

# The Future of Financial Advisory: Leveraging AI for Efficiency

**Winston Khoo**  
Principal Trainer



With a degree in IT, a background in banking, and a passion for connecting with people, Winston's approach to wealth management is equally personal, practical, and high-tech. Results-driven professional with over 15 years of progressive experience spanning healthcare analytics, financial advisory, and technology implementation, he now leverages technology to streamline the process. He completed advanced certifications in data visualization and artificial intelligence, including Power BI development and ChatGPT applications, demonstrating commitment to emerging technologies and continuous learning.

## Qualifications:

- Advanced Certificate in Metaverse and Artificial Intelligence Module 5: AI and Chatbots: Understanding ChatGPT and its Applications (Singapore Management University)
- Professional Certificate in ChatGPT, Advanced Chat Models, and Generative AI (Nanyang University of Singapore)
- Fundamentals of Infographic Design with Generative AI Tools (National University of Singapore)
- AI4I® – Literacy in AI (AI Singapore)

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## Charlene Zita Eng

Co-Trainer



Associate Financial Consultant (AFC) (2015)  
Accredited Enneagram Practitioner (2023)  
Advanced Certificate in Learning and Performance (ACLP) (2024)

Experience Financial Planner and ACLP-certified Facilitator with over 18 years of cross functional expertise in financial services, training, and business operations. Specializes in helping professionals and organizations adopt Generative AI and digital productivity tools to enhance efficiency and performance. Skill in designing and delivering engaging learning experiences across digital and in-person formats, with a strong foundation in financial planning, sales enablement, and business operations. Proven ability to collaborate with stakeholders, curate professional development programs, and drive continuous learning initiatives.

## Adrian Chen

Facilitator



Associate Financial Planner (2014)  
Associate Estate Planning Practitioner (2015)  
Accredited Enneagram Practitioner (2023)

Experienced Financial Planner, Coach, and Facilitator with over 13 years of industry expertise and financial training experience. Specializes in financial planning, consultant coaching, and delivering engaging learning experiences for both consultants and public/corporate seminars. Focused on financial advisory, client engagement, and consultant development. Recognized for simplifying complex concepts, fostering interactive learning, and demonstrating patience and adaptability in all training environments.

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*1-Day Programme*

*Time: 9am to 630pm (Lunch 1pm to 2pm)*

This 1-Day programme is an intensive program designed to equip financial professionals with advanced knowledge of AI-driven financial advisory and wealth planning administration. The course integrates key financial management concepts with AI-powered solutions to optimize client acquisition, compliance, policy servicing, and professional development.

Participants will explore real-world applications of AI in financial services, including automated investment strategies, digital client relationship management, and AI-assisted regulatory compliance. Through hands-on exercises and case studies, attendees will develop a future-ready approach to wealth planning and advisory.

## **Learning Objectives:**

- Understand AI's Role in Financial Advisory – Learn how AI is transforming wealth management, investment advisory, and estate planning.
- Execute AI-Enhanced Client Engagement Strategies – Leverage AI-driven marketing, sales tracking, and client communication.
- Apply AI to Regulatory Compliance & Risk Management – Learn AI solutions for KYC, AML compliance, and risk profiling.
- Optimize Wealth Planning Administration with AI – Use AI for account servicing, policy management, and investment strategy automation.
- Future-Proof Financial Advisory Careers – Stay ahead with AI-driven continuous learning and industry insights.

## LESSON PLAN

	<p><b>Registration</b></p> <p>Welcome Learners</p>	
<p>DAY 1: 900am - 1100am</p>	<p><b>Lesson 1: AI in Financial Advisory – Transforming Client Acquisition &amp; Engagement</b></p> <ul style="list-style-type: none"> <li>• Understanding AI’s role in marketing, sales, and client interactions.</li> <li>• AI-driven lead generation, market analytics, and customer segmentation.</li> <li>• Enhancing client onboarding and engagement through automation.</li> </ul> <p>Use case:</p> <ul style="list-style-type: none"> <li>· <b>Summarize client interactions:</b> Use GenAI to generate a concise summary of a client’s history, key preferences, and outstanding issues.</li> <li>· <b>Post-meeting summary and follow-up tasks:</b> Create a structured summary of meeting discussions, highlighting action items and next steps for client follow-up.</li> <li>· <b>Generate responses and role play for client objections:</b> Use GenAI to simulate common client objections and generate tailored responses that address client concerns and reinforce trust.</li> </ul>	<p>2 hours</p>
<p>1100am - 1115am (Break)</p>		
<p>DAY 1: 1115am - 1pm</p>	<p><b>Lesson 2: AI-Powered Process Optimization – Streamlining Administrative &amp; Compliance Tasks</b></p> <ul style="list-style-type: none"> <li>• AI-powered document processing, client records management &amp; fraud detection.</li> <li>• AI solutions for CRM updates, regulatory reporting &amp; workflow efficiency</li> </ul> <p>Use case:</p> <ul style="list-style-type: none"> <li>· <b>Summarize lengthy policy or compliance documents:</b> Quickly condense complex regulatory or policy documents into key points for easy review and reference.</li> <li>· <b>Translate complex policy terms into client-friendly language:</b> Rephrase technical or legal jargon into clear, accessible explanations that clients can easily understand.</li> <li>· <b>Craft or review replies to clients based on standards or guidelines:</b> Use GenAI to draft or refine client communications, ensuring alignment with guidelines and regulatory requirements.</li> <li>· <b>Analyze data and create reports:</b> Generation of data-driven reports, including trend analysis and actionable insights.</li> </ul>	<p>1 hour 45 min</p>

## LESSON PLAN

1pm - 2pm (Lunch)

DAY 1:  
2pm - 3:45pm

### Lesson 3: AI in Policy & Claims Management – Enhancing Efficiency & Client Satisfaction

- AI-enhanced policy servicing, claims processing, and fraud prevention.
- AI solutions for policy changes, reinstatements & premium adjustments.

Use case:

- **Draft empathetic and clear responses to claims inquiries:** Generate personalized, sensitive replies to client claims or service requests, ensuring clarity and professionalism.
- **Quickly locate answers to client queries from specified documents or websites:** Use GenAI to search and extract relevant information from internal manuals, FAQs, or websites to address client questions efficiently.

1 hour  
45 min

3:45pm - 4pm (Break)

DAY 1:  
4pm - 5:30pm

### Lesson 4: AI for Continuous Learning & Future-Proofing Financial Advisory

- AI-driven news aggregation & financial market insights.
- Personalized learning paths for IBF CPD compliance & advisory development.
- Emerging AI technologies & trends in financial advisory and investment planning.

Use case:

- **Summarize financial news into digestible insights:** Condense market news and economic updates into brief, actionable summaries.
- **Use GenAI as an “Ask Me Anything” assistant:** Leverage GenAI to answer a wide range of questions, from finding suitable meeting venues to providing quick solutions for daily work challenges.

1.5 hours

DAY 1:  
5:30pm - 6:30pm

### Assessment

1 hour