TEXAS TECH UNIVERSITY
College *of* Human Sciences
Personal Financial Planning™

News Release

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Texas Tech Announces New Life Centered Financial Planning Curriculum

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(Lubbock, TX) The Department of Personal Financial Planning at Texas Tech University is pleased to announce the new Life Centered Financial Planning (CLCP) non-degree seeking certificate. The CLCP is comprised of three courses: Fundamentals of Life Centered Planning, Planning with Emotional Intelligence, and Communication and Counseling Skills.

The curriculum was developed by industry pioneer Mitch Anthony, Founder of the Financial Life Planning Institute, in partnership with Texas Tech faculty Sarah Asebedo and Deena Katz. This interdisciplinary program draws from psychology, counseling, and behavioral finance to equip advisors with the personal skillset and discovery methods necessary to succeed as a practitioner of life-centric financial advice. “I think that this certificate program focuses on the change in the industry, away from portfolios and toward people. I am proud to be a part of this program and genuinely respect the education and experience coming out of it,” said Deena Katz.

In completing the courses, financial planning practitioners will develop a deeper knowledge of key relationship building and discovery skills as well as financial behavior and counseling approaches to forge stronger and more vibrant client relationships. This program will be especially beneficial to those desiring to implement a life-centric planning approach. The CLCP will elevate the financial planner to a professional who places the person, not the assets, as the most important aspect of their process.

“This certificate will be an indicator to clients that you are capable of deeper dialogues beyond how the markets are doing and will help financial advisors see the benefits of life centered planning rather than money centered advice for both themselves and their clients,” said Mitch Anthony.

“This curriculum is a valuable addition to the courses currently offered in our CFP-Board Registered Financial Planning programs. These three courses will be offered on-line so that professionals from across the world and their clients can benefit,” said Vickie Hampton, Chair of the Department of Personal Financial Planning.

"Advisors enrolled in the CLCP will learn and practice evidenced-based methods that promote client financial satisfaction and overall well-being. Advisors will benefit from a unique curriculum developed from a collaboration of researchers and practitioners that is directly applicable to their work with clients," said Sarah Asebedo.

One current student stated "Thank you for the wealth of information and knowledge you provide. I'm a big fan, and I'm participating in your LCP [Life Centered Planning] class through TTU. Getting a lot out of it, and it's improved my practice tremendously."

Participants can take up to two courses at one time providing an opportunity to complete the certificate in as little as 9 months. For course descriptions and to register, please visit: http://www.depts.ttu.edu/hs/pfp/LifeCenteredFinancialPlanning.php

About the Personal Financial Planning Department in the College of Human Sciences at Texas Tech: The Personal Financial Planning Department at Texas Tech includes fourteen highly qualified faculty devoted only to teaching personal financial planning and personal finance. These faculty share a passion for educating the next generation of financial planning professionals and for providing financial literacy education to students across campus. The CFP Board-Registered bachelors and masters-degree programs stressing leadership, ethical behavior, and professionalism prepare students to enter financial services careers. The PhD program prepares faculty and researchers who will help educate the next generation of planners.

About Financial Life Planning Institute: The Financial Life Planning Institute, founded in 2002 by Mitch Anthony and Gene Lawrence, CFP®, has been a leader in ongoing research and development of client dialogues and educational courses in Life-centered planning. The institute has equipped thousands of financial professionals around the world with specific life-centric planning assessments, profiles and conversation frameworks for almost two decades. Mitch Anthony is the author of several books on the topic and a columnist for Financial Advisor Magazine and the Journal of Financial Planning.