



Julie Littlechild

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

Julie has developed a series of programmes to help advisers increase productivity and profitability. Her Client Audit tool helps advisers 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 advisers in efficient business management.

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

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