



**TrueProfile**

**Berkeley**  
UNIVERSITY OF CALIFORNIA

Executive  
Education

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## **FPA Partners with Leading Experts to Make Behavioral Economics Technology and Education More Accessible**

*FPA, TrueProfile and Berkeley Executive Education at the University of California to provide financial planners with unique support in the emergent field of Behavioral Economics*

DENVER (April 4, 2018) – Today, the [Financial Planning Association \(FPA®\)](#), award-winning Behavioral Economics research and technology firm, [TrueProfile](#), and [Berkeley Executive Education](#) at the University of California announce a partnership that will provide FPA's 23,000-member community, including more than 17,000 Certified Financial Planner™ (CFP®) professionals, with unique educational programs in Behavioral Economics that will allow them to improve the ways they customize solutions and engage with clients.

To date, there have been few significant scientific inventions introduced to the profession to help financial planners better understand clients and what drives their financial decision-making. Much of the innovation has been focused on products or process, not people. As the financial planning profession evolves, the field of Behavioral Economics is a source of true invention, not just innovation. This positive disruption will provide financial planners opportunities to better understand their clients, which will enhance their value and competitive advantage.

“FPA is pleased to partner with TrueProfile and Berkeley Executive Education at the University of California to launch a multi-year focus on research and inventions emerging from the field of Behavioral Economics,” says FPA Executive Director/CEO Lauren M. Schadle, CAE. “Through this partnership, FPA members will be able to more readily combine standard economics with a deeper understanding of human behavior to drive better outcomes for their clients.”

Through this partnership, a wide range of learning opportunities to help financial planners understand their clients, run better businesses, cement their position as trusted resources, sustain a competitive advantage, and ultimately help shape the next generation of financial planning and advice will be offered. Key programs that will be offered through the partnership, include:

- **FPA Knowledge Circle on Applied Behavioral Economics:** This [virtual, FPA interactive community](#) is intended to advance best practices through practitioner discussion with expert facilitation from:
  - [Dr. Shachar Kariv](#), Chief Scientist of TrueProfile, one of the world’s top game and decision theorists and recent Chair of the Economics Department at University of California at Berkeley.
  - [Dan Silverman](#), the Rondthaler Professor of Economics at Arizona State University and Research Associate at the National Bureau of Economic Research and TrueProfile’s Head of Research.
  
- **Webinar Series – Inside Client Behavior:** This three-part webinar series will focus on applied behavioral economics, introducing the discipline of behavioral economics and its application to the financial planning profession. Registration for this webinar series will be announced soon, journalists interested in attending the sessions can do so by contacting FPA Manager of Public Relations, Ryanne Harrah at [RHarrah@OneFPA.org](mailto:RHarrah@OneFPA.org).
  
- **Journal in the Round – Behavioral Finance:** - In May, Dr. Kariv will join FPA’s monthly *Journal* in the Round panel to discuss his work and his passion for sharing his knowledge with financial planners. [Registration](#) is now open, journalists interested in attending this session can do so by contacting FPA Manager of Public Relations, Ryanne Harrah at [RHarrah@OneFPA.org](mailto:RHarrah@OneFPA.org).
  
- **State of Client Understanding – Benchmarking and Maturity Study:** This summer, TrueProfile and FPA will conduct a unique global research effort among advisers and planners to help them accelerate adoption of client understanding best practices. The initial results of this new research are slated to be introduced at the [FPA Annual Conference](#) in Chicago this October.
  
- **TrueProfile Behavioral Economics Client Intelligence Platform:** After 18 years of academic and commercial validation, Berkeley Executive Education and TrueProfile will be launching a gamified, decision science-based client profiling and intelligence platform at [TrueProfile.com](http://TrueProfile.com). By choosing to opt-in to TrueProfile’s NextGen Innovation Club, FPA members will be able to be at the forefront of new technology advances from TrueProfile. FPA members will also get an exclusive 40 percent discount off TrueProfile’s Risk Essential product by [requesting a demo](#) with a special coupon code.

“Understanding clients and guiding their behavior is the biggest challenge and opportunity we have in our profession. Nearly everything depends on it,” states TrueProfile Chief Scientist Dr. Shachar Kariv. “TrueProfile, like FPA, is about elevating the profession to the highest standards of client understanding using serious science and technology inventions.”

FPA, TrueProfile and Berkeley Executive Education at the University of California are continuing to explore additional opportunities as part of this partnership to provide one-of-a-kind learning programs to help financial planners learn – and embrace – the importance of Behavioral Economics in their practice and for the benefit of their clients.

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### **About the Financial Planning Association**

The Financial Planning Association® (FPA®) is the principal professional organization for CERTIFIED FINANCIAL PLANNER™ (CFP®) professionals, educators, financial services professionals and students who seek advancement in a growing, dynamic profession. Through a collaborative effort to provide more than 23,000 members with One Connection™ to tools and resources for professional development, business success, advocacy and community, FPA is the indispensable force in the advancement of today's CFP® professional. Learn more about FPA at [OneFPA.org](http://OneFPA.org) and follow on Twitter at [twitter.com/fpassociation](https://twitter.com/fpassociation).

### **About UC Berkeley Executive Education**

As the #1 public university in the world, UC Berkeley has a long and proud history of being a changemaker and driver of innovation in business, the sciences, technology and policy. UC Berkeley Executive Education leverages the best resources of UC Berkeley and the surrounding business ecosystem, and embraces the mission to develop leaders who *Question the Status Quo*, exhibit *Confidence Without Attitude*, are *Students Always*, and *go Beyond Themselves*. Berkeley Executive Education partners with individuals and organizations to provide an educational experience with an enduring impact that unlocks new ideas and ways of thinking, pushes traditional boundaries and facilitates discovery of approaches that defy the status quo. We serve leaders and organizations who aspire to redefine the future of business. Our profound and unique learning experiences, led by renowned UC Berkeley faculty, equip global executives and their organizations with the vision, culture, and capabilities to thrive in an ever-changing world.

### **About TrueProfile**

LTD is the creator of TrueProfile, the only tool for financial advisors that reveals their clients' true risk tolerance, loss aversion and decision consistency as defined by economic science — providing statistical confidence for every client result. TrueProfile LTD is part of Capital Preferences, a global leader in the next generation of decision analytics for financial services firms. Capital Preferences provides enterprise quality client profiling, compliance and portfolio recommendation solutions, based on rigorous academic research and a focus on revealed, rather than stated, preferences. This approach addresses the plethora of inefficient and unreliable questionnaires and mapping methodologies that have long been used in investment, insurance and credit businesses within global consumer finance. For more information about Capital Preferences and True Profile, visit [www.trueprofile.com](http://www.trueprofile.com) and follow on Twitter at [twitter.com/TrueProfileSays](https://twitter.com/TrueProfileSays).