging opportunities, and maintain financial resilience throughout their lifetime.

7. **Strengthen long-term client relationships** by demonstrating foresight, structure, and continuity in the advisory process, positioning the advisor as a trusted partner across multiple decades.