

## FINANCIAL PLANNER PROFESSIONAL SKILLS MATRIX

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PS.1 Professional Responsibility	PS.2 Practice	PS.3 Communication	PS.4 Cognitive
<p>PS.101 Establishes trust in all professional relationships</p> <p>PS.102 Acts in the best interest of the client in providing professional services</p> <p>PS.103 Demonstrates ethical judgment</p> <p>PS.104 Demonstrates intellectual honesty and impartiality</p> <p>PS.105 Recognizes limits of competence and voluntarily seeks the counsel of and/or defers to other professionals when appropriate</p> <p>PS.106 Recognizes the public interest role of the profession and acts accordingly</p>	<p>PS.201 Complies with relevant financial services laws and regulations</p> <p>PS.202 Adheres to professional code of ethics and standards of practice</p> <p>PS.203 Makes appropriate judgments in areas not addressed by existing practice standards</p> <p>PS.204 Maintains awareness of changes in the economic, political and regulatory environments</p> <p>PS.205 Engages in continuous learning to ensure currency of knowledge and skills</p> <p>PS.206 Conducts appropriate research when performing analysis and developing strategies</p> <p>PS.207 Exercises autonomy and initiative in the performance of professional activities</p> <p>PS.208 Exercises responsibility for own and/or firm's ability to deliver services to the client for the duration of engagement</p>	<p>PS.301 Gives attention to what the client and others are saying and takes time to understand the points being made</p> <p>PS.302 Establishes good rapport with the client and others</p> <p>PS.303 Communicates information and ideas orally in a manner understandable to the client and others</p> <p>PS.304 Communicates information and ideas in writing in a manner understandable to the client and others</p> <p>PS.305 Presents logical and persuasive rationales</p> <p>PS.306 Deals effectively with objections and complaints</p> <p>PS.307 Gains agreement with the client and others</p>	<p>PS.401 Applies mathematical methods or formulas as appropriate</p> <p>PS.402 Analyzes and integrates information from a variety of sources to arrive at solutions</p> <p>PS.403 Uses logic and reasoning to consider the strengths and weaknesses of potential courses of action</p> <p>PS.404 Arrives at informed decisions when faced with incomplete or inconsistent information</p> <p>PS.405 Demonstrates capacity to adapt thinking and behaviors</p>