

This Roadmap is a checklist of the required elements of the Certified Wealth Strategist® program. Following this plan sequentially will take you through the entire program in approximately 26-32 weeks.

Use this roadmap to track your progress through the Directed Study portion and to pace your work on the Capstone project of the program. Specific tactics and/or Capstone items are listed next to their related components within the CWS® program of study (in red).

Plan to devote approximately 2½ weeks to each lesson within the 4 modules. Completion of all 4 modules and mastery exams is expected before you attend the second instructor-led session on client interaction skills. **Please see completion requirements on Page 4.**

## Instructor-Led Classroom Session I

### CWS® Practice Management Skills (*Growing Your Business I*) **Tactics 1-9**

- ✓ Introduction to CWS®
- ✓ Practice Management for the Certified Wealth Strategist®
- ✓ Receive CWS® program materials 10 days after GYB I
- ✓ Receive Cannon Financial Institute LMS logon information

## Directed Study

### Module 1

Start Date:

End Date:

### Prework for Directed Study **Tactics 1-9**

- Listen to Audio CD: Growing Your Business - Disc 1
- Listen to Audio CD: Growing Your Business - Disc 2
- Listen to Audio CD: Growing Your Business - Disc 4
- Listen to Audio CD: Growing Your Business - Disc 5
- Listen to Audio CD: Growing Your Business - Disc 6

### Directed Study Begins

## Module 1 (approx. 5 weeks of Directed Study) **Tactic 5**

### **LESSON 1: Investment Issues of Affluent and High Net Worth Clients**

- Listen to Audio CD: Growing Your Business - Disc 3
- Listen to Audio CD: The 13 Wealth Management Issues - Disc 1
- Read Investments Issues Study Guide Core Materials
- Read Concepts for Professionals References in the Study Guide
- Complete the Case Studies in the Study Guide
- Complete Self-Assessment in the Study Guide
- Logon and Complete the *Investments* eLearning Lesson

### **LESSON 2: Liabilities, Debt, and Lending Issues of Affluent and High Net Worth Clients**

#### **Wealth Management Issues - Items #39-41**

- Listen to Audio CD: The 13 Wealth Management Issues - Disc 4
- Read *Liability, Debt, and Lending Issues* Study Guide Core Materials
- Complete the Case Studies in the Study Guide
- Complete Self-Assessment in the Study Guide
- Logon and Complete the *Liabilities* eLearning Lesson

- Logon and Complete **Module 1 Online Mastery Exam**

## Directed Study continued

### Module 2

Start Date:

End Date:

### Module 2 (approx. 7½ weeks of Directed Study)

#### **LESSON 1: Insurance Issues of Affluent and High Net Worth Clients**

##### **Wealth Management Issues - Items #39-41**

- Listen to Audio CD: The 13 Wealth Management Issues - Disc 2
- Read Insurance Issues Study Guide Core Materials
- Read Concepts for Professionals References in the Study Guide
- Complete the Case Studies in the Study Guide
- Complete Self-Assessment in the Study Guide
- Logon and Complete the *Insurance* eLearning Lesson

#### **LESSON 2: Compensatory Stock Options Issues of Affluent and High Net Worth Clients**

##### **Wealth Management Issues - Items #45-47**

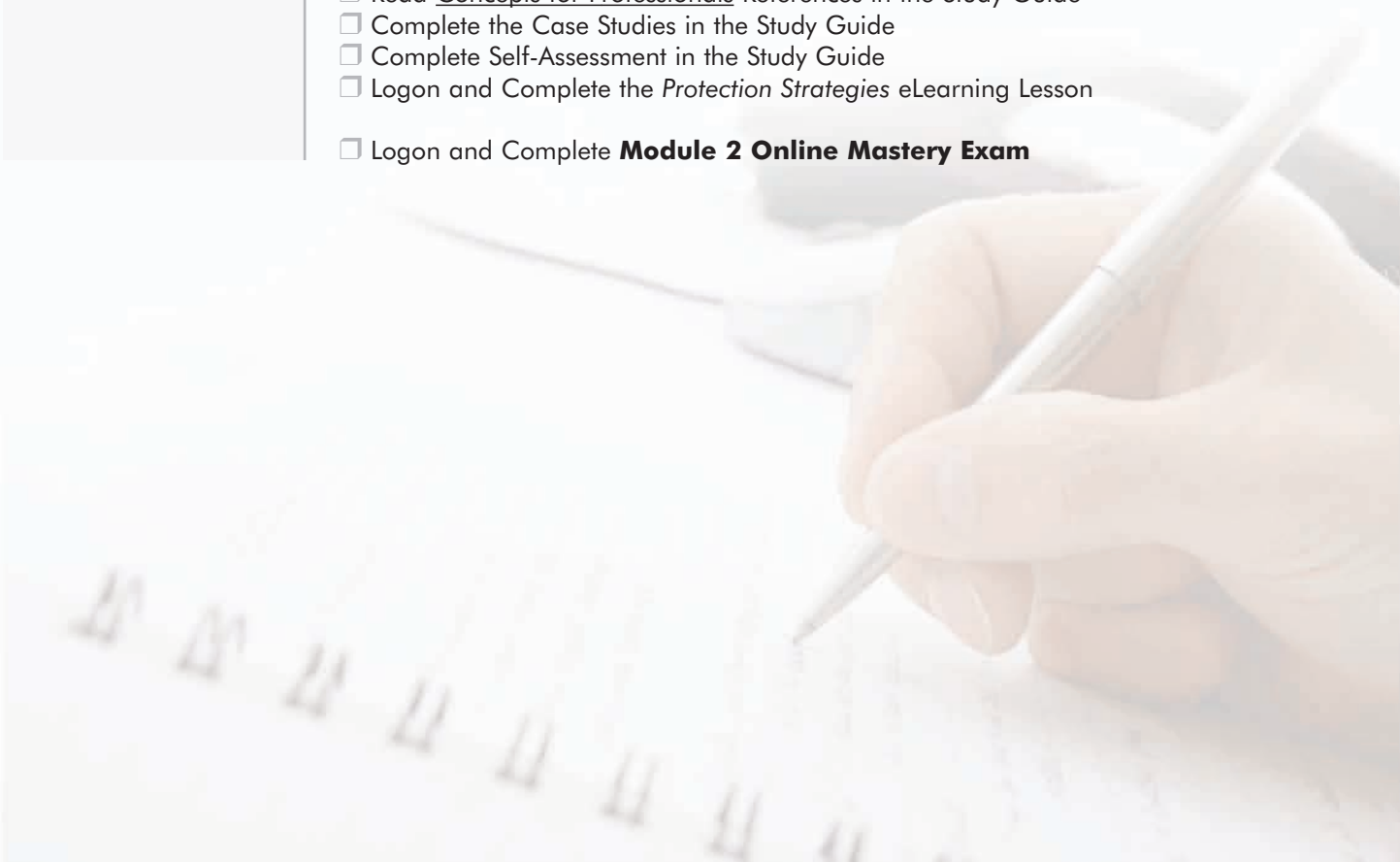
- Listen to Audio CD: The 13 Wealth Management Issues - Disc 4
- Read Compensatory Stock Options Issues Study Guide Core Materials
- Complete the Case Studies in the Study Guide
- Complete Self-Assessment in the Study Guide
- Logon and Complete the *Executive Compensation* eLearning Lesson

#### **LESSON 3: Titling of Assets, Choice of Executor / Trustee, Durable Power of Attorney Issues of Affluent and High Net Worth Clients**

##### **Wealth Management Issues - Items #48-56**

- Listen to Audio CD: The 13 Wealth Management Issues - Disc 6
- Read the Study Guide Core Materials
- Read Concepts for Professionals References in the Study Guide
- Complete the Case Studies in the Study Guide
- Complete Self-Assessment in the Study Guide
- Logon and Complete the *Protection Strategies* eLearning Lesson

- Logon and Complete **Module 2 Online Mastery Exam**



## Directed Study continued

### Module 3

Start Date:

End Date:

### Module 3 (approx. 10 weeks of Directed Study)

#### **LESSON 1: Qualified Retirement Plan – IRA Distribution Issues of Affluent and High Net Worth Clients**

##### **Wealth Management Issues - Items #57-59**

- Listen to Audio CD: The 13 Wealth Management Issues - Disc 3
- Read Qualified Retirement Plan – IRA Distribution Issues Study Guide Core Materials
- Read Concepts for Professionals and 21st Century Estate Planning References in the Study Guide
- Complete the Case Studies in the Study Guide
- Complete Self-Assessment in the Study Guide
- Logon and Complete the *IRA/QRP* eLearning Lesson

#### **LESSON 2: Business Succession Planning Issues**

##### **Wealth Management Issues - Items #60-62**

- Listen to Audio CD: The 13 Wealth Management Issues - Disc 5
- Read Business Succession Planning Issues Study Guide Core Materials
- Read Concepts for Professionals References in the Study Guide
- Complete the Case Studies in the Study Guide
- Complete Self-Assessment in the Study Guide
- Logon and Complete the *Business Succession Planning* eLearning Lesson

#### **LESSON 3: Gifting During Life Issues of Affluent and High Net Worth Clients**

##### **Wealth Management Issues - Items #63-65**

- Listen to Audio CD: The 13 Wealth Management Issues - Disc 7, Gifting to Children/Descendant During Life section
- Read Gifting During Life Issues Study Guide Core Materials
- Read Concepts for Professionals and 21st Century Estate Planning References in the Study Guide
- Complete the Case Studies in the Study Guide
- Complete Self-Assessment in the Study Guide
- Logon and Complete the *Gifting to Children and Descendants* eLearning Lesson

#### **LESSON 4: Charitable Gifting Issues of Affluent and High Net Worth Clients**

##### **Wealth Management Issues - Items #66-68**

- Listen to Audio CD: The 13 Wealth Management Issues - Disc 7, Charitable Gifting During Life and Charitable Inclinations section
- Read Charitable Gifting Issues Study Guide Core Materials
- Read Concepts for Professionals and 21st Century Estate Planning References in the Study Guide
- Complete the Case Studies in the Study Guide
- Complete Self-Assessment in the Study Guide
- Logon and Complete the *Charitable Gifting* eLearning Lesson

- Logon and Complete **Module 3 Online Mastery Exam**



## Directed Study continued

### Module 4

Start Date:

End Date:

### Module 4 (approx. 2 \_ weeks of Directed Study)

#### LESSON 1: Distribution Plans at Death for Tax Efficiency and Control

##### Wealth Management Issues - Items #69-71

- Listen to Audio CD: The 13 Wealth Management Issues - Disc 8
- Read Distribution Plans at Death Study Guide Core Materials
- Read Concepts for Professionals and 21st Century Estate Planning References in the Study Guide
- Complete the Case Studies in the Study Guide
- Complete Self-Assessment in the Study Guide
- Logon and Complete the *Distribution Plans at Death* eLearning Lesson
- Logon and Complete **Module 4 Online Mastery Exam**

## Instructor-Led Classroom Session II

Start Date:

End Date:

### Client Interaction Skills and Capstone Project

#### Tactic 10-12, Readiness Self Assessment

- Client Interaction Skills for the Certified Wealth Strategist® -- Interviewing, Gap Analysis, Presentation Skills, Action Planning
- Discuss Capstone Project

## Capstone Project

Start Date:

End Date:

### Complete all components and priority action items by: Recommended 30 days after Client Interaction Skills Class

- Submitted
- Evaluated and Approved within 3 weeks

### Certified Wealth Strategist® Designation

- Awarded- upon receiving the Award Packet via email, a plaque will be shipped. Shipment takes 2-3 weeks.

## Completion Requirements

- eLearning must be completed within 12 months of activation
- Capstone must be submitted within 6 weeks of CWS® II session
- Must attend CWS® II session within 12 months of attending CWS® I session

