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03 May 2023

# I believe in building justified trust.

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*Globally recognised fiduciary standards are required in order to earn justified trust and deliver consistently good outcomes.*

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# How do you help clients avoid following human emotions?



# How do you avoid the rotten apples and headlines?



**'Frightening' levels of financial illiteracy adding to banking sector dysfunction**



**Banking royal commission calls for compensation, crackdowns and an overhauls**



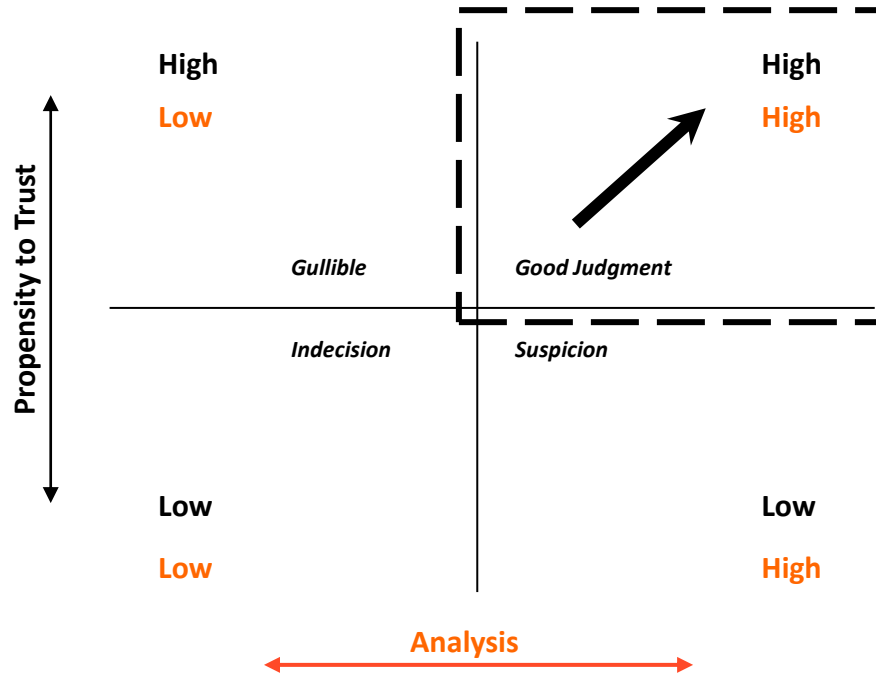
**Financial planning lacks 'professional standards'**



How do you distinguish yourself from the pack?



# What is Trust *really* about?



**TRUST** = INTEGRITY + COMPETENCY + DOING THE RIGHT THING

Source: Stephen (M R) Covey  
"The Speed of Trust"

Applying a global Fiduciary Standard to your advice & investment processes can be used to help ensure *justified trust*....



*...and deliver consistently good outcomes to clients*

# Components of the Fi360 Prudent Practice Standard





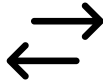
# Examples of Some Elements of Fi360's Prudent Practices

## Fiduciary Duties of Loyalty and Care



The framework provides practices and processes for addressing loyalty and care to the client. This can be used to help both best practice management for a firm and advisers.

## Conflicts of Interest



Fi360 requires an adviser identifies conflicts of interest and avoids or manages them in a manner consistent with the duty of loyalty.

## Investment Strategy for each client



An investment strategy for each client which includes:

- defining the time-horizon.
- defining the risk profile.
- designing a well diversified investment strategy that takes into account their beliefs and endowments.
- managing and monitoring service providers.

## Prepare an IPS



An investment policy statement reflects each client's goals, and objectives. The IPS provides a framework for the management of the portfolio and is the key governance document.

## Due Diligence Criteria & Process



A reasonable due diligence process is followed to select investments and service providers. The process needs to be documented and consistently applied.

## Fiduciary File



A 'fiduciary file' is kept to secure documents pertaining to the client's investments. This both meets regulatory obligations of advisers, and helps clients manage their fiduciary obligations.

Globally recognised fiduciary standards are required in order to earn justified trust and deliver consistently good outcomes.

They do this by:

- Creating alignment between your advice or solutions to your client's needs.
- Reducing biases that get in the way of good decision-making and long-term performance.
- Increasing reliance put on proven and repeatable processes and procedures.
- Making **you** a true co-fiduciary.

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