



2023 Annual Designations Report



Canadian Securities Institute

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ABOUT CSI

The Canadian Securities Institute (CSI) offers a comprehensive suite of designations to empower professionals in finance with the skills and knowledge essential for building trusting and successful client relations across the market. In Canada's fast-paced and highly competitive financial landscape, acquiring specialized designations represents a strategic investment in professional advancement. It signals to clients that their financial well-being is in the capable hands of qualified professionals who are respected for their expertise and remarkable achievements.

The pursuit of excellence in financial services is marked by a commitment to continuous learning and professional development. Industry-recognized designations serve as beacons of expertise and credibility, guiding professionals toward mastery in their respective fields. Among these designations is the Designated Financial Services Advisor (DFSA) designation, which underscores proficiency in advisory services, the Personal Financial Planner (PFP®) designation, which equips professionals with the knowledge and tools required to navigate the intricacies of personal finance and provide holistic financial planning solutions to clients, the Estate and Trust Professional (MTI®) designation, which signifies a commitment to excellence in estate and trust management, the Chartered Investment Manager (CIM®) designation, which is a hallmark of advanced investment management skills, and the Certified International Wealth Manager (CIWM) designation, which attests to global proficiency in wealth management for high-net-worth clientele. Finally, a culmination of CSI's esteemed credentials paired with industry proficiency leads to the coveted financial services credential as a Fellow of the Canadian Securities Institute (FCSI®) – CSI's pinnacle financial achievement recognizing mastery of knowledge and industry leadership.

CSI's decades-long reputation in financial services education adds unparalleled credibility to these designations, providing financial services professionals with a competitive edge in a sector that demands continuous learning and adaptation.

OVERVIEW OF CREDENTIAL & FELLOWSHIP HOLDERS

	FCSI®	PFP®	CIM®	CIWM	MTI®	DFSA™
New Holders in 2023	122	544	884	24	2	3,263
Holders in good standing as of December 31, 2023	3,019	5,782	8,527	520	86	3,383

DESIGNATION AWARENESS ACTIVITIES

Financial Literacy Month Campaign

In November 2023, we launched a new campaign for Financial Literacy Month focusing on *Financial Wellness*. Our goal was to help Canadians understand the role of financial education in one's overall wellbeing, and increase financial awareness to empower people to cultivate financial resilience in a rapidly evolving economic landscape.

In keeping with Financial Consumer Agency of Canada (FCAC)'s theme of *Managing Your Money in A Changing World*, we hosted a series of free webinars that explored business and consumer trends, like the need for a strategic approach to using technology as a comprehensive financial planning tool, the ongoing impact of Client Focused Reforms (CFRs) for financial institutions and consumers, the role of diversity and inclusion as a catalyst to enrich relationships, and the growing need for women in financial services.



2023 Webinars:

- » Comprehensive Financial Planning: How Client Relationships Are Changing
- » Putting Clients First: Advisors Roundtable
- » DE&I in Financial Services: Connecting Advisor & Client Success
- » Securing Your Legacy: Succession Planning for Small Businesses
- » The Changing Tide: Empowering Women in Financial Services

Designation holders played a pivotal role in selecting topics and creating and presenting impactful content. With a combined attendance of over 2,870 people, the audience included designation holders and new candidates, clients and the general investing public. In addition to the webinars, we also promoted the designations on CSI's Facebook, LinkedIn, and Google channels, resulting in over 1,910,261 people who engaged with the ads. Visit our [website](#) to watch the webinar replays.

Empower financial futures.

Guide clients to invest with confidence as a qualified Chartered Investment Manager (CIM®).



Everyone needs a plan.

Start conversations that matter as a trusted Personal Financial Planner (PFP®).



Lead with knowledge.

Become a Fellow of the Canadian Securities Institute (FCSI®).



The key to growing wealth is trust.

Fulfill the vision of your clients as a Certified International Wealth Manager (CIWM).



Your career in financial services starts with CSI's industry leading credentials.



Step into the future of financial services with the Canadian Securities Course (CSC®).



Annual Designation Graduation Celebration

In November 2023, our annual virtual graduation celebrated the accomplishments of new PFP®, CIM®, CIWM, MTI®, and FCSI® holders from October 1, 2022, to September 30, 2023. Marie Muldowney, CSI's Managing Director, led the event, joined by guest speakers Carissa Lucreziano, PFP® Advisory Council Chair and Vice President of Financial and Investment Advice at CIBC, and Dee Hazelaar, PFP® CFP® FCSI®, Regional Manager, Investment Specialists at Scotiabank and Professor at Conestoga College's Faculty of Business.

Carissa Lucreziano emphasized the significance of financial planning and underscored the pivotal role of the PFP® Advisory Council. Dee Hazelaar highlighted the essentiality of comprehending client-specific needs and experiences in fostering trust as a financial professional. Additionally, they bestowed awards of excellence upon students who achieved outstanding scores surpassing 85% in the Applied Financial Planning (AFP) exam. The virtual live event was well received by 120 attendees. [View the graduating class of 2022-2023.](#)

Award of Excellence Recipients



Simon Moriello
PFP®



Mandy Yuen Man Au
PFP®



Toby Yuan
PFP®



Gaurav Saigal
CIM®



Krishni Attapattu
CIM®



Yasser Mawji
CIM®



The Chartered Investment Manager (CIM®) designation signifies a high level of expertise and proficiency in investment management, enhancing credibility and trust among clients and employers. Holding a CIM® designation demonstrates a commitment to rigorous professional standards and ongoing education, positioning individuals for success in the competitive field of finance, and importantly, success for their clients in this ever changing financial environment.

Neela White, Senior Portfolio Manager at Raymond James Ltd.
FCSI®, CIM®, CIWM®, CPCA®, EPC, CEA®



DESIGNATION
AWARENESS
ACTIVITIES



Joong Bin Kwon
CIWM



Jason Hunt
CIWM



Hayden Choi
CIWM



Folashade Adeloye
MTI®



Jason Baptista
MTI®



Nicole Deters
MTI®



The CIWM course provides overarching planning accreditation concepts and dives deeper into technical aspects while focusing on integration in ultimately delivering advice to clients. As a multi-family office, we specialize in rigorous planning and asset management for our clients. Serving these families requires in-depth knowledge for not only planning concepts but how to integrate them across their verticals and structures.

Jason Hunt, Portfolio Manager, Private Client Group at First Avenue Investment Counsel Inc.
CFP®, CIM®, CIWM



Strategic Marketing Initiatives

Our initiatives target individuals who are keen on continuous learning and professional development, particularly those working in financial advisory and banking roles, across our digital channels. On average, our promotional efforts reach approximately 650,000 individuals annually, with over 1,250 annual visitors to our designation website pages. This reach underscores the effectiveness of our marketing and communication strategy to engage and support designation holders as they progress.



This designation really offers great value to my career. It opens new doors and new opportunities, not just within my income tax practice, but also within my wealth management practice. I also believe it's going to strengthen my professional credibility within my community.

Nicole Deters, Senior Investment Advisor at Harbourfront Wealth Management
MTI®



DESIGNATION AWARENESS ACTIVITIES

MEMBER BENEFIT ACTIVITIES

Enhanced Milestones Campaign

A comprehensive communication strategy, the 'CSI Credentials Milestones' campaign series ensures that candidates are engaged with their learning experience as they progress toward attaining their designation. Through strategic email notifications, learners receive timely reminders of the courses required for completion after successfully finishing each course, and are celebrated for completing the milestones achieved along the path to their respective designation. As they move through their professional learning journey, they also receive guidance through educational content that validates industry transformations and underscores the vital role designation holders play in serving the Canadian public.

Continuing Education Benefits

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 courses, mini-courses and webinars are CECAP-accredited and are recognized throughout the financial services industry. Upon completion, learners earn CE credits that can be applied toward most of their 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 credential holders explore the latest Professional Development, Ethics and Compliance Continuing Education. This tool allows users to filter and select courses based on their requirements.

Explore the [CE Finder Tool](#).

Explore the CE Finder Tool

Step 1: Choose your association(s) and click the Go button

PPF |

Step 2: Choose your CE credit category

Select the categories below to further filter courses to include all your selections.

PPF

PPF Compliance

PPF PD

Selected Courses

Show all accreditations ¹

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. If you have any further questions about how to use the tool, looking for a course not listed, or need to speak with an expert, email us at customer_support@csi.ca, and we will be in touch.

Bundle Ce Compliance Program Cycle 9 CREDITS PPF PPF Compliance: 10 <input type="button" value="SELECT"/>	\$250 The 90-Day Mf Skills Builder CREDITS PPF PPF Compliance: 3 <input type="button" value="SELECT"/>	\$190 Branch Compliance Officer's Course CREDITS PPF PPF Compliance: 3 <input type="button" value="SELECT"/>	\$490 Ethical Practice In The Fin. Serv. Industry CREDITS PPF PPF Compliance: 3 <input type="button" value="SELECT"/>	\$280
\$215 Applied Investment Dealer Compliance CREDITS PPF PPF Compliance: 3 <input type="button" value="SELECT"/>	\$70 Aml And Beneficial Ownership CREDITS PPF PPF Compliance: 2.5 <input type="button" value="SELECT"/>	\$80 Bringing New Issues To Market CREDITS PPF PPF Compliance: 3 <input type="button" value="SELECT"/>	\$140 Investing In Bitcoin: Opportunities And Risks CREDITS PPF PPF Compliance: 3 <input type="button" value="SELECT"/>	

Webinars for Designation Holders on Latest Topics

To help CSI designation holders stay current on industry trends and confidently advise their clients, we held a series of webinars on the latest industry-relevant topics throughout 2023. In addition to CSI designation holders and candidates, CSI events are open to clients and the general investing public.

In the **'Develop Lasting Relationships: How to Better Communicate with Your Clients'** webinar, Neela White, FMA®, FCSI®, CIM®, CIWM, CPCA®, EPC, CEA® Portfolio Manager at Raymond James Ltd., Leslie Baker, CFA®, CFP®, CIM® Senior Manager, Strategic Communications at RBC Wealth Management, and Michael Tarantino, MBA, CPA, CMA, CFP®, CIM®, CIWM, FEA, TEP Vice President, Private Wealth Consultant, Family Office Services at RBC Wealth Management discussed the evolution of communication, how soft skills impact client conversations and methods for developing and strengthening professional relationships. The webinar had 2,961 registrations and 793 attendees.

In our **'What's Next? Your Future in Financial Services'** webinar with 1,128 registrations and 448 attendees, and **'Transitioning to a Financial Career in Canada: A Newcomer's Guide'** webinar with 2,814 registrations and 456 attendees, we highlighted how new entrants can gain technical expertise by obtaining designations to progress confidently towards the numerous opportunities that are available to them in the financial services industry, irrespective of their professional and educational backgrounds. Speakers included Timothy Ho, Director, Practice Standards – National Sales & Practice Excellence, CIBC, Tricia Summersby, Vice-President & Managing Director, Branch Supervision at BMO Nesbitt Burns, Riyad Salam, EMBA, National Director - Client Segment Strategy, Healthcare, Business & Professional Services, RBC, and Quoc Phan, Project Manager - Financial Services & Leadership Connections, ACCES Employment.

Visit our [website](#) 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 contact you. Before you apply, please review our [CSI Podium Speaker Policy](#). Visit the [CSI Podium website](#) to learn more.

Credential Benefits Campaign

CSI designation holders enjoy exclusive benefits to elevate their financial advisory practice and professional development. To inform new designation holders, we set up informational email notifications describing how designation holders can make the best of these benefits, which include:



Get listed in CSI's credential and fellowship directories, which help clients find you and verify your credentials.



Earn the right to use the trademark credential and fellowship letters in marketing materials to promote your credentials.



Access to online resources and customizable marketing materials through the credential and fellowship Member Portals to help you promote yourself, your designation, and enhance your practice.



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



Access to the member's only networking groups on LinkedIn.



Benefit from national promotion and advertising campaigns that create awareness of the credentials and fellowship, including opportunities to be featured.

ADVISORY COUNCILS

CSI welcomes the opportunity to work with and learn from our PFP® and FCSI® advisory councils, whose members shape and elevate our designations and the interests of their communities. Council members represent financial services professionals from across the industry, including banking, securities, insurance, credit unions and academia. Their diverse experience and extensive networks provide invaluable insight, expertise, and guidance to our organization on strategic direction to help navigate complex challenges, identify opportunities for growth and partnerships, and broader perspective for a well-rounded understanding of issues to ensure that decisions consider a range of viewpoints. Council members also serve as mentors to organizational leaders, offering guidance, knowledge transfer, and professional development opportunities.



The PFP® was a must-have to further my career in financial planning. It's enabled me to better advise my clients and I strongly suggest those interested in elevating their skills and knowledge in financial planning start their journey as soon as possible.

**Toby Yuan, Financial Advisor at CIBC
PFP®**



PFP® Advisory Council Members

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Carissa Lucreziano, PFP®, CFP®

Vice President - Financial and Investment Advice
CIBC

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Tina Devkishin, PFP®

Financial Planner
TD Wealth - Oakville, ON

FCSI® Advisory Council Members



CHAIR

James Campbell,
DIPL. B., CFP®, FMA, CIM®, DMS, MBA, CGAP, FCSI®, CIWM
President - Senior Wealth and Estate Strategist
IIS Insurance and Risk Strategies



Having been an active CSI advisory council and ethics committee member for several years, I have seen many connections between the committee members' advice, guidance and feedback and the evolution of CSI credentials, courses and industry advocacy. The councils and committees play an integral role in advancing the best interests of clients while promoting and supporting the highest ethical standards among advisors.

James Campbell, President - Senior Wealth and Estate Strategist
IIS Insurance and Risk Strategies
DIPL. B., CFP®, FMA, CIM®, DMS, MBA, CGAP, FCSI®, CIWM



COUNCIL

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CIBC Wood Gundy

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Patrick Charlebois
CIM®, FCSI® PL.FIN
National Bank

Tania Slade
CFA, FCSI®, CIM®
BMO Wealth Management

Designation Ethics Committee

CSI's fellowship and designations committees are responsible for overseeing concerns involving designation holders, should they arise.