

GRADIENT UNIVERSITY

ONE DEGREE OF CHANGE MAKES ALL THE DIFFERENCE

If you've been in the financial services industry for any amount of time, you've probably experienced first-hand that traditional sales training has reached a state of stagnation. Once reserved for the upper echelon of industry experts, the training content is now diluted and counterproductive to you being out of the office.

The typical sales training – where you attend one session, become inspired, and head home – is failing to meet the need of today's financial services professional. You are wasting significant money, time away from your business, and effort on these types of trainings every year. These trainings don't offer what you really need – a catalyst for change.

WHY does traditional sales training fail?
Because it doesn't account for one thing: **there's more to your business than you.**



At Gradient Financial Group, our proprietary training proves our commitment to not only you but to your business. As your practice evolves, so do your training needs and staffing requirements. Our **three-day immersive trainings** provide you and your employees the formula to transform your business using a unique combination of training, real-life scenarios, and practical implementation of tools and technology.

Thousands of financial services professionals just like you attend one of our industry-leading trainings every year.



ONE DEGREE OF DIFFERENCE

There's only one degree of difference between water that's still and water that's boiling. The 2023 training schedule is saturated with opportunities to discover the small changes that will help you and your staff to bring your business to the next level. Our training events now take into account the complexity of your business and what's next for it. Don't waste your time training and educating your staff on today's best practices for the business. Let us do that for you.

Our newest training events take into account your employee training needs to round out your practice for optimal success. Whether you need to get your administrative team up to speed or need to brush up on the do's and don'ts of finance, we have trainings that ensure your business is on track.

NEW TRAININGS INCLUDE:

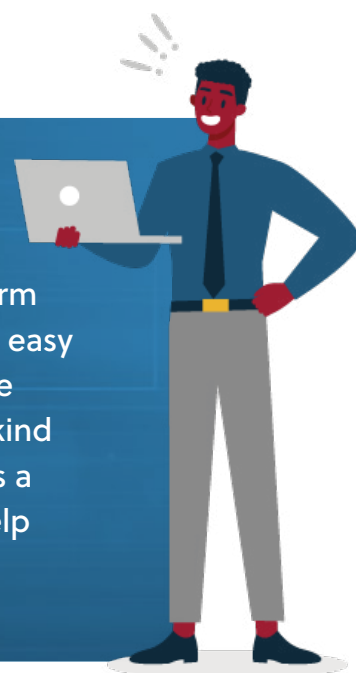
- Admin University
- Marketing University
- Finance University

SIGNATURE TRAINING EVENTS:

- Operations University
- RIA University®
- New Generation University™
- Life Insurance University®
- Succession Planning University
- Million Dollar Minds LIVE
- Women In Business LIVE

TRAINING CENTRAL

Training Central is a digital platform that grants you – and your staff – easy access to online courses on a wide range of subjects. The first of its kind in this industry, Training Central is a cutting-edge tool designed to help you maintain *your edge*.



CATALYST

Catalyst is Gradient's dedicated business consulting team that focuses on three primary areas to eliminate friction and spark change in your business. Catalyst excels at helping you identify what degree of change will provide the biggest impact.

CATALYST: OPERATIONS & TRAINING

Put method into the madness of your operations and training practices. You can't afford to take time out of your revenue-generating activities to train on non-revenue generating tasks. Are you confident you have the right people, processes, and controls in place? Do you provide effective leadership and communication to your team, so everyone is driving toward the same goal?

CATALYST: CULTURE & HIRING

Learn the science of attracting and retaining quality employees. Your office culture matters more than you think. Does your environment make employees love to come to work every day? Who sets the tone in your practice? Do you have a culture that needs a reset?

CATALYST: WHAT'S NEXT?

The formula for planning the next era of your business. Have you answered the "Do I want more time or more money?" question to help drive your business decisions for the next 1-5 years? Is now the right time to enjoy the fruits of your labor, or are you doubling down to increase production?



YOUR BUSINESS IS READY FOR A CATALYST!

**Call your VP of Marketing today at
800.407.4137 to find out how you can
attend your next training event on us!**