

Essential Fundamentals & Technical Knowledge for Private Wealth Managers

2 Days

COURSE OVERVIEW

In 2011, providing valuable trusted professional advice is now back to the forefront of the winning private banking model!

Global market turbulence has skewed private client asset allocations toward the safety of cash, government bonds and low-risk products. As a result, returns on client portfolios have suffered. And across the world, private clients have lost confidence in existing relationships with their relationship managers and many are switching their relationship banks and moving assets.

As confidence returns, clients have begun to strive for higher growth. A wall of private client money will begin to search for opportunities in higher-yielding asset classes. These clients will seek out accomplished and professional relationship managers who are best able to manage their wealth and exceed expectations!

LEVEL

Intermediate

WHAT WILL I GET OUT OF IT?

An intensive, practical training program for private bankers, wealth managers and asset managers, designed to consolidate and integrate your technical knowledge of equity fund selling.

Over 2 days participants will learn:

- Essential fundamental knowledge fund managers employ to select and manage their portfolios
- Critical technical (chart reading) techniques to explain the importance of timing selection
- The skills of putting together fundamental and technical analysis to provide the clients with “a picture and a thousand words”

WHO'S IT FOR?

This course is beneficial to:

- Private banking executives
- Private wealth managers
- Investment bankers
- Family office executive

- Fund managers
- Asset managers
- Financial planning advisors
- Legal and trust staff
- Senior branch managers
- Corporate bankers
- Consultants serving the financial service industry

COURSE CONTENT

Part 1: Fundamental Analysis

Macroeconomic Influences on Equity

- Top-down analysis
- Growth cycle model
- Drivers of economic growth
- Important economic indicators that impact stock market

Industry Analysis

- Michael Porter's competitive forces
- Sectoral analysis
- Value drivers of various sectors of economy
- Sectoral rotation

Company Analysis

- Relationship between cash flow and profit
- Relationship between the 3 main accounting statements
- Basic ratio analysis
 - Examining growth and profitability
 - Examining capital intensity and gearing
 - Comparable company analysis

Common Methods in Equity Valuation

- EPS-based approach
 - P/E ratio and PEG
 - Appropriate multiples
 - Comparable company analysis
 - Limitation of P/E-based approaches
- Cash flow valuation approach
 - Forecasting cash flow
 - Free cash flows
- Dividend discount model
 - Dividend yields and cover
 - Dividend discount model
 - Benefits and pitfalls in DDM
 - The relevance of DDM to valuation

Part 2: Technical Analysis

Common Chart Patterns

- Dow theory
 - Reversal patterns
 - Continuation patterns
- Japanese candlestick

Common Technical Indicators

- Moving averages
- MACD
- RSI
- Stochastic
- Bollinger bands
- Fibonacci ratios

Essentials of Elliott Waves

- Introduction to the EW principles
- The basic rules
- Guidelines to applying the principles
- Trading EW with Fibonacci projections
- Combining Elliott waves with other technical indicators
- Dos and Don'ts when using Elliott waves

Part 3: Asset Allocation

Asset Allocation Theory

- How useful is correlation in today's environment?
- Building optimal portfolios
- Asset allocation for private individuals
- Utilizing growth model for tactical adjustments

Other Asset Allocation Models

- The Yale endowment model
- Core/satellite approach

Part 4: Knowledge Relating to Selling Funds

Fund Management Styles

- The growth versus values school
- The Warren Buffet approach
- Value plays
- Growth plays

Analyzing Funds' Fact Sheets

- Returns versus risk
- Risk-adjusted returns
- How to overcome clients' complacency about underperformance
- Performance of different funds under different phases of economic cycle

Part 5: Combining Fundamental and Technical Analysis for Better Client Communication

Good Valuation, But Is It Good Time to Buy?

Fundamental Not That Great, But Have Good Buying Momentum

Combining Technical and Fundamental Analysis in Sales Pitch