



# Annual Report 2021



**Canadian Securities Institute**  
A Moody's Analytics Company



# What is covered

- » Overview of FCSI® in 2021
- » FCSI® Awareness Activities
- » Member Benefit Activities
- » Upcoming Website Improvements
- » FCSI® Advisory Council



## ABOUT CSI

Canadian Securities Institute has been setting the standard of excellence for over 50 years. We have trained over one million global professionals making us the preferred partner for individuals, financial institutions, and regulators on an international scale. Our certifications give financial services professionals a strategic career advantage.

The Fellow of CSI (FCSI®) is the pinnacle financial services credential and the highest honour in Canadian financial services. It is reserved for an exclusive group of financial professionals who demonstrate unparalleled leadership, integrity, commitment, and dedication to their clients and across financial services at large.

## OVERVIEW OF FCSI® HOLDERS

### Fellowship Holders in Good Standing as of December 31, 2021: 3,210

To be represented as an active FCSI® in good standing, fellowship holders are required to renew their fellowship annually. Fellowship holders are also required to maintain their fellowship by meeting industry contribution requirements, adhering to the FCSI® Code of Ethics, and committing to the terms of using the FCSI® trademark.

### New Fellowship Holders in 2021: 127

New fellowship holders must have a recognized designation, complete an approved learning path and have relevant work experience.

## Financial Literacy Month Campaign

In November 2021, aligned with Financial Literacy Month, we launched a public awareness campaign promoting the FCSI® fellowship. Our goal was to build awareness of the FCSI® in the Canadian financial services market by emphasizing its value to the financial services community—including professionals, financial institutions, FCSI® holders and candidates— through external financial media houses and social media channels. Over 48,000 people engaged with our promotions and wanted to learn more about the FCSI®.

In partnership with leading financial services providers, we also hosted a series of webinars to help Canadians achieve greater financial resilience and navigate the evolving financial landscape with confidence. Topics included:

- » Baby Boomers, Millennials, and Wealth Transfer: What You Need to Know
- » Newcomers: Fast Track Your Financial Career in Canada
- » Investors' Guide to Digital Assets
- » A Woman's Guide to Personal Finance

FCSI® holders played a pivotal role in selecting topics, creating, and presenting impactful content. Each webinar also emphasized the importance of working with qualified financial professionals. The webinars had a combined attendance of over 2,400 people, including FCSI® holders and candidates, their clients, and the general investing public.

Visit our [Resources Hub](#) to watch the webinar replays.

## Annual FCSI® Graduation Celebration

In November 2021, CSI held a virtual graduation celebration to honour and recognize the achievements of new FCSI® and other CSI designation holders between October 1, 2020, and September 30, 2021. Marie Muldowney, Managing Director at CSI, presided over the virtual celebration with guest speaker and designation council member Tiffany Harding, CFP®, TEP, FEA, CLU®, CDFA, MFA-PTM, CIWM, FCSI®, Vice President, Head of Wealth Planning – Gluskin Sheff + Associates Inc.

The guest speaker addressed how empathy and emotional intelligence are crucial to becoming a trusted advisor, along with the importance of recognizing different client backgrounds and experiences. About 200 people registered for the graduation celebration, and the virtual live event was very well received by 90 attendees. [View the graduating class of 2020-2021.](#)

## Continuing Education Benefits

While FCSI® holders are subject to Industry Contribution Requirements and not specifically Continuing Education requirements, most FCSI®'s hold other professional designations that do require Continuing Education credits. For these persons, we offer Continuing Education (CE) courses that span retail banking, financial planning and insurance, investment management and trading, wealth management and private banking, practice management, supervision, and compliance. Additionally, most of our licensing, advanced, mini courses and webinars are IIROC-accredited and are recognized throughout the financial services industry. Upon completion, learners earn CE credits that can be applied towards registration, designation, and professional association requirements. We have further introduced tools that make it convenient for learners to track, manage and fulfill their CE requirements.

## Continuing Education (CE) Finder Tool

Our CE Finder Tool helps FCSI® holders explore our latest Professional Development and Ethics Continuing Education courses for other credentials. This tool allows users to filter and select courses based on their individual requirements.

Explore the [CE Finder Tool](#).

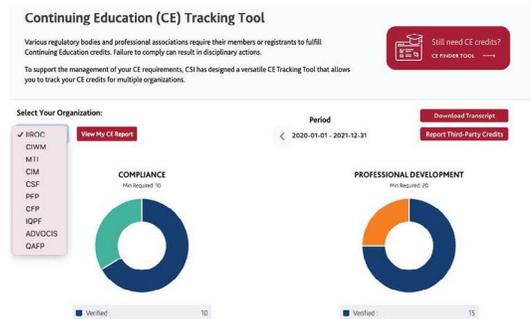
The screenshot shows the 'EXPLORE THE CE FINDER TOOL' interface. It is divided into two steps: 'STEP 1: Choose your Association(s)' and 'STEP 2: Choose your CE Credit Category'. Step 1 includes a dropdown menu for 'Choose your association(s) - IIROC | IQPF' with a 'Done' button. Step 2 features two columns of radio button options: 'IIROC' (with 'IIROC Compliance' and 'IIROC PD') and 'IQPF' (with 'IQPF SFPA' and 'IQPF SC'). Below these is a 'Clear' button. The 'Available Courses' section has a search bar, a 'Sort by:' dropdown, and two radio buttons: 'Show all accreditations?' (selected) and 'Show all Courses?'. A note at the bottom states: 'To obtain the CE credits for the association(s) identified, you must complete the selected course(s) before the expiry date of the accreditation. The course(s) may not be re-accredited for the next period.'

## Continuing Education (CE) Tracker Tool

To further enhance the process of managing CE credits, we launched a Continuing Education (CE) Tracker Tool. The CE Tracker is an interactive dashboard that serves as a central repository for FCSI® holders to track and manage their CE requirements to maintain other designations that they may hold and/or licenses under regulatory bodies across Canada, including IIROC, MFDA, CSF and provincial insurance councils.

FCSI® holders can track the number of CE credits completed and how many they need within a specified cycle. The dashboard will display all courses they have completed through CSI and the associated credits. They can also add third-party credits completed through other CE providers. The tool also allows users to download their CE transcript with the click of a button. The CE Tracker is available free of charge to FCSI® holders.

[Access the CE Tracker Tool through MyCSI.](#)



## Webinars for FCSI® Holders on Latest Topics

To help CSI designation holders stay up to date on industry trends and confidently advise their clients, we conducted webinars on the latest, industry-relevant topics throughout 2021. The webinars, although targeted towards CSI designation holders and candidates, were also open for their clients and the general investing public.

In the **'Aging-in-place: The Conversation for Preparedness'** webinar, Neela White, Portfolio Manager at Raymond James, equipped designation holders to help their clients prepare for changes like health, mobility and social connections that may occur as they age. The webinar had over 550 registrations and 360 attendees.

To further the financial planning conversation for aging Canadians, Sean Shore, Securities, Compliance and Regulatory Counsel at Canadian Compliance & Regulatory Law, conducted the **'Advisors' Responsibility: Dealing with Vulnerable Clients'** webinar. The session, with more than 1600 registrations and 360 attendees, explored the changes announced by the CSA for vulnerable investors and provided practical guidance to advisors for supporting their aging clients.

In the **'Post-Pandemic Economy'** webinar, Mark Zandi, Chief Economist at Moody's Analytics, discussed the global economy's prospects post-pandemic and its long-lasting economic impact. The webinar had 1500 registrations and 450 attendees.

To understand and evaluate the spike in digital assets' popularity and investor interest, the **'Advisors' Guide to Digital Assets'** webinar, presented by Cristina Dolan, Computer Scientist and Co-founder of insideCHAINS and other blockchain companies, and Sean Shore, Securities, Compliance and Regulatory Counsel at Canadian Compliance & Regulatory Law, discussed the benefits and risks involved in investing in digital assets, along with changes in Canadian regulations concerning this new asset class. 2200 people registered for the webinar and over 760 people attended.

Visit our [Resources Hub](#) to view the webinar replays.

## Host A Webinar with Us

If you are interested in becoming a speaker and conducting a webinar with CSI, please fill out the [Speaker Application Form](#), and a CSI representative will be in touch with you. Before you apply, please review our [CSI Podium Speaker Policy](#). Visit the [CSI Podium website](#) to learn more.

## FCSI® Benefits Campaign

FCSI® holders enjoy exclusive benefits to elevate their financial advisory practice and professional development. The list of benefits is available on the FCSI® website. To inform new FCSI® holders, we set up informational email notifications describing how designation holders can make the best of these benefits. FCSI® holder benefits include:



Get listed in CSI's [FCSI® Directory](#), which helps clients find you and verify your credentials



Earn the right to use the FCSI® trademark designation letters in marketing materials to promote your credentials.



Access to online resources and customizable marketing materials through the [FCSI® Member Portal](#) to help you promote yourself, your designation, educate your clients about the FCSI® and build your practice



Enjoy free access to all webinars designed for financial advisors on the latest industry trends and topics through the [CSI Resources Hub](#). Opportunity to conduct your own webinar through [CSI Podium](#).



Access to the member's only [FCSI® networking group on LinkedIn](#)



National promotion and advertising campaigns that create awareness of FCSI®, including opportunities to be featured

## MEMBER BENEFIT ACTIVITIES

## UPCOMING WEBSITE IMPROVEMENTS

### External Course Discount

CSI provides FCSI® holders with discounts on courses that complement their continuing education and practice through strategic partnerships with external subject matter experts. After successfully launching Lloyd William's Trade Like A Pro course to FCSI® holders in 2020, we extended our partnership in 2021 and will continue into 2022. Through this course, FCSI® holders learn about repeatable methodologies used by professional traders, hedge, and endowment managers to create superior investment performance and make better decisions for their clients.

This US\$1,095 course was available to FCSI® holders at a US\$300 discount. It also provides 20 hours of IIROC or FCSI® CE PD credits. Over 150 CSI designation holders have taken advantage of the Trade Like A Pro course.

### New CSI Website

We are in the process of revamping the CSI website. This includes redesigning the look-and-feel and reviewing the content of the FCSI® web pages. These website refinements will significantly improve the user experience, enabling potential and existing designation holders and their clients and employers to find relevant content easily.

Here is a sneak peek into the FCSI® website.

The screenshot shows the FCSI® website's 'Fellow of CSI (FCSI®)' page. The header includes the CSI logo and navigation links: LEARNING, EXAMS & SUPPORT, CREDENTIALS, CORPORATE SOLUTIONS, PLATFORMS, and ABOUT. A search bar and language selection (English) are also present. The main content area is titled 'DESIGNATION PATHWAY Fellow of CSI (FCSI®)' and features a quote: "Everybody has their own unique needs, goals and outcomes that they are looking to achieve with their wealth. The great advisors are the ones who get to know these details intimately and have the necessary skills to deliver." – Richard Pope, CFP®, FCSI®, CMAA – Vice President, Corner, Clark & Lorn Private Capital. Below the quote is a breadcrumb trail: Home > Learning > Designation Pathways > Fellow of CSI (FCSI®). A 'REQUEST MORE INFORMATION' form is overlaid on the right, with fields for First Name, Last Name, and E-Mail, and a 'SUBMIT' button. The main content area includes sections: 'What is Fellow of CSI (FCSI®)?', 'What is the path to the Fellow of CSI (FCSI®)?', and a list of eligible designations and courses.

**What is Fellow of CSI (FCSI®)?**  
The Fellow of CSI (FCSI®) is the pinnacle financial services credential and the highest honour in Canadian financial services. It is reserved for an exclusive group of financial professionals who demonstrate unparalleled leadership, integrity, commitment, and dedication to their clients and industry.

By earning this pinnacle credential, you have entered an exclusive community of financial services professionals in Canada. The FCSI® not only places you among the industry's finest—it makes you one of the most sought-after professionals by clients and employers alike.

When you earn the FCSI®, you become a member of an exclusive group of financial professionals recognized and respected by clients, employers, colleagues, and the investing public. As an FCSI you commit to education and willingness to be a distinguished leader, industry ambassador, and mentor, is unprecedented.

[LEARN MORE](#)

**What is the path to the Fellow of CSI (FCSI®)?**  
To earn your FCSI®, you must meet the following education requirements:

Hold one of the following designations:

- Personal Financial Planner (PFP®)
- Certified International Wealth Manager (CIWM®)
- Chartered Investment Manager (CIM®)
- MTR® Estate and Trust Professional (MTR®)
- Certified Financial Planner (CFP®)
- Chartered Financial Analyst (CFA®)
- Chartered Life Underwriter (CLU®)
- Registered Financial Planner (RFP®)

External Designation Recognitions are subject to CSI's External Designation Recognition policy and fee.

Complete the Financial Services Industry: Business Drivers and Challenges (FSDC) course:

The Financial Services Industry: Business Drivers and Challenges (FSDC) course is a requirement for designation holders who are qualifying for the respected Fellow of CSI (FCSI®) credential.

Complete two courses from the following list of eligible courses:

These courses must be from a different stream than that leading to the Designation(s) you already hold.

- Estate and Trust Administration (ETA)
- Financial Planning I (FPI)
- Wealth Management Essentials (WME®)
- Investment Management Techniques (IMT®)
- Portfolio Management Techniques (PMT®)
- Advanced Derivatives Market Strategies (ADMS)

## FCSI® ADVISORY COUNCIL

The FCSI® Advisory Council's mandate is to shape and elevate the FCSI® fellowship (and the interests of the FCSI® community) to the financial services industry and the public. The Council consists of 10 - 12 financial professionals from across Canada who have a vested interest in the success of the FCSI® fellowship. Members sit on the Council for a 3-year term, with the potential to renew.

### Designation Ethics Committee

We have a separate ethics committee for our fellowship and designations that is responsible for handling complaints against an FCSI® holder in the rare event that they arise.

## FCSI® Advisory Council Members

### CHAIR

James Campbell, Dipl. B., CFP®, FMA, CIM®, DMS, MBA, CGAP, FCSI®, CIWM  
Independent Investment Solutions /  
Independent Insurance Solutions

### COUNCIL

Allen Xiao, FCSI®  
Aviva Investors

Dannielle H. MacDonald, MBA, CIM®, CAMS  
Nicola Wealth Management

Darcy Fitzhenry, CIM®, FCSI®  
HSBC Bank Canada

David Ritcey, BSc, BBA, CFP®, CIM®, FCSI®, CIMA, TEP  
Scotia McLeod

Édith Beaucage, GPC, CIM®, MBA, EMBA, FCSI®  
Desjardins

John Kountourakis, B.A., FMA, CIM®, FCSI®  
Manulife Securities Inc.

Joseph O'Donnell, FCSI®, CIM®  
National Bank Financial

Kevin L. Gebert, CIWM, CIM®, FCSI®  
Greenrock Financial Group Inc.

Kevin Geiger, CIM®, FCSI®  
ICM Asset Management

Sébastien Bérard, CIM®, FMA, CFP®,  
B.A. (économique), Pl.fin, FCSI®  
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