



Julie Littlechild

Julie Littlechild is president and founder of Advisor Impact, providing practice management training and tools for financial advisors across North America and the United Kingdom. She frequently speaks and writes about innovation in practice management.

Julie has developed a series of programs to help advisors increase productivity and profitability. Her Client Audit tool helps advisors unlock client value by gathering feedback from clients and then translating that information into meaningful insights, ideas and actions to increase both loyalty and revenue among existing clients. She has also authored the *Business Success Kit*, a comprehensive guidebook to assist financial advisors in efficient practice management.

Under her leadership, Advisor Impact conducts extensive, on-going research among financial advisors and their clients, including a large-scale benchmarking study of financial advisory businesses that is run in Canada, the United States and the UK. A frequent speaker at sales and industry conferences, Julie contributes to a wide range of publications, including Financial Planning Magazine, Investment Advisor and Financial Advisor.

Julie has worked with and studied top producing financial advisors for twelve years and she holds an MBA from the University of Toronto.