



Industry Trends & Dynasty Guidance

Q4 2023

Industry Trends & Dynasty Guidance

Slide 3

Building a Culture of Experimentation

Leveraging the 2x2 Factorial Design in Your CX Decision Journey

Slide 4

Sources of Personal Resilience

How to Maintain Positive Recovery Habits in the Workplace

Slide 5

Navigating Generative AI in Wealth Management

How an Advisor Can Add Beneficial Friction to the Client Experience that AI Cannot Replicate

Slide 6

The Case for Pontera

Why Millennials are on Track to Surpass Boomers in Retirement Savings and How You Can Position Your Firm to Support Them

Slide 7

Your Leadership Signature

Finding Congruence in the Shadow You Cast on the Organization

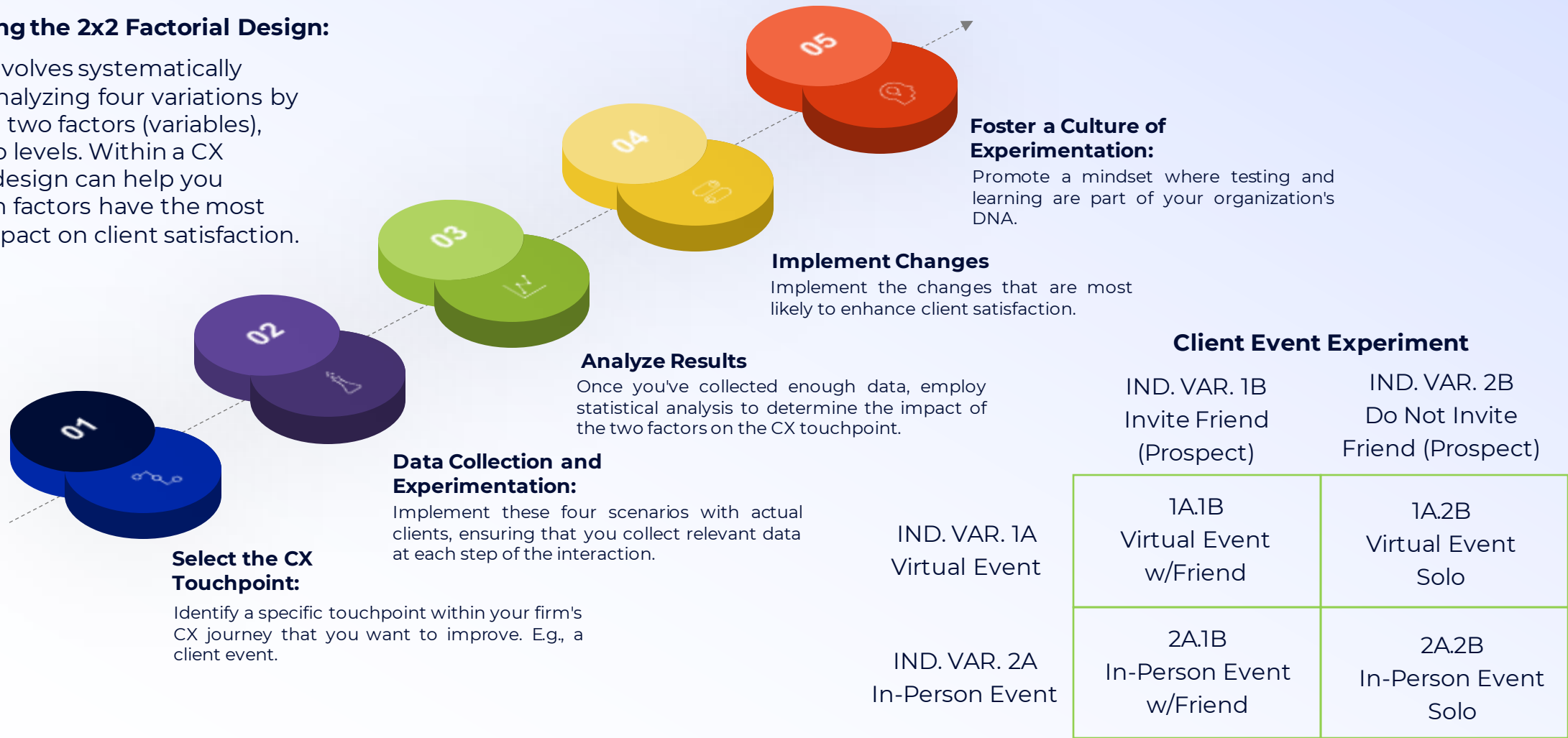
Insights from
Q4 2023

Building a Culture of Experimentation

Leveraging the 2x2 Factorial Design in your Firm's CX Decision Journey¹

Understanding the 2x2 Factorial Design:

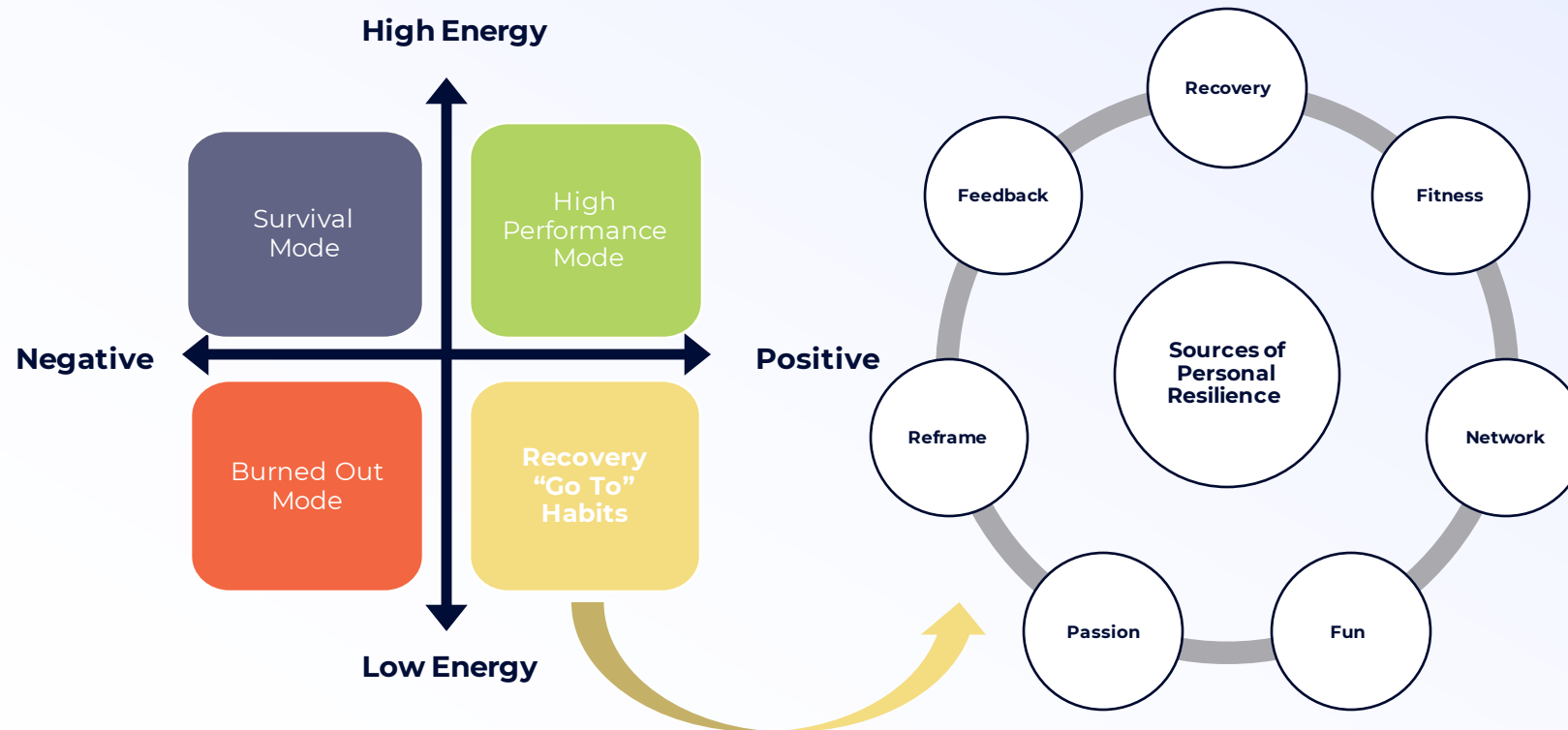
This design involves systematically testing and analyzing four variations by manipulating two factors (variables), each with two levels. Within a CX context, this design can help you identify which factors have the most significant impact on client satisfaction.



Sources of Personal Resilience

How to Maintain Positive Recovery Habits in the Workplace

As we enter a new year, it is important to have a plan to stay resilient during demanding times. By taking time for regular self-care, connecting with your purpose and organizing priorities, you can boost your mental strength and flexibility to handle stress and any obstacle that may come your way. Resilience allows you to remain focused on long-term goals, act as a sounding board for clients and colleagues, and seize new opportunities that align with your goals. The first step is to **identify your sources of personal resilience** to avoid burnout, strengthen relationships, and position yourself for personal and professional growth in 2024.



Recovery:

- Do you have a recovery mode?
- Are you able to manage your energy output and find your recovery mode?

Fitness:

- Are you physically fit for purpose?
- Do you have a routine to keep you both mentally and physically healthy?

Network:

- Are building and maintaining a strong and energizing network around you both within and outside of your organization?

Fun:

- Can you still "find the funny" in a situation?

Passion:

- Are you actively pursuing and nurturing your true passion(s) outside of the office?

Reframe:

- Is there another way to look at a problem or situation?
- Are you able to reframe setbacks as opportunities to learn?

Feedback:

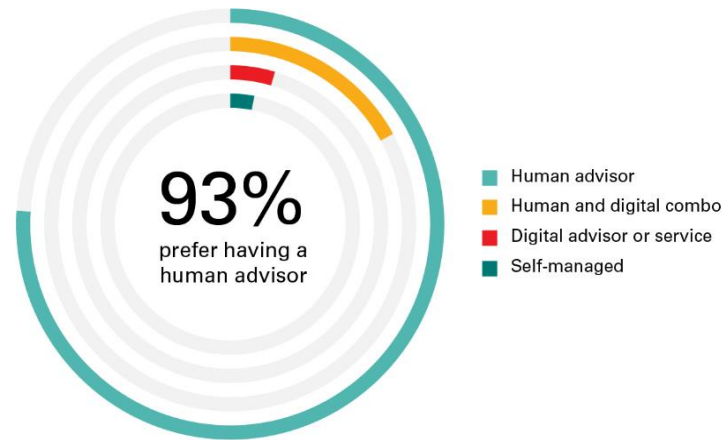
- Are you giving and asking for honest, high-quality feedback?

Navigating Generative AI in Wealth Management

How an Advisor Can Add Beneficial Friction to the Client Experience that AI Cannot Replicate

AI was the buzzword of 2023. How will it positively or negatively impact the wealth management industry in 2024?

Investors with a human advisor not likely to switch to robo-only



- It's not news that robo-advice is here to stay and is constantly evolving to meet the needs of those in the early stages of wealth accumulation. However, a Vanguard study¹ found that **88% of robo-advised clients would consider switching to a human advisor in the future.**
- Additionally, 93% of human-advised clients say they would **not consider switching to a digital service.**

Drawing Parallels to Lessons Learned at A2CEO²



MIT Lecturer, Melissa Webster, taught that the best way to approach AI is to embrace it – **becoming an early adopter can improve workplace efficiency, productivity, and client personalization.** There are processes and work functions that are done manually that can now be handled in seconds by AI. The key is learning how to use AI correctly and realizing **AI is like having an intern** – their performance and accuracy rely on how well you instruct them and provide feedback!



Additionally, we learned that **friction is not always negative** and it's important to rethink how you view friction within the client experience. MIT Professor, Dr. Renee Richard Gosline, recommends that firms **conduct a friction audit** to see what points along the client experience cause friction, then **assess whether that friction is good or bad.**



In Dynasty's opinion, **good friction** usually correlates to that **personalized human touch** – enhancing the client relationship by making sure they feel understood, connected, and are on the right track to achieving their financial goals, especially when the markets are down and fear and uncertainty skyrocket.

In Dynasty's view, AI stands to enhance productivity within the wealth management industry, rather than disrupt it. If embraced the right way, it should create capacity, increase efficiency, and allow more time for firms to innovate, deepen existing relationships, and build new ones.

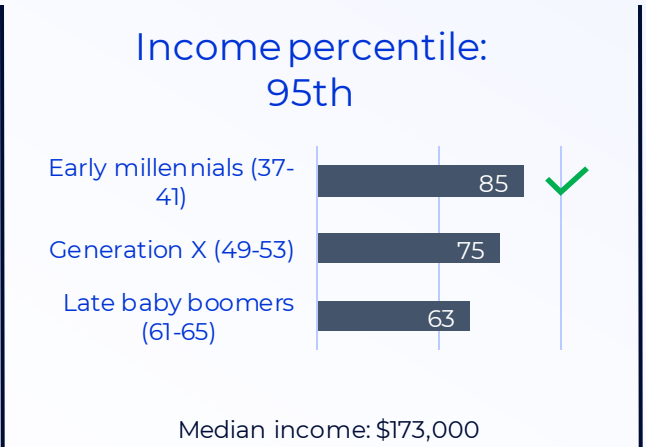
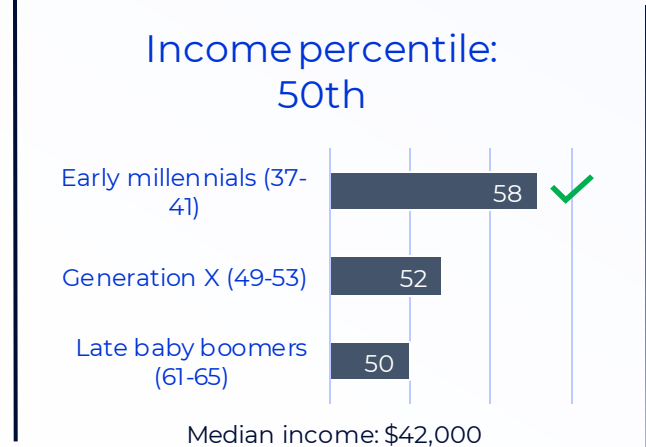
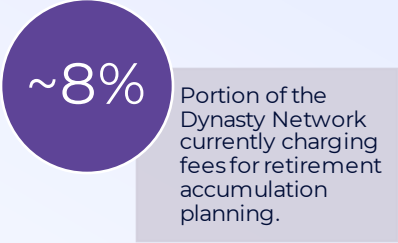
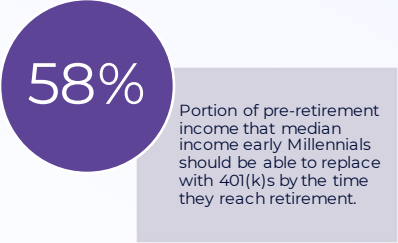
The Case for Pontera

Why Millennials are on Track to Surpass Boomers in Retirement Savings and How You Can Position Your Firm to Support Them

According to the Wall Street Journal, Millennials are on better track for retirement savings than Boomers and Gen X¹.

Dynasty's recent RIA Study showed that only ~8% of Network respondents charge fees for retirement accumulation planning². With recent statistics from Vanguard³ and the Wall Street Journal¹, Dynasty suggests that Network Firms consider the opportunity within Millennial 401(k) assets.

Millennials are saving enough to replace more income in retirement than other generations:



DYNASTY GUIDANCE:

Talk to your Dynasty Relationship Manager about how to leverage **Pontera**, a technology platform that allows you to manage, trade, and bill on held away assets.



Your Leadership Signature

Finding Congruence in the Shadow You Cast on the Organization¹

Your Leadership Shadow



Whether you are an individual leader, leader of others, leader of teams, or leader of the entire enterprise, **your influence extends far beyond your immediate circle**. You cast a long shadow on your:

- Colleagues
- Teams
- Their Families
- Clients
- Resource Partners

Dynasty recommends that you reflect on the questions to the right so that you **know the extent and nature of your shadow**. Consider how your leadership signature is felt across the different spheres. Is there congruence amongst these areas? Typically, **it is less challenging to have congruence horizontally and more challenging to have congruence vertically**.

As we step into 2024, remain mindful of the shadow you cast across your stakeholders.



Important Disclosures

Dynasty Financial Partners is a U.S. registered trademark of Dynasty Financial Partners, LLC (“Dynasty”). Dynasty is a brand name, and functions through Dynasty’s wholly owned subsidiary, Dynasty Wealth Management, LLC, (“DWM”) a registered investment adviser with the Securities and Exchange Commission, when providing investment services. Any reference to the terms “registered investment adviser” or “registered” does not imply that Dynasty or any person associated with Dynasty has achieved a certain level of skill or training. A copy of DWM’s current written disclosure statement discussing our advisory services and fees is available for your review upon request.

This document is for private and confidential use only, and not intended for broad usage or dissemination. Its message is intended for the exclusive use of members or prospective members considering joining the Dynasty Network of registered investment advisers. It should not be construed as an attempt to sell or solicit any products or services of DWM or any investment strategy, nor should it be construed as legal, accounting, tax or other professional advice. This material is proprietary and may not be reproduced, transferred, modified or distributed in any form without prior written permission from Dynasty. Dynasty reserves the right, at any time and without notice, to amend, or cease publication of the information contained herein.

Certain of the information contained herein has been obtained from third-party sources and has not been independently verified. It is made available on an "as is" basis without warranty. Any strategies or investment programs described in this presentation are provided for educational purposes only and are not necessarily indicative of securities offered for sale or private placement offerings available to any investor. The views expressed in the referenced materials are subject to change based on market and other conditions. This document contains certain statements that may be deemed forward-looking statements. Please note that any such statements are not guarantees of any future performance; actual results or developments may differ materially from those projected. Any projections, market outlooks, or estimates are based upon certain assumptions and should not be construed as indicative of actual events that will occur.

Dynasty Securities Disclosure

Dynasty’s wholly owned subsidiary Dynasty Securities LLC (“Dynasty Securities”) is a U.S. registered broker-dealer and member FINRA/SIPC. The products or services referenced herein may be available through other broker-dealers, or bank and non-bank affiliates of major investment firms that Dynasty through its affiliate Dynasty Securities has entered into revenue sharing arrangements with. Dynasty Securities may receive fees in relation to Dynasty Select platform transactions, however, it does not hold customer securities or customer funds.