



# Beyond the Hype

How to Actually Use AI in Your Practice

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Presenter





# From Playschool to Professional

## **Last Year...**

"Who's moved beyond experimenting with ChatGPT?"

## **This Year...**

Building systematic AI capabilities that drive real business value

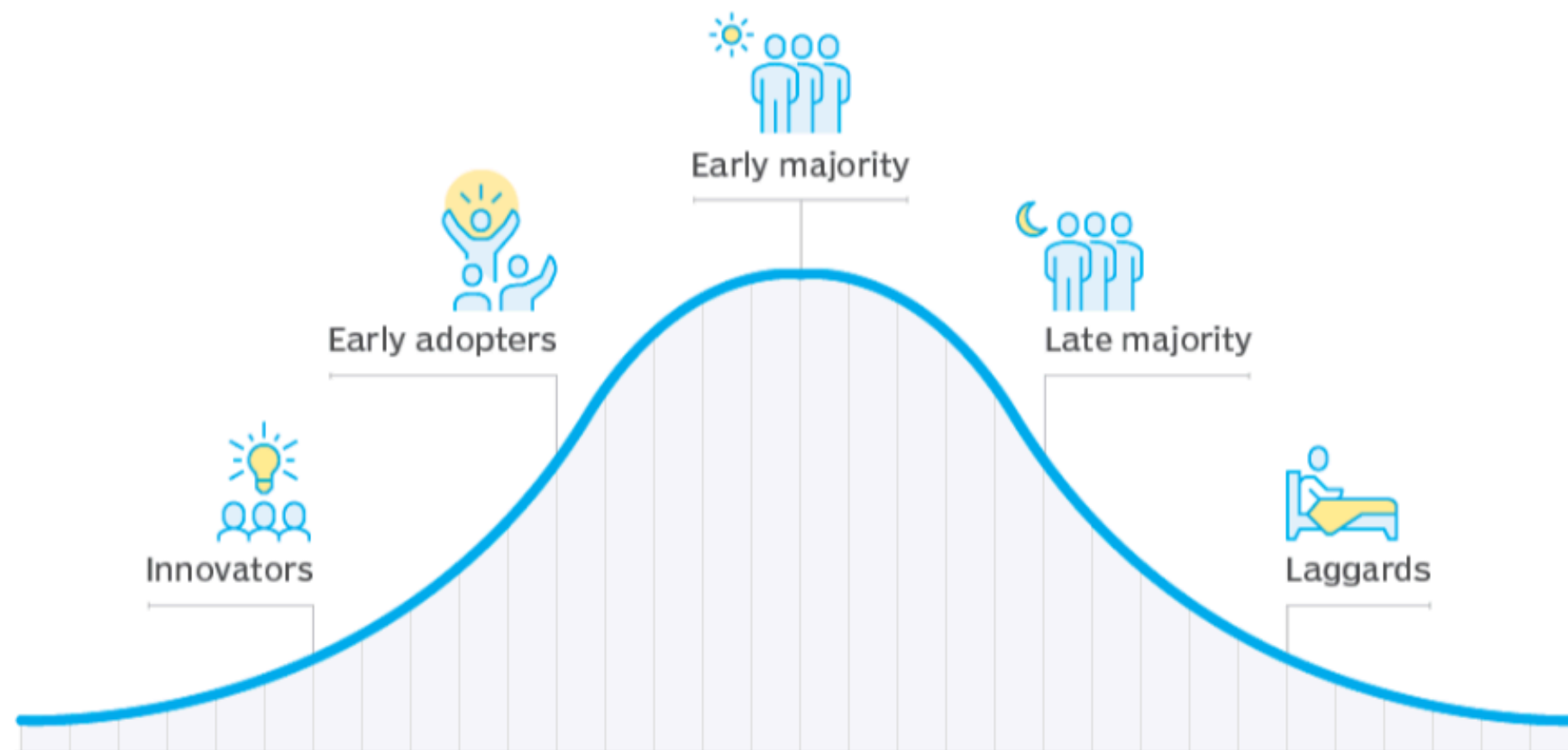


# From Playschool to Professional

## The maturity curve

Experimentation → Strategy → Implementation → Optimisation

### The technology adoption lifecycle curve





# AI Won't Steal Your Job— But Someone Who Masters AI Might

THREE LESSONS FOR TODAY

Human + AI = Unstoppable  
*2013 Michael Kitces*

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Make AI Your First Port of  
Call, Not Your Last Resort  
*Remembering to use AI*

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AI-Powered Business, Not  
AI-Powered Individuals  
*Building systematic AI capabilities  
that drive real business value*

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# Top 10 **AI Jargon** Terms (2025)

## 1 Machine Learning (ML)

Systems that enhance their performance by learning from data.

## 2 Natural Language Processing (NLP)

AI that comprehends and produces human language.

## 3 Generative AI

Technology that creates new content, such as text, images, or code.

## 4 Bias in AI

Systematic inaccuracies arising from biased data or models.

## 5 AI Agent

An autonomous system that perceives, makes decisions, and takes action.

## 6 Large Language Model (LLM)

AI trained on extensive text datasets to generate language.

## 7 Prompt Engineering

The art of crafting inputs to steer AI model behavior.

## 8 Hallucination

When AI produces plausible yet incorrect information.

## 9 Retrieval-Augmented Generation (RAG)

Merges LLMs with external data to enhance accuracy.

## 10 Major AI Brands

Key players include OpenAI, Anthropic, Google, Meta, Mistral, xAI, and Cohere.



# MOVING TO ORGANISATIONAL AI

Creating Your AI Operating System

*The Core Problem: Scattered, solution-based AI leading to inconsistent results*

## Consistency & Standardisation - "One Way, Every Time"

- Why scattered AI adoption fails (file notes vary, client experiences differ)
- The cost of inconsistent AI implementation
- Building standardised AI workflows across your practice

## AI Governance Framework - "Building Knowledge to Govern Effectively"

- Creating your AI playbook: What gets AI treatment, what doesn't
- Quality control mechanisms for AI-generated content
- Version control for prompts and processes



# EMPOWERING YOUR ENTIRE TEAM

AI beyond just advisers - it's about organisational transformation

## Think Beyond the Adviser - The math of multiple people saving minutes

- The math of multiple people saving minutes

## Confidence Through Structure

- Template libraries for common AI tasks
- Approval workflows for client-facing AI content
- Feedback loops and continuous improvement processes

## Training Frameworks

- AI-first thinking across the organisation
- Structured onboarding: From AI-curious to AI-capable
- Role-specific AI applications:
- Paraplanners: Research and analysis acceleration
- Client service: Communication and scheduling optimisation
- Administration: Document processing and compliance checks
- Creating internal AI champions



# EMPOWERING YOUR ENTIRE TEAM

AI beyond just advisers - it's about organisational transformation

## Organisational Frameworks

- **Who** - *Who has access (Paid vs Free)*
- **What** - *What files can be accessed*
- **Where** - *Is the AI Agent?*
- **When** - *When can it be used*
- **How** - *Training*



# PRACTICAL AI APPLICATIONS

Where AI Delivers Real ROI

**Client Communication Excellence**  
**Research and Analysis Acceleration**  
**Operational Efficiency Gains**



# Live Examples

## → Client Communication

- **Draft an Email Reply**
  - Direct
  - Sales
  - Complaint
  - Compliment
  - Personal
  - Professional

## → Meeting Summary

- **Record the Meeting**
- **Copilot Summary**
  - Client
  - Internal
  - Compliance
- **Service**
  - Base on the transcripts saved in SharePoint for this client what could I get them to celebrate their retirement?

→ **Compliance**

- **Complaint**
  - Base on the transcripts saved in SharePoint this week, identify clients who are unhappy.

## → Investment Research

- **Screenshots**
- We can put screenshots into AI to extract Data
- e.g. Investments
  - Ask to format in a table
  - Conduct Analysis
  - Summarise and draft communication

## → Data Fact Find

- **Extract from a PDS**  
We can put screenshots into AI to extract Data
  - Based on the PDS attached calculate the fees for a \$1m investments.
  - Compare to Australian Super
  - Compare Performance Vanguard vs Australian Super

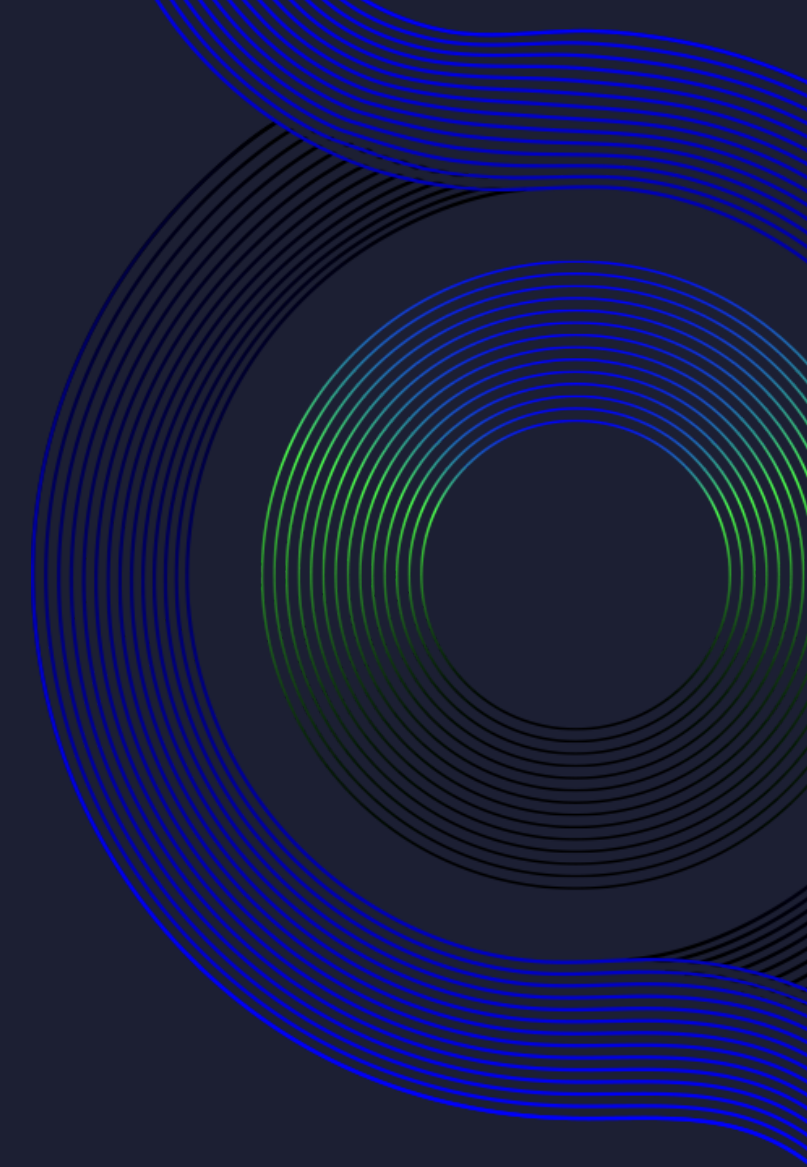
## → Reporting

- Compare investment returns and options with Copilot



# PRACTICAL AI APPLICATIONS

Where AI Delivers Real ROI



## Marketing

- Building a Marketing Plan with Claude
- Building a Style Guide and Tone Guide.
- Leveraging this to build a content Library and Content Ideas.
- Scripts or talking points or newsletters or video

## Sales

- Practice your sales conversation
  - Phone with Gemini or Chat GPT
- Review your engagement Agreements
  - Ensure they are client focues
- Review your client process



# Live Examples

## Create a personal project

What are you working on?

What are you trying to achieve?

CancelCreate project

### Set project instructions

Provide Claude with relevant instructions and information for chats within Bolder Wealth Marketing. This will work alongside user preferences and the selected style in a chat.

## Netwealth Financial Advice

Netwealth is launching a new financial advice business

How can I help you today?

Research

BETA

Claude Sonnet 4

Financial Service Email Introduction

Last message 18 seconds ago

Netwealth Young Affluent Branding

Last message 2 minutes ago

### Project knowledge

# Netwealth Young Affluent Division ## Marketing Style Gui... Edit

1% of project capacity used

Netwealth Young Affluent Division - Prospective Client...  
37 lines  
MD

Netwealth Young Affluent Division - Marketing Style...  
224 lines  
MD



# Practical AI Applications in Financial Planning

## SCORECARD

Role	Owner	Adviser	Associate Adviser	Paraplanner	Client Services
Tasks	Staff Performance Reviews (30 min * 3 staff * 2 year)	Meeting Summary (30 min each meeting)	Meeting Focus - no more taking detailed notes (priceless)	Research	Email Communication
	Budgets / Forecasts / Lost Revenue (1 hour per month)	Client Research (1 hour per client per year)	Client Communication - detailed and error free	Drafting of Strategy Text	Checking documents - spelling and grammar
	Legal Negotiations (20 hours per year)	Phone Call: - prepare a summary with AI before a phone call (15min per client)	Research: - Investments, Insurance, Strategy, CGT, Estate, Trusts etc (1-2 hours per client)	Summarising SOA / Client Presentation	Checking Numbers and Table (for the engineers)
	Strategy (10 hours a year)	Emails - First Draft (30 mins per day)	Summary of client documents	Summary of Estate Plan (1 hour per client)	Preparing Action Items

# Success Metrics to track



**Time saved on  
routine tasks per  
week**



**Client satisfaction  
scores**



**Staff productivity  
improvements**



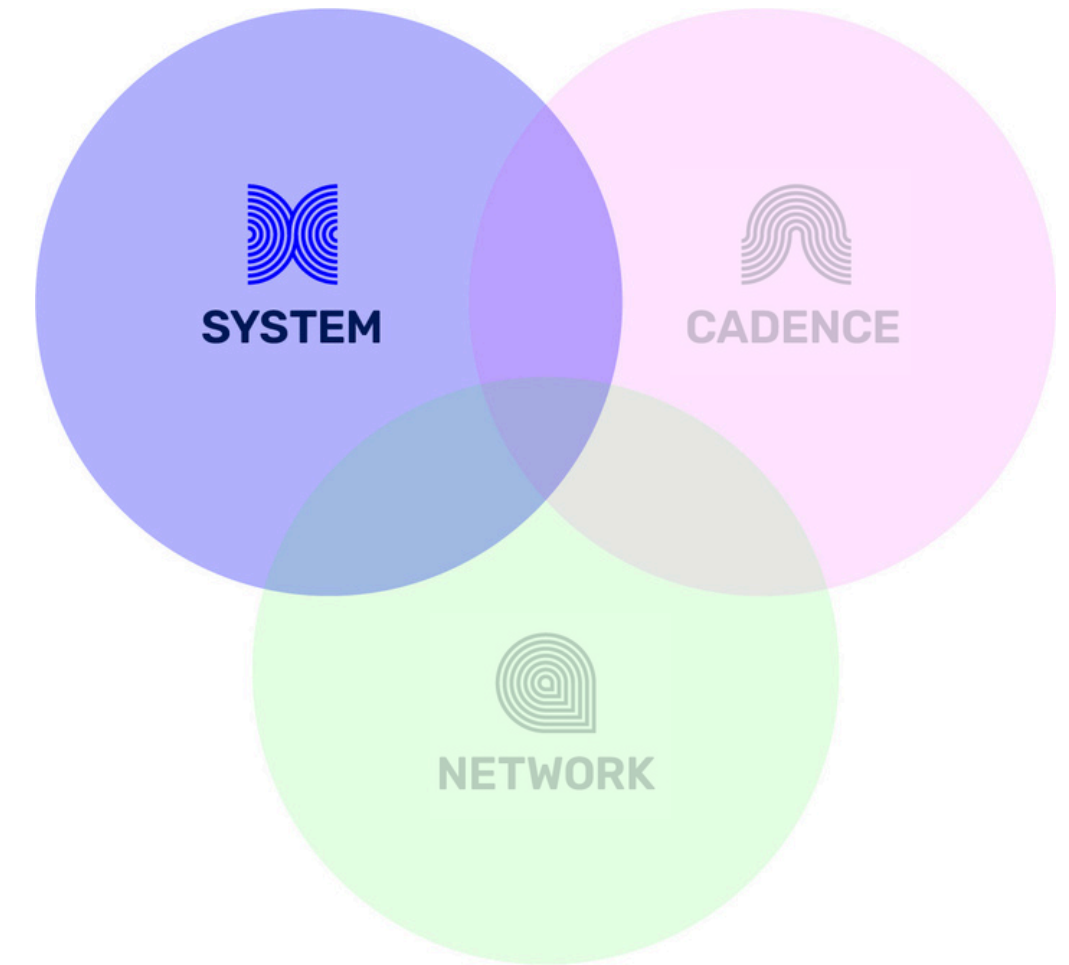
**Compliance &  
Accuracy**



**Revenue per adviser  
improvements**



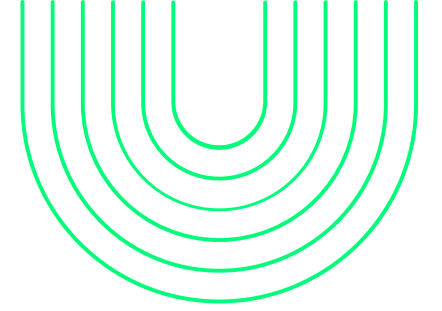
**New business  
conversion rates**





# Responsible AI

Managing Risk While Maximising Value



## CLIENTS

- We need a client facing documentation about AI use in their services
- We must understand how their data is protected so we can confidently answer
- We must provide transparency about AI applications



## LICENSEES

- Work with your Licensee to know which specific AIs are approved / researched
- Require research and proof of due diligence
- Must understand data storage and security protocols



## REGULATOR

- Must meet professional obligations
- Comply with regulatory requirements
- Maintain industry reputation and standards

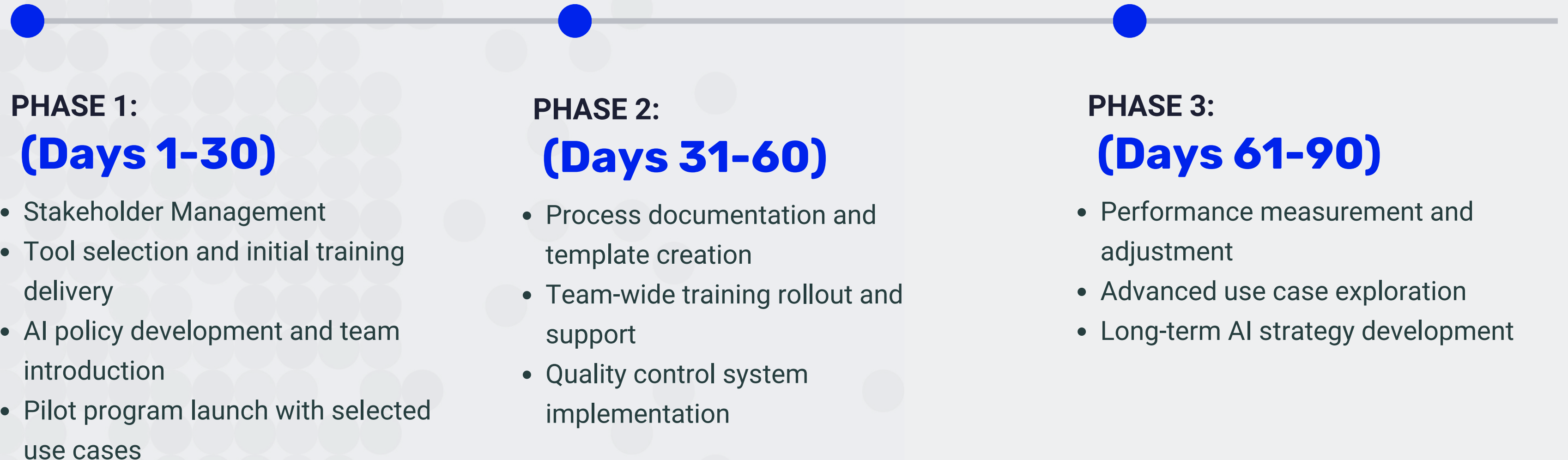


## YOUR BUSINESS

- Do Not let everyone choose their own AI tools without due diligence
- Move quickly as staff are wanting to use AI
- Implement formal and frequent training

# Implementation Roadmap

Your 90-Day AI Transformation Plan





# Your AI **Success Checklist**

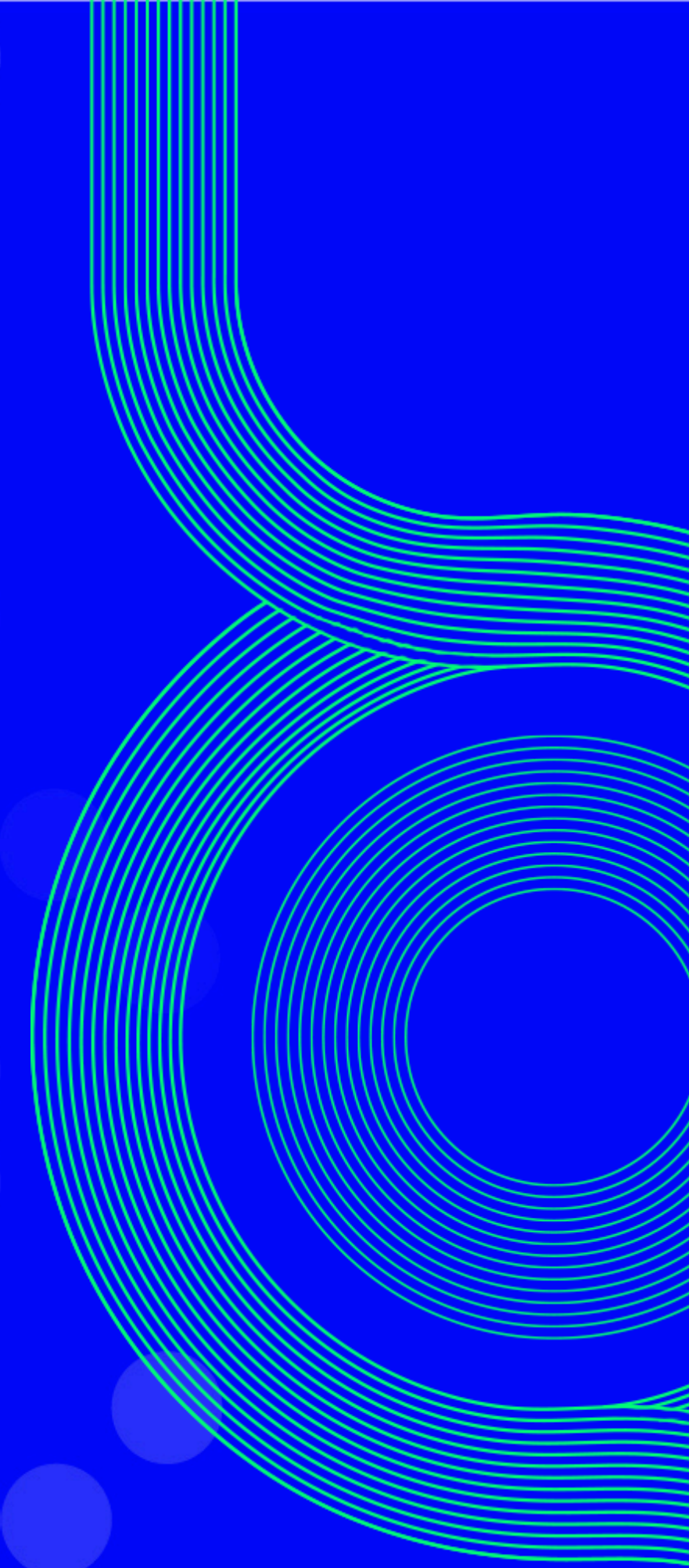
- ✓ Understand which AI tools are approved for use
- ✓ Complete initial AI training programme
- ✓ Practice AI applications on non-sensitive tasks
- ✓ Establish quality review processes for AI outputs
- ✓ Implement data security protocols
- ✓ Begin tracking time and efficiency improvements
- ✓ Share knowledge and collaborate with team members
- ✓ Provide regular feedback on AI implementation

Remember:

AI is a powerful tool that enhances your capabilities. Your expertise, judgement, and client service skills remain irreplaceable and essential to our practice's success.

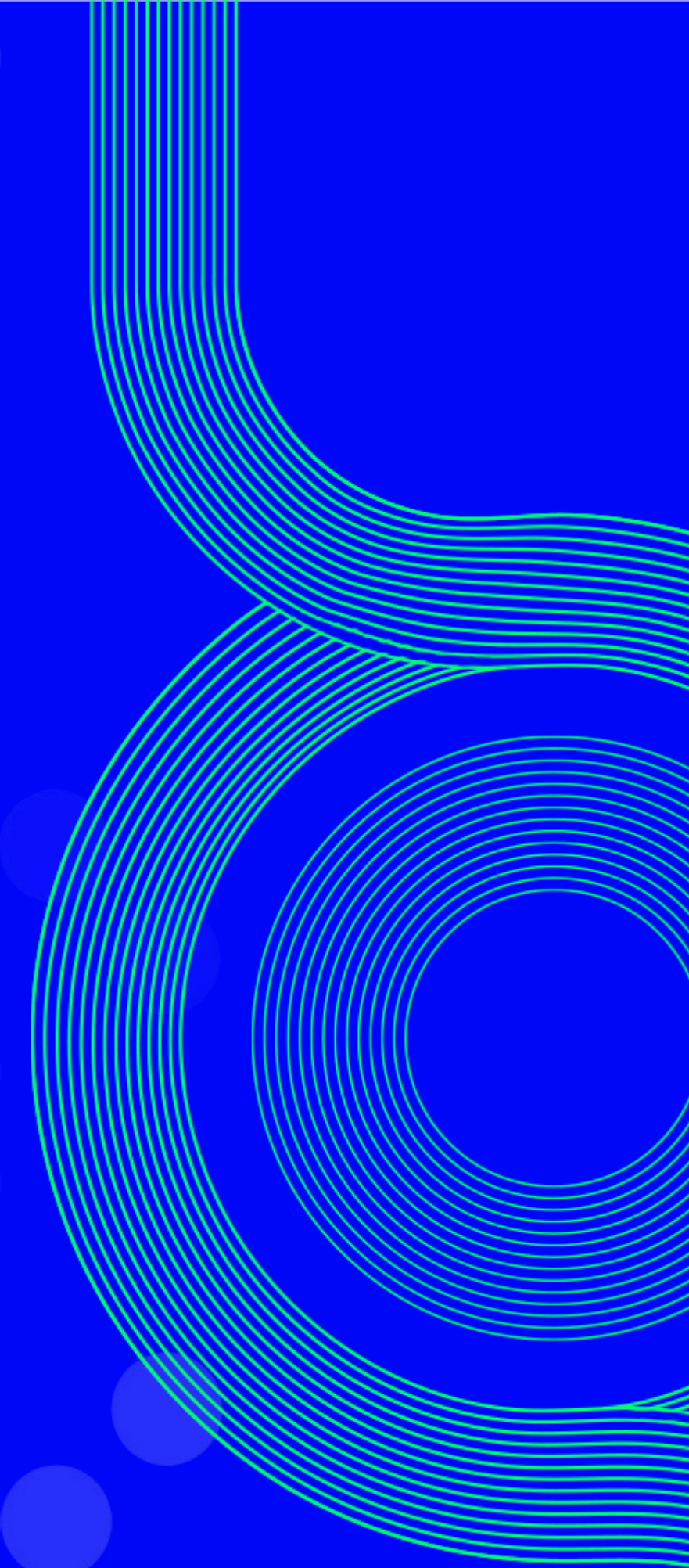
Closing and Q&A

# The Competitive Advantage of Structured AI





# Resources





# Deliverable 1

## AI Adoption Checklist



# AI **Adoption Checklist** For Businesses Just Starting their AI Journey

**10 Quick Wins** to Trial AI in Your Business

- ✓ **Client Email Enhancement**  
Use AI to extract and organise information from client documents during the onboarding process.
- ✓ **Meeting Summary Automation**  
Implement AI tools to automatically generate meeting summaries and follow-up task lists from client meetings.
- ✓ **Market Research Acceleration**  
Use AI to quickly compile and summarise market reports, regulatory updates, and industry news into digestible summaries.
- ✓ **Document Review Assistance**  
Deploy AI to help review and check compliance in client documents before final approval.
- ✓ **Client Onboarding Streamlining**  
Use AI to extract and organise information from client documents during the onboarding process.
- ✓ **Standard Report Generation**  
Implement AI to create first drafts of routine client reports that require human review and personalisation.
- ✓ **Appointment Scheduling Optimisation**  
Use AI-powered scheduling tools to optimise meeting times and reduce administrative overhead.
- ✓ **Staff Knowledge Base Enhancement**  
Implement AI to help staff quickly find answers to procedural questions and access relevant resources.
- ✓ **Investment Research Compilation**  
Use AI to gather and organise investment research from multiple sources for portfolio reviews.
- ✓ **Compliance Update Monitoring**  
Implement AI tools to monitor and summarise relevant regulatory changes and compliance requirements. Examples include: tracking ASIC updates, monitoring changes to superannuation legislation, flagging relevant court decisions, and identifying new disclosure requirements.

# AI **Adoption Checklist** for Systematic AI Integration Across Your Practice

**10 Things to Embed** AI Strategically in Your Business

## ✓ **Develop AI Governance Framework**

Create clear policies for what AI can/cannot do, approval processes, and quality control measures.

## ✓ **Establish Consistent AI Workflows**

Standardise how AI is used across all client interactions, ensuring consistency in file notes and communications.

## ✓ **Create AI Training Programme**

Develop structured training for all staff members, from basic AI literacy to advanced application skills.

## ✓ **Build Template Libraries**

Develop standardised AI prompts and templates for common tasks like client communications and report generation.

## ✓ **Implement Quality Assurance Systems**

Establish comprehensive review processes and multiple checkpoints for all AI-generated content before client delivery. Include peer review, compliance checks, and accuracy verification protocols.

## ✓ **Set Up Data Security Protocols**

Ensure robust data protection measures for any information processed through AI systems, including Australian Privacy Principles compliance.

## ✓ **Create Client Disclosure Framework**

Develop transparent communication about how AI is used in your service delivery to clients, including clear explanations of benefits and limitations.

## ✓ **Establish Performance Metrics**

Track efficiency gains, time savings, quality improvements, and client satisfaction from AI implementation.

## ✓ **Build Internal Sharing and Feedback Loop Systems**

Create mechanisms for sharing AI wins, lessons learned, and success stories across your team. Foster ongoing collaboration and knowledge sharing about effective AI applications.

## ✓ **Plan for AI Evolution**

Establish processes to evaluate and integrate new AI capabilities as technology advances.



# AI **Adoption Checklist** For Businesses Ready to Maximise AI's Competitive Advantage

## 10 **Next Steps** for Advanced AI Integration

### ✔ **Implement Predictive Client Analytics**

Use AI to identify client needs, risk tolerance changes, and portfolio rebalancing opportunities proactively.

### ✔ **Deploy Advanced Portfolio Modelling and Robotic Process Automation**

Integrate AI for sophisticated scenario planning, portfolio optimisation, and automated routine processes across client portfolios.

### ✔ **Create Personalised Client Experiences**

Use AI to customise client communications, reports, and service delivery based on individual preferences and behavioural patterns.

### ✔ **Develop AI-Enhanced Risk Management**

Implement AI systems to monitor and flag potential compliance issues and risk exposures across your practice.

### ✔ **Build Automated Reporting Systems**

Create AI-driven dynamic reporting that updates automatically based on market conditions and client circumstances.

### ✔ **Establish AI-Powered Business Intelligence and Predictive Analytics**

Use AI to analyse your client database for patterns, predict client behaviour, identify growth opportunities, and optimise operational efficiency based on historical data trends.

### ✔ **Create Intelligent Document Management**

Implement AI to automatically categorise, tag, and retrieve documents based on content and context.

### ✔ **Deploy Advanced Client Segmentation**

Use AI to identify patterns and create sophisticated client segmentation for targeted service strategies.

### ✔ **Implement Predictive Market Analysis**

Use AI to enhance investment decision-making with advanced market pattern recognition and forecasting.

### ✔ **Build AI-Integrated Business Strategy**

Make AI a core component of your business strategy, competitive positioning, and service differentiation.



# Deliverable 2

## Client Education

How AI Enhances Your Financial Planning Experience



# What We Use AI For



## Improved Client Service

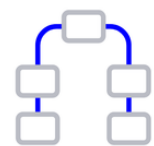
- Generating personalised meeting summaries and action items
- Creating tailored financial reports and communications
- Streamlining appointment scheduling and follow-ups



## Operational Excellence

- Automating routine administrative tasks
- Ensuring consistency in documentation and processes
- Enhancing compliance monitoring and reporting

# Your Data Security & Privacy



## Your Information is Protected

- All client data remains within secure, Australian-hosted systems
- AI tools never store or learn from your personal financial information
- We maintain strict data governance protocols and regular security audits



## Human Oversight Always

- Every AI-generated recommendation is reviewed by your qualified adviser
- Final decisions are always made by humans, not machines
- Your personal financial strategy remains uniquely tailored by your adviser



## Compliance & Confidentiality

- All AI usage complies with regulations and industry standards
- Your privacy rights remain fully protected under Australian privacy laws
- We maintain complete transparency about our AI usage practices

# Our AI Quality Promise



## Human-Centred Approach

- AI enhances our expertise; it doesn't replace our professional judgement
- Your adviser makes all investment decisions and strategic recommendations
- Personal relationships and empathy remain at the heart of our service



## Continuous Improvement

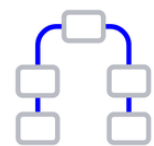
- Regular training ensures our team uses AI responsibly and effectively
- Ongoing monitoring of AI outputs for quality and accuracy
- Client feedback helps us refine our AI-enhanced processes



## Professional Standards

- All AI usage aligns with our professional obligations and licensing requirements
- Regular compliance reviews ensure we meet industry best practices
- Transparent communication about how AI supports your financial planning

# How This Benefits You



## Better Client Service

- More time for your adviser to focus on strategy and relationship building
- Faster turnaround on reports and financial analysis
- More comprehensive market research and insights



## Enhanced Accuracy

- Reduced human error in calculations and data processing
- Consistent formatting and documentation across all your materials
- Cross-referencing of complex financial scenarios



## Increased Focus on You

- Less time spent on administrative tasks means more time discussing your goals
- Deeper analysis of your financial situation and opportunities
- More frequent and meaningful communication about your portfolio



# Deliverable 3

## Support Staff Handout

AI Implementation Guide for Support Staff



# Understanding AI in Our Context

## What AI Does for Us

- Automates repetitive tasks so you can focus on higher-value work
- Provides consistent, accurate outputs that require human review
- Enhances our research and analysis capabilities
- Improves client communication and documentation quality

## What AI Doesn't Do

- Make final decisions about client matters
- Replace human judgement and expertise
- Work without supervision and quality checks
- Handle sensitive client conversations independently

# Measuring Your AI Success

## Track Your Improvements

- Time saved on routine tasks
- Quality improvements in your outputs
- Efficiency gains in client service
- Accuracy of AI-assisted work

## Continuous Learning

- Attend regular AI training sessions
- Share successful AI applications with colleagues
- Provide feedback on AI tool effectiveness
- Stay updated on new AI capabilities

# Practical AI Applications for Your Role

## Administrative Tasks

- Use AI to draft routine emails and correspondence
- Generate meeting agendas and follow-up task lists
- Create first drafts of standard client reports
- Organise and categorise client documents

## Client Service Enhancement

- Prepare personalised client communication templates
- Research client background information efficiently
- Generate appointment summaries and notes
- Create tailored responses to common client queries

## Compliance and Documentation

- Review documents for consistency and completeness
- Monitor regulatory updates and compliance requirements
- Maintain accurate records with AI-assisted data entry
- Ensure standardised formatting across all materials

## Research and Analysis Support

- Compile market research and industry updates
- Gather relevant information for client meetings
- Organise investment research and analysis
- Create summary reports from multiple sources

# Quality Assurance Protocol

## Before Using AI Output

- Review all content for accuracy and relevance
- Check compliance with our style guidelines
- Verify all facts and figures independently
- Ensure client confidentiality is maintained

## Human Review Requirements

- All client-facing content must be reviewed by qualified staff
- Investment-related content requires adviser approval
- Compliance-sensitive material needs additional verification
- Personal client information must be handled according to privacy protocols

# Data Security and Privacy

## Protecting Client Information

- Only use approved AI tools and platforms
- Never input sensitive client data without authorisation
- Follow our data handling protocols strictly
- Report any security concerns immediately

## Best Practices

- Use generic examples when testing AI tools
- Remove identifying information from practice documents
- Store all AI-generated content according to our retention policies
- Maintain confidentiality at all times





# We Make Advisers Amazing Business Owners

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