

Chapter 13

“The Art and Science of Professional Collaboration”

Course Description: This course is designed to teach the principals of professional collaborative efforts and create the maximum synergism among inter-disciplines to proceed in the estate planning process. The students will learn the value of forming the professional “Team” and how to recognize the “changing” of the times and the importance of recognizing industry paradigm shifts.

Content Authors: Stephen K. Wild
Doug Durrie

Course Syllabus: Recommended Study Time = 2 Hours

Hour 1: Introduction and Course Outline

History of Universal Trends

The Industrial Age – 1776 to 1946

The Information Age – 1946 to 1994

The Knowledge Age – 1994 to Present

Executive Summary: “Collaborate or Evaporate”

Historical Look at the Planning Profession

The 1970’s: Disjointed Product Sales

The 1980’s: Emergence of the “Independent”

The 1990’s: Asset-Based Management Fees

Positioning for the Future: Collaboration

The Ideal Professional “Team”

Hour 2: Options for Insurance and Financial Advisors

Strategy 1: Traditional; Do Nothing

Strategy 2: Sell Your Practice

Strategy 3: Dramatically Grow Your Practice

Strategy 4: Develop a Niche

Strategy 5: Collaborate and Leverage

Estate Planning and Collaborative Science

Key is Education

Key is Inter-discipline Networking

Key is Synergism

Key is Paradigm Shift Progress

The Center for Collaborative Studies

National Network of Professionals

The Challenges of Wealthy Clients

The Foundation of the Future

Course Review and Summary