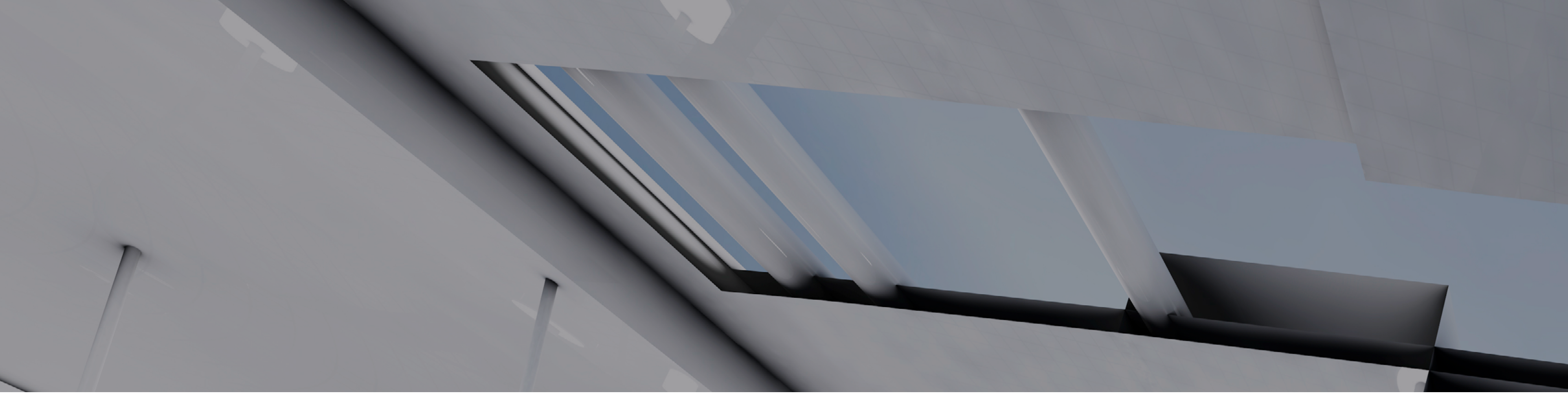
ADVISOR ADVANCEMENT INSTITUTE

Invested in Our Clients. Advancing Advisor Growth.

The practice management platform
for growth-minded advisors

New York Life Investment Management



Welcome

Several years ago, we took an honest look at what was being offered to help financial advisors address the constantly evolving challenges they face every day. More importantly, we asked our clients, like you, what kind of support you needed to grow—not only as advisors, but as practice owners and leaders.

What emerged out of this exploration was the Advisor Advancement Institute. We built this platform around helping you build better practices and forge deeper, more valuable client relationships. But we didn't stop there. We complemented our practice management educational tools with the first-of-its-kind professional development program focused on helping you learn from some of the industry's best and most successful advisors. This innovative offering was informed by more than 35,000 interactions with advisors over a two-year period.

We recognize that every advisor's journey is unique, both in terms of where you are in your career and the kinds of insights and tools you find valuable. That's why we've structured the Advisor Advancement Institute with optimal flexibility. So, whether you need actionable, on-demand resources or are interested in more immersive, personal coaching opportunities, we meet you where you are with the right solutions.

At the heart of the Advisor Advancement Institute lies a steadfast commitment to your success. Please let your Advisor Consultant know what you think. We're always looking for feedback on how we can raise the bar, so you can continue to do the same.

Theresa Gralinski

Head of the Advisor Advancement Institute,
New York Life Investment Management

Your Goals

How do you...

- **Attract and retain** more clients to grow your business at scale?
- **Upskill** your subject matter expertise to earn more credibility and trust?
- **Strengthen** your mindset to gain an edge in a highly competitive environment?

No matter what you're focused on achieving, the Advisor Advancement Institute is your pathway to progress.

Our Value

New York Life Investment Management's Advisor Advancement Institute is the knowledge center and practice-building platform for the growth-minded advisor.

Through a mix of research-driven programs and resources, the Advisor Advancement Institute helps you address your most pressing challenges and perform at your very best.

We deliver a flexible experience spanning everything from immersive live seminars to actionable on-demand content, meeting you where you are—so you can get where you want to go.

Our Approach

To connect you to the right content for what you're trying to accomplish at any given time, the Advisor Advancement Institute's curriculum is built around **three core tracks:**

Engage

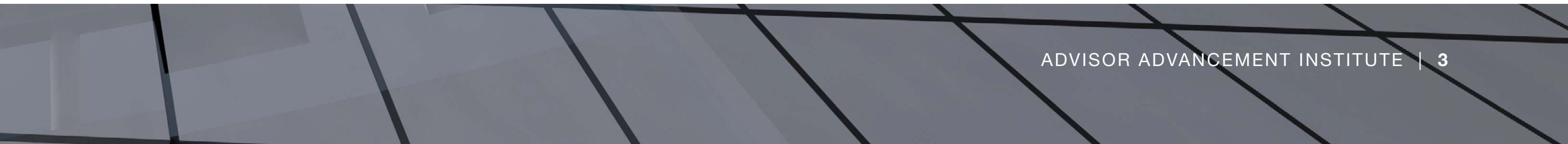
YOUR CLIENTS & PROSPECTS

Enrich

YOUR EXPERTISE

Elevate

YOUR PERFORMANCE



Engage

YOUR CLIENTS & PROSPECTS

Deliver a personalized, meaningful experience across every touchpoint, helping build stronger relationships and reduce attrition

"By making **relationship-building** a regular part of your business model, you can solidify your commitment to your clients and differentiate yourself from other advisors."

Theresa Gralinski
Head of the Advisor Advancement Institute

Touchpoint Preparation: Resources that help you get ready for and facilitate fruitful client interactions

Every touchpoint with clients and prospects presents an opportunity to prove and reinforce your value. That's why we've developed practical, actionable materials that help make your discussions with them as productive as possible.

Example content:

Outreach Calendars

Our research shows that advisors should have at least 25 touchpoints with clients per year. These event calendars help you schedule and make the most of each one.

Questionnaires

Research-based tools that help identify challenges and opportunities across key areas. For instance, if you have any relationships with women clients that are potentially at risk.

Conversation Starters

Guides and checklists that help you identify clients interested in a particular strategy, such as sustainable investing, and initiate discussions around possible approaches.

Client Education: Materials that you can share with clients to help them better understand key topics

Whereas Touchpoint Preparation resources are for you to leverage on your own before engaging clients, Client Education materials are designed to be served up during these interactions. They are meant to help your clients synthesize information you discuss with them, or learn more about topics of interest.

Example content:

Guides, Reports, & Checklists

on key topics of interest, such as market volatility, sustainable investing, investment solutions (i.e., what are Mutual Funds?, ETFs?, Alternatives?, etc.), and life events.

Flyers & Infographics

on a wide variety of general investing and capital markets topics.

Client-Approved Seminars

on a series of topics that you can deliver to help clients and prospects increase their investing literacy.

Enrich

YOUR EXPERTISE

Augment your knowledge and credentials to strengthen trust and credibility with clients

"With you in mind, we've built a **robust suite of content and tools,** covering existing and emerging trends and a wide range of timely topics that impact your business."

Theresa Gralinski
Head of the Advisor Advancement Institute

Knowledge Building: Content that helps you deepen your understanding of key topics

The best advisors carve out time to continuously sharpen their proficiency on emerging trends and crucial topics. The Advisor Advancement Institute facilitates this exploration through a range of educational content rooted in research.

Examples include seminars, research reports, infographics, and videos across a number of key themes, such as:

Women & Investing

Succession Planning

Team Building

Sustainable Investing

Accredited Training: Training programs that enable you to build expertise while earning CE Credits

Investors seek advisors with certified expertise because it provides assurance of professionalism, competence, ethics, and specialized knowledge. Certifications can serve as a tangible indicator that an advisor is committed to maintaining high standards and staying informed in a rapidly changing financial landscape.

We make this possible with **Candriam Academy,** the world's first free-to-access accredited training platform for sustainable investing. Offered through New York Life Investment Management, Candriam Academy brings together subject matter experts from around the world to deliver an engaging digital experience with video, graphics, and tests.

To guarantee quality, the curriculum has been accredited to the highest educational standard.

CANDRIAM ACADEMY

"Economic agents have an important role to play in ensuring the **development of a sustainable economy**—not only for future generations, but also for today's world."

Naïm Abou-Jaoudé
CEO, New York Life Investment Management LLC

Elevate

YOUR PERFORMANCE

Transform your mindset and practice to achieve an elite level of performance

"It was amazing the way they took something so complex, but laid it out in a way that was **easy to understand.** What I learned will definitely help our team's planning going forward."

Advisor Testimonial

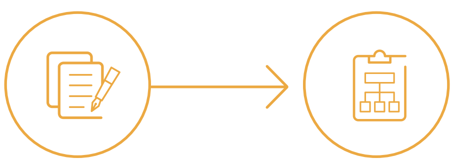
"I like how the workshops not only outline the who, what, and why; but also give **action steps** to address the where and how to grow my practice."

Advisor Testimonial

Coaching Programs: Innovative programs that help you identify and capitalize on ways to unlock your full potential

These offerings are highlighted by the first-of-its-kind program that helps you learn from top-performing advisors so you can join the ranks of the very best in your field.

It starts with a research-backed self evaluation that benchmarks your responses against top advisors on five key traits to help determine your areas of strength, while honing in on opportunities for growth. Your results also get matched to practical lessons you can immediately apply to your practice.



Self Evaluation

Tailored Modules

On top of the self evaluation is a unique coaching program devised by Dr. Kevin Elko, a nationally renowned performance consultant, author, and motivational speaker. Developed in partnership with industry experts, this program consists of learning modules that can be completed online or in-person through an immersive masterclass led by Dr. Elko.

Live Workshops

Additionally, AAI Coaching Programs include **live workshops** that deep dive into specific areas of opportunity for growth. Examples include:

Establishing Connections

Developing a Growth Mindset

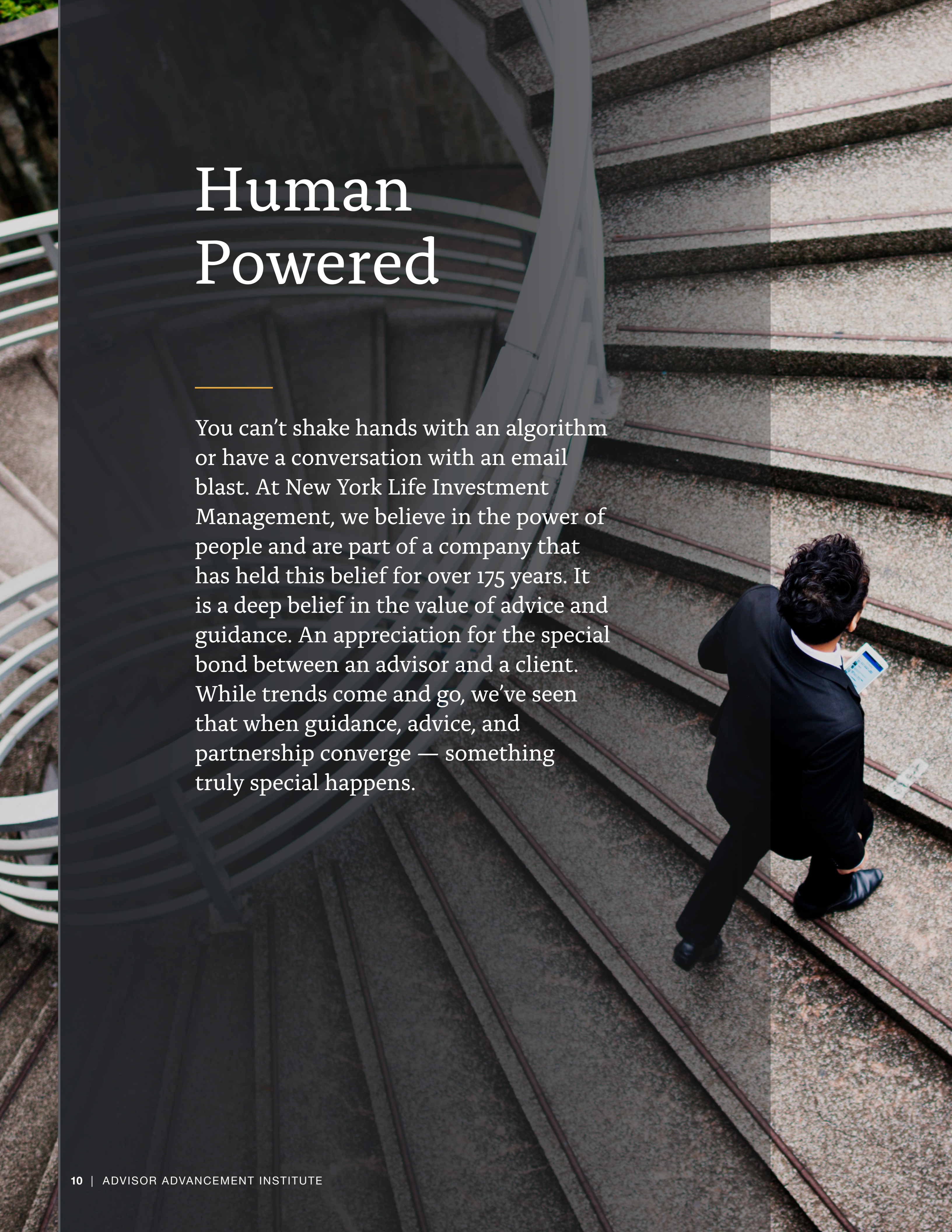
Cultivating Leadership Skills

Setting and Achieving Goals

Building Resilience

Balancing Work and Life

We also deliver motivational insights via weekly emails from Dr. Elko, and thought leadership from other experts like psychologist and performance coach Dr. Sherry Cain.



Human Powered

You can't shake hands with an algorithm or have a conversation with an email blast. At New York Life Investment Management, we believe in the power of people and are part of a company that has held this belief for over 175 years. It is a deep belief in the value of advice and guidance. An appreciation for the special bond between an advisor and a client. While trends come and go, we've seen that when guidance, advice, and partnership converge — something truly special happens.

Speakers Bureau

Our immersive seminars are led by our dynamic team of experts, each of whom brings a wealth of experience and their own distinct approach to advisor engagement.

Theresa Gralinski
Head of the Advisor Advancement Institute

For the past 15 years, Theresa has developed thought leadership and practice management initiatives specifically designed to help financial advisors grow their businesses and deepen client relationships.

Cesar Bastidas
Director, Advisor Advancement Institute

Cesar draws on his broad sales experience to offer practice management on various topics such as building effective teams and client acquisition & retention to help senior managers and advisors at strategic partner firms.

Leda Zukowski
Director, Advisor Advancement Institute

Leda has spent the last 20 years developing and facilitating training and coaching for financial advisors, working with them to build trust and deeper connections with their clients.

Dr. Kevin Elko
Performance Coach

Dr. Kevin Elko is a renowned performance consultant and motivational speaker. He is widely known for his expertise in sports psychology, leadership development, and in helping others achieve peak performance needed to navigate challenges with resilience and determination.

Dr. Sherry Cain, PhD
Psychologist

Dr. Sherry Cain provides advisors and their teams with high-energy, interactive training where they are guaranteed to walk away with tools that can be immediately implemented.

Find out more

To find out more about the Advisor Advancement Institute and how we are working to help people and businesses like yours grow through insights and the sharing of best practices, contact your regional Advisor Consultant, or visit our Practice Management site at nylim.com.

For more information:
888-474-7725 option 1, then option 2

New York Life Investment Management

nylim.com

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