

Table 2: Advisers Agree that Pro Bono Develops Soft Skills They Use in Broader Careers

	% of CFP® pros who agree	% of CFP® pros who strongly agree	Total
Pro bono financial planning has helped me develop more effective client listening and communication skills.	49%	22%	71%
The opportunity gained through pro bono financial planning to interact with a more diverse client base makes me more effective as an advisor.	46%	27%	73%
Pro bono financial planning allows me to take on new roles and develop specific leadership skills that I can apply with paid clients and/or in my broader career.	40%	16%	56%
	% of Under-35 CFP® pros who agree	% of Under-35 CFP® pros who strongly agree	Total
Pro bono financial planning has helped me develop more effective client listening and communication skills.	47%	34%	81%
The opportunity gained through pro bono financial planning to interact with a more diverse client base makes me more effective as an advisor.	42%	34%	76%
Pro bono financial planning allows me to take on new roles and develop specific leadership skills that I can apply with paid clients and/or in my broader career.	46%	22%	68%

Source: The Case for Pro Bono Financial Planning. © 2023 Foundation for Financial Planning