ROBERT GIGNAC, speaker/author

A highly sought-after speaker, Robert combines knowledge, passion and visuals to encourage people to take control of their personal finances to have a 'Richly Imagined Future.' Robert's presentations aren't just about money. By taking the intimidation and dryness out of financial planning, he illustrates the importance of perspective and horizons and challenges audiences to courageously paint their picture of what RICH really means.

Audiences in the U.S., Canada and Europe have given Robert rave reviews for his unique way of connecting his message for long-lasting affect. His presentations share laughs, honest reflections and clearly address the misunderstandings and ignorance around financial planning. Robert delivers dynamic keynote speeches and interactive workshop programs to International organizations, industry conferences and private clients. His inspiring insights have been repeatedly requested by companies such as London Life, Freedom 55, Investors Group, Desjardins Financial as well as, the professional membership arm of the financial services industry Advocis, where he was a keynote speaker in 2009. Robert was a presenter at the most recent Million Dollar Roundtable Conference held in Indianapolis.

Robert reminds advisors that understanding and envisioning the client's emotional state before, during and after the sale is the approach necessary to serve them. To clients, Robert reframes the money mindset at a fundamental level and positions concepts as a guide to transform the illusions surrounding wealth.

Robert's work has been featured in many publications including the National Post, The Chronicle Herald and Investment Executive. Robert is a regular media guest, appearing on CityTV, Rogers TV, Report on Business, CBC Radio One and has a regular column in Entreprise Magazine. He is author of the Canadian bestseller book ***Rich is a State of Mind*** and recently released a U.S. edition by the same title. Written from Robert's experience as a client and student of the financial planning process, the novel humanizes personal and financial development as experienced by a slightly dysfunctional family.

KEYNOTE AND WORKSHOP SESSIONS

Session: "A Peek Inside Your Client's Mind" (Program for Financial Professionals)

Robert provides insights into what your clients are thinking/obsessing about, but don't know how to ask (or may be too afraid to) delivered by someone who is not in the industry – but who is an actual client. Robert's insights into what keeps your clients awake at night might surprise you, might scare you – but will enlighten and encourage you to take your client relationships to a new level, and in the process – make you more successful in your business.

Session: "Lead or be Left Behind" (Program for Financial Professionals)

In today's hyper-competitive financial market your clients and prospects have no shortage of advisors and companies trying to yank them away from you. Question: Will you lead or be left behind? Your clients are looking for financial leadership – solid advice and guidance in making the tough financial decisions for their families. Get ready to lead – because if you won't lead your clients, you won't keep your clients.

Session: "Your Richly Imagined Future" (Program for Clients of Advisors)

A "client focused" session to encourage prospects to become clients, and to reinforce with current clients the message of prudent financial planning and working with a professional advisor. Part motivation, part personal development, Robert shares his stories of 20 years as a financial industry client to encourage your clients to get and stay better connected with you.

Comments from Audiences

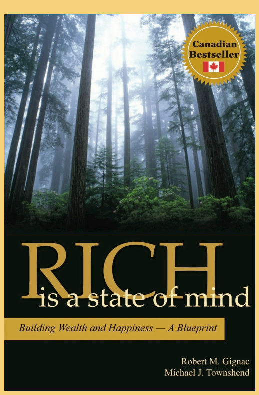
"You came highly recommended, and you certainly delivered for us."
- Advocis

"Robert Gignac provides a presentation that explodes with candor and honest humanity."
- Investors Group

"Robert has inspired me to ask better questions to my clients."
- Pro-Seminars

"The message you delivered was timely and beneficial as it helped us gain insight into what consumers may be contemplating during these changing economic times."
- NLCU

"As the event organizer, I must say you were great to work with seeking clarification on our organizational goals and values to ensure you were speaking our language."
- Libro Financial Group



To book Robert for your conference, advisor eduction event or client seminar contact us today:

905.841.0837
robert@richisastateofmind.com

On-line at
richisastateofmind.com