

ABOUT IFPAS



Insurance and Financial Practitioners
Association of Singapore
Advancing professional excellence since 1978

INSURANCE AND FINANCIAL PRACTITIONERS ASSOCIATION OF SINGAPORE

is the nation's most established and foremost non-profit organisation dedicated to promoting the ethical and professional standards of the financial services industry. It provides a forum for ongoing discourse on issues pertaining to the industry and is a collective voice for its membership on legislative and policy-related discussions. More importantly, IFPAS, through its designation routes, provides a framework to calibrate and normalise the value given by the disparate qualifications and certifications in the industry.

ABOUT BRIAN TRACY

BRIAN TRACY is Chairman and CEO of Brian Tracy International, a company specialising in the training and development of individuals and organisations.

Brian has shared his ideas with thousands of companies globally and addresses more than 250,000 people every year on topics ranging from personal development, career advancement, leadership and management as well as entrepreneurship. He has studied, researched, written and spoken for more than 30 years in the fields of economics, history business, philosophy and psychology.

He is the bestselling author of over 45 books that have been translated into dozens of languages. He has written and produced more than 300 audio and video learning programmes, including the worldwide, best-selling Psychology of Achievement, which has been translated into more than 20 languages and is conducted in more than 40 countries worldwide.



ABOUT THE PROGRAMME

“This programme simply blew my mind away. There were so many ideas and information that I was not aware of when I embarked upon the Agency Management career. If I had attended this programme at the commencement of my management career, it would have saved me many years of hard work, frustration and soured relationships.”

Loy Chee Tong MBA (Financial Services), CWM & BA
Director, Financial Services, Great Eastern Life

“Terrific! It helps me bring out the best in my line managers through a simple and effective framework. It is simply the best investment that I've made in my people!”

Christopher Lee
CEO, ShareInvestor

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Conducted by



PRACTICE
MANAGEMENT
COURSE

PRACTICE
LEADERSHIP
COURSE

CERTIFIED
**PRACTICE
MANAGER**
DESIGNATION



The Certified Practice Manager designation provides instructions to practice managers on industry best practices and common pitfalls, as well as shares insights on effective techniques, tools and templates.

THE IMPORTANCE OF 'CERTIFIED PRACTICE MANAGER' DESIGNATION

IFPAS recognises that practice managers of sales-focused business units or organisations need a structured course to learn about setting up and managing a successful practice. General management skills are also crucial for operating a successful practice. While courses covering areas like selling skills and product knowledge are abundant, courses instructing on successful practice management are very few. The **Certified Practice Manager designation** provides instructions to practice managers on industry best practices and common pitfalls, as well as shares insights on effective techniques, tools and templates.

IFPAS works with Brian Tracy International, a world-renowned leader in Practice Management to offer the courses leading to the Certified Practice Manager designation.



STRUCTURE OF THE DESIGNATION

This is a consolidation of the finest practical ideas and techniques on Practice Management and Leadership. It is based on years of studies into the attitudes and strategies of the most successful managers worldwide. It is designed to provide the Manager with proven templates, tools and techniques which can be easily adopted or adapted.



Participants complete 3 courses:

PRACTICE MANAGEMENT focuses on the PROCESS aspect of structuring and building a successful practice. It progresses from foundational topics like vision, mission and value setting, recruitment planning and selection, to performance supervision and finally staff training and de-hiring. Participants will receive tools and templates designed for the Asian markets, and which are customisable for individual use.

PRACTICE LEADERSHIP focuses on the PEOPLE aspect of running a practice. It covers topics like strategic planning for growth, leadership communication skills, coaching and mentoring staff, salespeople motivation, team development and financial cost analysis. Tools and templates will be shared and customised for individual use.

ELECTIVE COURSE⁺

Participants can choose 1 out of the following courses to fulfill the designation requirement:

- Recruitment, Selection and Interview
- Coaching
- Grooming Next-Generation Leaders: Passing On The Baton
- Leadership Communication*
- People Profiling*
- Sales Builder*
- Incentive, Reward and Recognition*
- Conducting Training*

The designation is renewable annually by paying a renewal fee and completing an elective course.



** Commencement dates to be advised.*

AWARDS

The **Certified Practice Manager** designation is awarded by IFPAS upon successful completion of the entire track. The designation is renewable annually by paying a renewal fee and upon production of a proof of successful completion of an elective course during the previous year.

In addition, the following certificates will be issued upon successful completion:

- **Practice Management** Certificate jointly awarded by IFPAS and Brian Tracy International
- **Practice Leadership** Certificate jointly awarded by IFPAS and Brian Tracy International
- **Elective Course** Certificate individually or jointly awarded by IFPAS depending on choice of elective

WHO WILL BENEFIT

The designation is suitable for financial industry leaders managing people and heading a sales-oriented business unit or operation. It includes professionals in the banking, insurance, financial advisory firms, investment and hedge fund firms and security firms.

- **New or Potential Managers:** They will learn the winning formula on how to start a new sales-focused business. They will be equipped with key managerial knowledge and skills together with proven tools and templates. Experience-sharing from fellow participants will highlight common pitfalls to avoid.
- **Experienced Managers:** Through best practices shared during the class, experienced managers will reflect on their past "wins" and "losses" to improve individual and business performance. It also provides a yardstick to measure their current businesses. Experience shared during the class can motivate them to reach new heights.

COURSE DURATION

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| Practice Management | 4.5 days |
| Practice Leadership | 4.5 days |
| Elective Course | 1 day |