The Financial Advisor Foundations Program

BAIRD

Private Wealth Management

Baird's Financial Advisor Foundations Program is a rigorous rotational program that provides work experiences and educational opportunities in select Private Wealth Management functional areas to train NextGen Financial Advisors. The program develops talent, and helps Associates earn a full-time role on an existing team while preparing them for a successful career as a Financial Advisor. This up to two-year program is divided between three phases:

Education Phase
Associates complete a critical foundational curriculum, which includes education and training, while shadowing key departments and finishing licensing exams.

- Receive training on the breadth of Baird's expertise, resources, investment solutions and technology that collectively give you a competitive advantage
- Complete sales and client service training, finish the financial planning boot camp, articulate your value proposition as well as tackle a variety of quizzes and case studies to test your knowledge and understanding
- Create a simulated investment portfolio that you will track throughout the rest of the program, create mock performance reports and practice quarterly client reviews tied to a financial plan
- Complete a rough draft of a biography, business plan and pipeline tracking document
- Shadow relevant departments, including Operations, Marketing, Technology Best Practices, Supervision, Financial Planning, the Client Resource Team (CRT), Product Management and PWM Research
- Study for your SIE, Series 7 Top-Off, and Series 66 exams and begin studying for the CERTIFIED FINANCIAL PLANNER™ exam

Application Phase
Associates will face real, practical, client-facing work in the Client Resource Team (CRT), and on a sponsoring wealth management team that requires individuals to leverage and apply training from the Education Phase. The goal during this phase is to earn the trust of your team and build credibility such that you are given increased responsibilities, and an opportunity to apply solutions, all with the aim to get as many real-world application experiences to build your confidence and expertise.

- Work with CRT to communicate with clients, understand their goals and needs, identify and then implement investment solutions within a structured environment with close coaching
- Be paired with a sponsoring wealth management team to work as a dedicated teammate to provide the highest level of client service and help the team grow their business
- Begin to drip on your pipeline through your sponsoring wealth management team

Rotations Phase
Associates will rotate through a variety of departments that will be relevant to your career as a Financial Advisor with the chance to earn branch rotations on prospective teams with the goal of identifying and solidifying a permanent teaming opportunity.

- Complete meaningful work with the Product Management, Financial Planning, Marketing, and our Business Development Consultant departments, all with a dual goal to further the efforts of each of those areas of Baird and also to continue to complete value-adding work for the sponsoring team from the Applications Phase
- Begin to target potential branch rotations with permanent teaming opportunities on established wealth management teams, articulating the value you could add to their practice and testing the fit of the relationship
- Begin negotiating a teaming deal
- Finalize your biography and business plan, complete the CFP curriculum and schedule the CFP exam

Public rankings will be posted through a leaderboard to drive self-accountability, document proficiencies and lead to a better team match.