

Mastery Program®

Genworth Financial Wealth Management (GFWM) believes advisors using our platform have made a conscious decision to retain their independence in order to provide their clients the best possible wealth management service. GFWM supports that dedication by providing financial advisors practice management support and helping them build better businesses.



What is Mastery?

GFWM's Mastery® program is a highly interactive 2½ day event that provides focused, practical and effective strategies designed to teach you how to build and run a more successful business, and gives you the opportunity to learn from and interact with a community of your peers.

Based on cutting-edge best practices research from the industry's top experts, Mastery will help you learn critical disciplines in branding and marketing, client acquisition and strategy, client engagement and service, and business management. With a deep history in practice management and relationships with some of the thought leaders that consult to the financial services industry, we have developed a curriculum that brings you the best thinking on how to build a superior financial advisory business—a 1QA, or "top-quartile advisor" business.

Mastery is not about explaining the intricacies of the GFWM investment platform. If you are looking for more education on portfolio strategists and investment managers, alphas and betas, or portfolio construction, there are other meetings that will explain this information in great detail. Mastery is about you and the vision you have for your business.

You already work *in* your business;
Mastery helps you work *on* your business.

Is Mastery Right for You?

Though the perception might be that Mastery is more suited for financial advisors in the business-building phase of their careers, the content is appropriate for any advisor who is ready to take action to improve systems and processes to make their firm more efficient, profitable, and valuable. We have found that advisors with different experience levels add value to the meeting and benefit from being a part of this diverse community of financial professionals who are working to improve the structure and management of their businesses.

What is Your Commitment?

In order to help reach the widest number of financial advisors, GFWM covers the cost of curriculum and meals at all Mastery meetings. You are only responsible for travel and accommodation expenses.

2011 Dates & Locations

Mastery is held several times a year in cities across the country. The 2011 schedule is as follows:

Date	Location
March 2-4	Dallas, TX
May 18-20	Denver, CO
June 22-24	Stamford, CT
August 10-12	Orlando, FL
September 28-30	Los Angeles, CA
November 16-18	Chicago, IL

More Information

To learn more about Mastery or to sign-up for the meeting nearest you, please contact your Regional Consultant.