

# Client Story

## Onboarding Solution for Financial Advisors

Large Financial Services Firm



50%

After 1 year, the number of Financial Advisors demonstrating client-facing proficiency increased by 50%

### Impact

- Higher Sales
- Increased Customer Retention
- Reduced Time to Proficiency



### Challenge

A large financial services firm who, at several points each year, brought in groups of new Financial Advisors (FAs), needed to increase the effectiveness of their Onboarding Program. The existing program was expensive, extremely time-consuming, and ineffective. As a result, even after extensive training, a high percentage of FAs were “washing out” in the field and ultimately leaving the organization.



### Solution

PDG was engaged to complete an analysis of the organization’s current practices. As result of the findings, PDG worked with the organization to transform the Onboarding experience from an information transfer classroom experience to a blended, experiential learning experience. Blended instruction was now delivered through e-learning, webinars, conference calls, and local branch sessions. The Onboarding curriculum shifted from “listening” to “doing” providing FAs practical application and insight into the requirements of their day-to-day job. FAs were provided with meaningful support and reinforcement through an assigned coach. Coaches took responsibility for local training and mentoring and conducted a weekly 1-hour workshop using an easy-to-follow playbook created at the national level.