

## Wealth planner

### Skills Framework track

Product solutioning and management

### Job function

Sales and marketing

### Job family

Wealth planner

### Sub-sectors

Private banking and wealth management

### Expected augmentation by Gen AI

**Do more and do new:** Gen AI can assist in the development of pitch books, client presentations, and streamline KYC and onboarding procedures. Gen AI tools can also generate insights based on client and market data to support market segmentation research; output from Gen AI tools can be used directly by the Head of Wealth Planning to augment their capabilities in client management and acquisition, and advisory services

### Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Acquire and manage clients	Develop strategies to identify new clients through market segmentation and apply different approaches in targeting and selecting clients
	Monitor trends in the wealth planning industry
Manage client lifecycle	Develop long-term relationships with clients by maintaining ongoing communication
	Review pitch books and client presentations corresponding to legal, trust, and other documents
	Facilitate client acceptance, KYC, and onboarding procedures
Advise clients on wealth planning services	Anticipate any changes in clients and/or market circumstances that necessitate re-assessing the appropriateness of existing wealth planning advice
	Evaluate clients' financial needs and goals

DO MORE AND DO NEW

1. Transferrable skills with an increase in one level of proficiency is considered easier to acquire than transferable skills with multiple levels of increase in proficiency, followed by net new additional skills. Depending on job redesign for the financial institution, the financial institution will have to pick select skills to reskill employees on, via a combination of on-the-job training and existing courses.
2. Skills adjacency score.

Source: SkillsFuture Skills Framework

# Proficiency level

- X New Gen AI skills
- X Transferrable skills at the same proficiency level
- X New skills
- X Transferrable skills at a higher proficiency level<sup>1</sup>

## New Gen AI skills

Prompt design	3
Gen AI principles and applications	3
Ethical and responsible Gen AI adoption	3

## Additional skills required for potential redesigned role

Role 1: Relationship manager - Private banking (adj. <sup>2</sup> Score: 0.57)					
Ethical culture	4	Market specialization	4	Natural capital management	3
Networking	4	Philanthropy advisory	3	Credit assessment	4
Stakeholder management	4	Risk management	3	Portfolio and investment risk management	4
Business environment analysis	4	Service challenges	4	Customer acceptance checking and onboarding	4
Product advisory	4	Sustainable investment management	3	Business negotiation	4
Business opportunities development	4	Wealth planning administration	3	Personal finance advisory	4
Business planning	3	Cybersecurity	3	Client investment suitability	4
Customer acquisition management	4	Carbon markets and decarbonization strategies management	3	Account management	4
Customer experience management	4	Climate change management	3		
Customer relationship management	4	Sustainability stewardship development	3		
Role 2: Investment counselor (adj. Score: 0.47)					
Ethical culture	4	Customer relationship management	4	Market research and analysis	4
Stakeholder management	4	Sustainable investment management	4	Product design and development	4
Business environment analysis	4	Climate change management	3	Account management	4
Product advisory	4	Non-financial-industry sustainability developments	3	Personal finance advisory	4
Business opportunities development	4	Carbon markets and decarbonization strategies management	3	Client investment suitability	4
Customer acquisition management	4	Natural capital management	3		

DO MORE AND DO NEW