

Action Items for Advisory Firms

Based on this year’s findings, these actions will help firms modernize the advisor experience, expand capacity responsibly, and build the trust framework required for AI to scale.

Priority	Action	Impact
1. Redesign the Advisor Workday	Evaluate technology through workflow—not features. Identify where handoffs, rekeying, and context-switching slow momentum, and prioritize systems that embed intelligence.	Reduces friction, improves focus, and aligns technology with how work gets done.
2. Unify Data Before Expanding AI	Move beyond integrations to a shared data foundation. Ensure clean, connected household-level data so AI can operate with full context across workflows.	Enables reliable automation, strengthens data confidence, and prevents fragmented AI deployment.
3. Standardize Low-Risk Autonomy	Scale proven use cases—meeting prep, summaries, CRM updates, routine communications—with firmwide guardrails and review policies.	Increases advisor exposure to AI and creates measurable efficiency gains.
4. Formalize AI Governance	Define where AI can act independently, where oversight is required, and how accountability is documented. Establish clear compliance and supervision models.	Accelerates adoption by reducing ambiguity and protecting reputation, regulatory standing, and client trust.
5. Amplify Advisor Value	Reinvest time saved from automation into holistic planning, life transitions, coaching, and complex decisions.	Deepens client relationships and positions advisors for long-term relevance.