



Centennial State Conference

"Make Simplicity Your Superpower"



Richard Dobson, CFP

Author, Keynote Speaker

We live in a complex world, and we work in a complex industry. By simplifying and adding fun to our message we enjoy better connections with clients and outcomes improve!

During his presentation Dobson will share his favorite communications hacks that meet his three criteria; Keep It Simple, Make It Memorable, Have Fun With It!

Richard Dobson, CFP is on a mission to De-Complicate client communications in the financial services industry. A frequent industry volunteer and Main Platform speaker – including multiple MDRT meetings in North America and Asia. A 40 yr NAIFA member (former Iowa State Board Treasurer) and a 22 yr Qualifying member of MDRT, Richard served as President of the MDRT Foundation and is recognized as an Excalibur Knight (\$50,000 +) Gifting level. FINRA Series 6, 26, 27, 51, 63, 65 qualified, Richard was also a former FINRA Broker/Dealer Chief Compliance Officer and has been a multi-state Insurance Continuing Education Provider since 1984.

He is the author of 2 books - "Make Simplicity Your Superpower" "Communication Hacks Every Financial Advisor Should Know" , and " The Trusted Professional" - both from Sound Wisdom.

For more information about this event, please [click here!](#)