

## **NMP/AGBA roundtable attracts record numbers**

No More Practice hosted the final roundtable event of the year for the Association of Goals Based Advice (AGBA) last week, educating a record number of attendees on how to better engage their clients.

The roundtable was held at the group's Milsons Point office and was attended by a group of practice owners, advisers and managers across both the funds management and wealth advice industries.

Vanessa Stoykov, creator of No More Practice, was the event's keynote speaker and shared her insights on how to better engage clients and the power of storytelling in the financial services industry.

"You need to decide what conversation you want to own, as this is your value proposition and what you will be known for," said Stoykov.

"If you're having the same conversation as everyone else, then you should expect your results to also be the same as everyone else's."

To succeed in the market, advisers and fund managers needed to engage in a regular conversation with clients to allay concerns, inform choice and build loyalty across relationships.

Constructing a defined storyline would also help to plan out an ongoing conversation, she said.

The event also saw AGBA unveil its new name and website.

Previously known as the Association of Real Return Investment Advisers (ARRIA), the group rebranded to AGBA to better reflect the growing industry focus on products and strategies that directly focus on client objectives.

Marcus Field, managing director of No More Practice, said the two groups were strongly aligned in their intent to educate investors and help them make the connection between emotional goals and wealth decisions.

"It's far more powerful to educate an investor around working towards an end goal that they are connected with as opposed simply providing them with an answer," Field said.

"People buy into this in a completely different way which means they will be more likely to stick with their wealth strategies over the long run."

*No More Practice is a fully CPD-accredited, online learning business for financial professionals with a focus on high production values, engagement and learning from the best industry experts.*

*It was founded 10 years ago by Vanessa Stoykov and now provides online learning resources which are utilised by a community of 26,000 finance professionals.*

*The group also provides educational content to more than 80 per cent of Australia's financial advisers, which is produced through No More Practice's sister company, and exclusive provider of content, evolution media group.*