



Annual Report 2021



Canadian Securities Institute
A Moody's Analytics Company



**CHARTERED
INVESTMENT MANAGER**

What is covered

- » Overview of CIM® Designation Holders
- » Designation Awareness Activities
- » Member Benefit Activities
- » Upcoming Website Improvements



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 Chartered Investment Manager (CIM®) designation is the industry standard for discretionary investment and portfolio management services. It is recognized by Canadian securities regulators and ensures that those who earn it are qualified to evaluate and manage all aspects of a client's investment portfolio.

OVERVIEW OF CIM® DESIGNATION HOLDERS

Designation Holders in Good Standing as of December 31, 2021: 7,520

To be represented as an active CIM® in good standing, designation holders are required to renew their designation annually. Designation holders are also required to maintain their designation by continuing their education, adhering to the CIM® Code of Ethics, and committing to the terms of using the CIM® trademark.

New Designation Holders in 2021: 768

New designation holders have completed an approved and rigorous education and have met relevant work experience requirements.

Financial Literacy Month Campaign

In November 2021, aligned with Financial Literacy Month, we launched a public awareness campaign promoting the CIM® designation. Our goal was to build awareness of the CIM® designation in the Canadian financial services market by emphasizing its value to the financial services community – including professionals, financial institutions, CIM® holders and candidates— through external financial media houses and social media channels. Over 670,000 people engaged with our promotions and wanted to learn more about the CIM®.

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

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

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

Annual CIM® Graduation Celebration

In November 2021, CSI held a virtual graduation celebration to honour and recognize the achievements of new CIM® 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 at 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. They also presented awards of excellence to candidates who scored the highest marks, ranging upwards of 85%, in the Advanced Investment Strategies (AIS) exam, the Investment Management Techniques (IMT®) exam, and the Portfolio Management Techniques (PMT®) exam.

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.](#)

Award of Excellence Recipients



Garry Heidinger



Joshua Harrington



Lorraine Athaide

DESIGNATION AWARENESS ACTIVITIES

Enhanced CIM® Milestones Campaign

We set up email notifications to remind candidates on the path to the CIM® designation of the courses they must complete to earn their CIM®. Candidates receive these emails after every course they complete towards the CIM®. We introduced additional email and social media campaigns to promote the courses that advance learners on the CIM® educational pathway, including the Wealth Management Essentials (WME®) and Investment Management Techniques (IMT®) courses.

The target audience included people interested in learning and professional development and who worked in financial advisory and banking roles. About 513,000 engaged people with our promotions, over 790 visited the CIM® website.

MEMBER BENEFIT ACTIVITIES

Continuing Education Benefits

We offer Continuing Education (CE) courses that span 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 IROC-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 CIM® holders explore our latest Professional Development and Ethics Continuing Education courses for CIM® designation and 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 main steps:

- STEP 1: Choose your Association(s)**: A dropdown menu with the text 'Choose your association(s) - IROC | IQPF |' and a 'Done' button.
- STEP 2: Choose your CE Credit Category.**: Two columns of checkboxes for selection:
 - IROC**:
 - IROC Compliance
 - IROC PD
 - IQPF**:
 - IQPF SFPA
 - IQPF SC

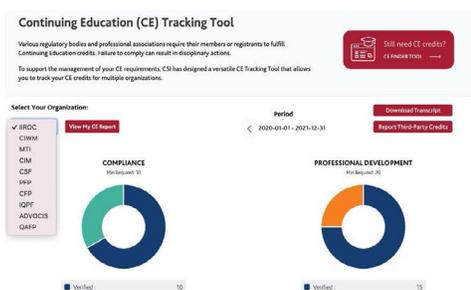
Below the checkboxes is a 'Clear' button. Underneath is the 'Available Courses' section, which includes a search box labeled 'Search Courses by Name', a 'Sort by:' dropdown menu, and two radio button options: 'Show all accreditations' (selected) and 'Show all Courses'. At the bottom, a note states: 'To 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 CIM® holders to track and manage their CE requirements to maintain their CIM® designation. CIM®s can also track CE requirements for regulatory bodies across Canada, including IIROC, MFDA, CSF, provincial insurance councils, other CSI designations, and other professional associations or certifications.

CIM® designation 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 CIM® designation holders.

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



Webinars for CIM® Designation Holders on Latest Topics

To help CSI designation holders stay up to date on industry trends and confidently advise their clients, we conducted free webinars on the latest, industry-relevant topics throughout 2021.

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 watch the webinar replays.

MEMBER BENEFIT ACTIVITIES

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.

CIM® Benefits Campaign

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



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



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



Access to online resources and customizable marketing materials through the [CIM® Member Portal](#) to help you promote yourself, your designation, educate your clients about the CIM® 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 [CIM® networking group on LinkedIn](#)



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

External Course Discount

CSI provides CIM® designation holders with discounts on courses that complement their continuing education and practice through strategic partnerships with external subject matter experts. After successfully launching Llyod William's Trade Like A Pro course to CIM® designation holders in 2020, we extended our partnership into 2022. Through this course, CIM® designation 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 CIM® designation holders at a US\$300 discount. It also provides 20 hours of IIROC or CIM® CE PD credits. Over 150 CSI designation holders have taken advantage of the Trade Like A Pro course.

UPCOMING WEBSITE IMPROVEMENTS

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 CIM® designation 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 CIM® website.

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LEARNING EXAMS & SUPPORT CREDENTIALS CORPORATE SOLUTIONS PLATFORMS ABOUT

DESIGNATION PATHWAY
Chartered Investment Manager (CIM®)

"Clients are looking for professionals who have the educational background needed to manage their portfolios." – Neela White, CIM®, CIWM, FCSI® – Portfolio Manager, MacDougall, MacDougall & MacTier Inc.

Home > Learning > Designation Pathways > Chartered Investment Man...

What is Chartered Investment Manager (CIM®)?

The Chartered Investment Manager (CIM®) designation is the industry standard for discretionary investment and portfolio management services. It is recognized by Canadian securities regulators and ensures that those who earn it are qualified to evaluate and manage all aspects of a client's investment portfolio. When you earn the CIM®, you become an investment advisor qualified to manage money on a discretionary basis for an increasing number of sophisticated clients.

[LEARN MORE](#)

What is the path to the Chartered Investment Manager (CIM®) designation?

CSI offers two paths to achieve the CIM® designation.

Route 1

Canadian Securities Course® — Wealth Management Essentials® — Advanced Investment Strategies — Certificate in Advanced Investment Advice — Portfolio Management Techniques® — Chartered Investment Manager®

Route 2

Canadian Securities Course® — Investment Management Techniques® — Portfolio Management Techniques® — Chartered Investment Manager®

5 Year Rule

Individuals must apply for the designation within five years of successfully completing the Portfolio Management Techniques (PMT®) Examination. Individuals who do not qualify for the designation within this 5-year period will be required to re-take the PMT® course and examination before being granted the designation.

Course Exemptions

Individuals who have completed recognized investment management courses from educational providers other than CSI can apply for course exemptions. Use the [Exemption Request Form](#) to apply for a course exemption.

Course providers that would like to have their programs assessed for approval as an educational route to the CIM® should [contact CSI](#).

REQUEST MORE INFORMATION

First Name

Last Name

E-Mail

Would you like to keep informed about CSI's products and promotions?

Yes No

[SUBMIT](#)