

Third Thursdays with Women in Retirement

Execution to Strategy

Redefining Work in the Age of AI



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We Are at an Inflection Point

A moment in time that defines the next decade of the financial services industry.

“The question is no longer whether AI will change financial services - it’s how much further you can go because of it.”

Where we are

Current state of AI and why this moment is significant

Where it's going

The trajectory and what that means for your firm

What to do now

Practical application, real use cases, and how to start

Why This Moment Feels Different

AI capability has grown exponentially, not incrementally

2020

GPT-3

Elementary Schooler

Could complete sentences, mimic writing patterns. Useful for simple text gen.

2023

GPT-4
Claude
Copilot

Smart High Schooler

Reasoning, analysis, coding. Could draft emails and summarize documents.

2025

GPT-4o
Claude 4

Undergraduate

Multi-step reasoning, agentic tasks, context-aware workflows across systems.

2026+

Next
Gen

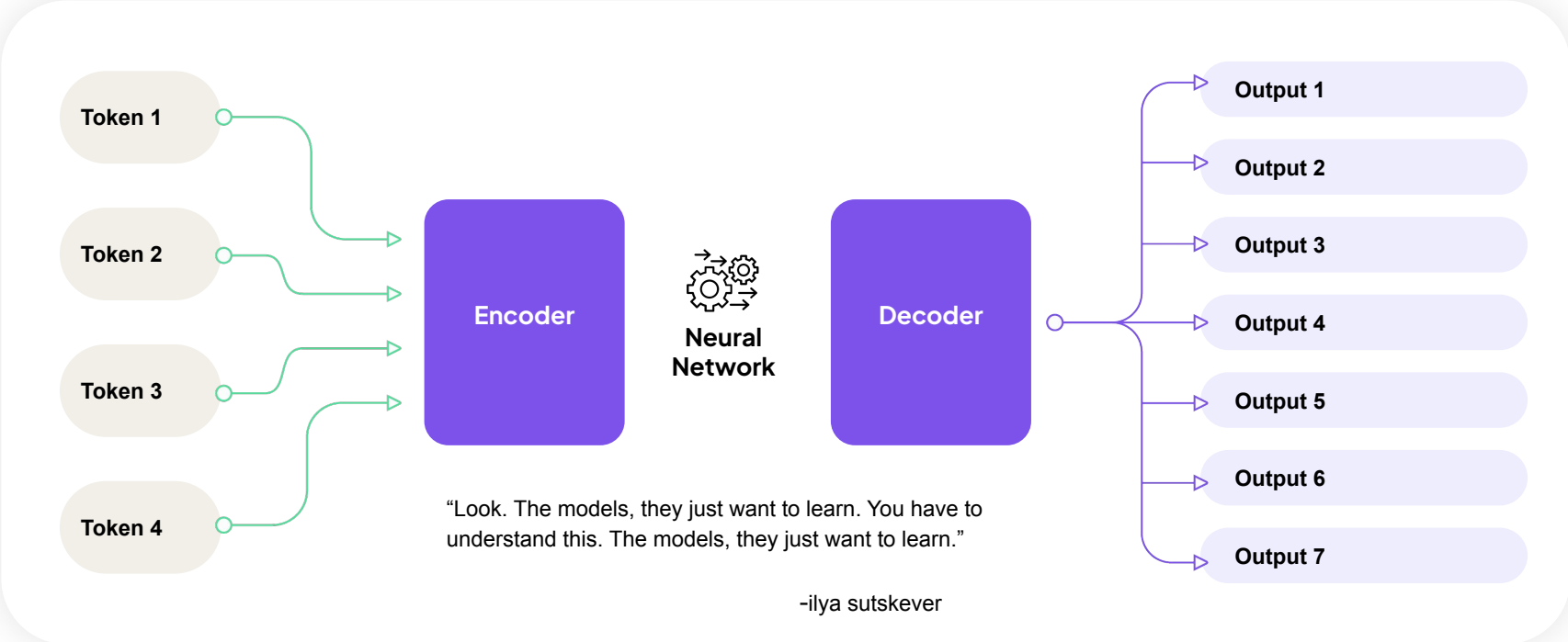
Expert Colleague

now

Embedded across platforms. Proactive, not reactive. Handles end-to-end workflows.

How AI Works

Large Language Models Primer



Automation vs. AI: Not the Same Thing

Understanding the difference is critical to knowing where to invest

Automation

Rules-based

- Follows a fixed set of instructions
- Triggers on specific conditions
- Predictable, repeatable output
- Fails when conditions change
- *E.g. Send a quarterly report to sponsor on the 1st of every month*

AI

Context-aware

- Understands intent and context
- Adapts based on inputs and goals
- Generates net-new content and decisions
- Handles nuance and ambiguity
- *E.g. Summarize plan health, flag participation declines, draft sponsor action plan*

"The shift from automation to AI is the shift from executing tasks to reasoning through them."

The Real ROI of AI

The biggest return isn't saving time — it's reallocating it

Efficiency

Faster execution of routine tasks

- Plan Review reports drafted in minutes
- Sponsor update emails auto-generated
- Committee Meeting minutes summarized

Hours saved per plan/quarter

Capacity

More output with or without more headcount

- Same team, more plans managed
- Consistent service across small and large plans
- Junior staff operating more complex prep

Plan growth without proportional cost growth

Leverage

Better decisions, faster growth

- Prep that surfaces fiduciary risks proactively
- Personalized participant engagement at scale
- Sponsor education tailored to their industry

Advisor time shifted to fiduciary strategy

The Core Shift: Capacity → Clarity

AI removes the old constraint and surfaces a new one

OLD CONSTRAINT

Do we have capacity?

- Not enough hours in the day
- Bottlenecked by manual prep
- Growth limited by team size
- Inconsistent service quality



NEW CONSTRAINT

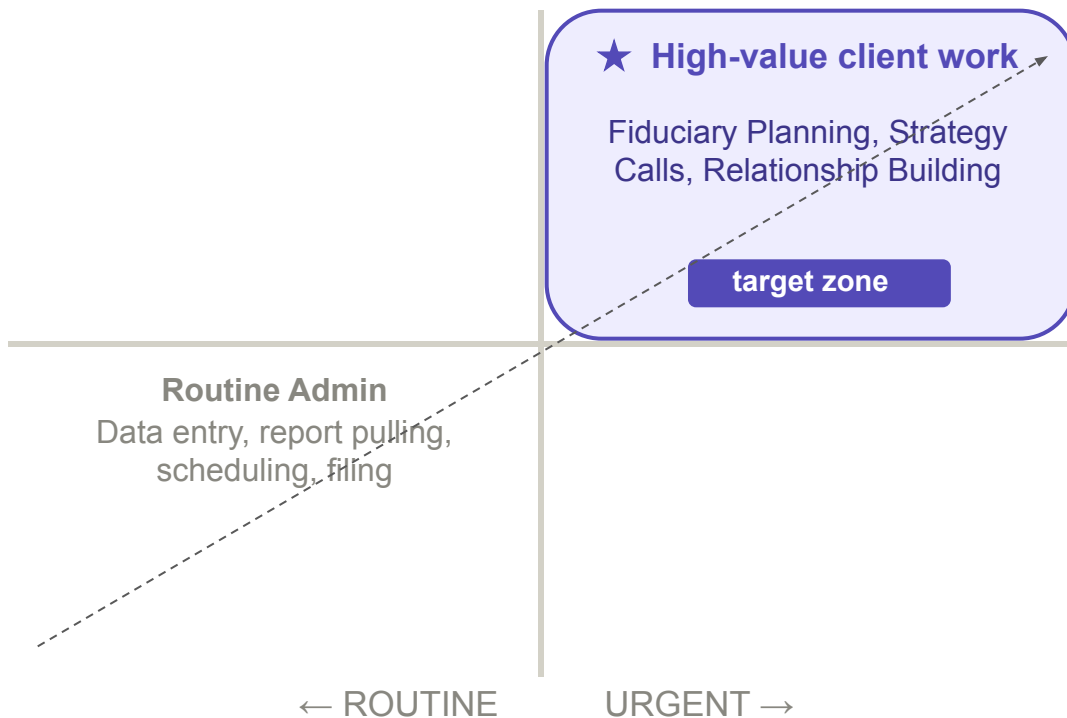
Do we have clarity?

- What should teams focus on?
- Which plans need proactive outreach?
- How do we deepen sponsor relationships?
- How do we use AI well?

"Execution used to be the constraint. Now thinking becomes the constraint. The firms that win will be those with the sharpest strategy — not the most tools or largest staff."

Where Human Energy Should Go

HIGH CREATIVITY & JUDGMENT



"Every AI decision should answer one question: does this move more human time into the top right?"

How Firms Scale With AI

Before AI

- × More staff to grow
- × Manual work at every stage
- × Inconsistent client experience
- × High overhead per client
- × Bottlenecks as you scale



With AI

- ✓ Same team, greater capacity
- ✓ Automated execution layer
- ✓ Consistent, personalized service
- ✓ Lower friction per relationship
- ✓ Growth no longer capacity-constrained

Growth No Longer Tied to Headcount

Shifting Roles in the AI Era

Examples of where AI could surface high-value changes

Plan Admin/Support

PREVIOUSLY

Report pulling, data entry,
document formatting,
meeting scheduling

NOW FOCUSED ON

AI output review, fiduciary
file oversight, exception
resolution, workflow design

Retirement Plan Consultant

PREVIOUSLY

Committee Meeting notes,
fund change rationale,
assembling benchmarks,
preparing review package

NOW FOCUSED ON

Fiduciary strategy, plan
design consulting, deeper
relationships, proactive
coaching

Retirement Plan Specialist

PREVIOUSLY

Sponsor communications,
IPS amendments,
tracking governance misc

NOW FOCUSED ON

Proactive plan health,
sponsor engagement
intelligence, participant
advocacy

Practice Leader

PREVIOUSLY

Managing team
capacity, firefighting
documentation,
reactive service model

NOW FOCUSED ON

AI strategy & adoption,
service model design,
firm growth, strategic
differentiation

Start Where You Are: AI in Everyday Life

The best way to get comfortable with AI professionally is to start using it personally



Planning a Disney World trip

Itineraries by age, height restrictions, crowd calendars, dining reservations, and budget breakdowns all in one conversation.



Color palettes for my basement

Describe your lighting, furniture, and vibe...AI generates cohesive palettes, paint names, and explains why each color works.



No spoilers on really good books

Ask AI if a book resolves happily..no spoilers, just the reassurance you need before committing to a story that might wreck you.

Where AI Wins Today

Real applications across the retirement plan industry & advisory practices

Communication

Meeting Follow-Ups

Personalized summaries with next steps and tone matched to relationship

Quarterly Plan Reviews

Draft sponsor-ready summaries with participation trends, fund performance context, and recommended action items

Onboarding Outreach

Customized welcome sequences based on prospect profile and goals

Participant Engagement

Financial Wellness Content

Create participant-ready education materials tailored to plan demographics and retirement readiness gaps

Re-Enrollment Support

Draft targeted outreach for non-participating employees with plan-specific match details

Enrollment Campaigns

Generate personalized enrollment messaging segmented by age, tenure, and current deferral rate

Operations & Compliance

Documentation

Auto-generate meeting minutes, document investment decisions, and maintain an auditable fiduciary process file

Forms & Deliverables

Pre-populate disclosures, proposals, and documents from structured data

RFP & Proposal Support

Draft plan design recommendations and provide RFP responses tailored to sponsor industry and plan goals

Choosing the Right AI for Your Firm

In wealth management, trust is the foundation — AI must reinforce it

1

Data privacy & security

Where does plan and participant data go? Is it used to train models? SOC 2, encryption standards, data residency.

2

Compliance alignment

Does it support documentation requirements under ERISA? Can outputs be archived?

3

Integration with your stack

Does it connect to your CRM, recordkeeper platforms, and document systems? Standalone tools create silos.

4

Purpose-built vs. general

General AI tools require heavy prompting. Purpose-built tools understand your workflows out of the box.

5

Team adoption

The best AI tool is the one your team actually uses. Ease of use and support matter as much as features.



"A general-purpose AI used carelessly introduces risk. The right AI, used intentionally, strengthens trust."

Where AI Is Going

The pace of change is not slowing down

Agentic AI

AI that takes multi-step actions across your systems — preps a review meeting end-to-end without being asked.

Embedded Intelligence

AI becomes native to your tech stack. Not a tab but an actual part of the workflow.

Firms competing on intelligence

Access becomes commoditized. The edge shifts to how well firms apply AI — strategy, prompting, process design.

Role redefinition at scale

The FP of 2027 manages AI-assisted relationships. The ops team becomes a more technology focused & workflow team.

"AI won't replace Financial Professionals. But teams who use AI will replace those who don't."

Getting Started - Prompting Is the Skill

Selecting between multiple public AI options - the platform matters less than knowing how to talk to it.

ChatGPT
GPTs

Claude
Projects

Gemini
Gems

Copilot
Agents

Give it a role

"You are a retirement plan specialist" sets the lens for everything that follows.

State the output

Don't say "help me with this plan." Say "generate a 3-bullet summary of top risks for a CFO."

Give it context

AI has no memory unless you provide it. Paste in test example data - plan details, sponsor name, last meeting notes.

Treat it as a conversation

Your first output is a draft. Say "make this more concise" or "add a recommendation for each risk."

Specify format

"Use bullet points," "keep it under 5 sentences," "format as a table." AI matches what you ask for.

× VAGUE PROMPT

"Summarize this 401(k) plan for me."

✓ STRONG PROMPT

"You are a retirement plan specialist. Review the following plan notes and generate a 3-sentence executive summary for a plan sponsor, followed by 3 bullet-point risks ranked by severity. Keep the tone professional and jargon-free."

What changed?

- ✓ Assigned a role — 'retirement plan specialist'
- ✓ Specified the exact output — summary + 3 risks
- ✓ Defined the audience — 'plan sponsor'
- ✓ Set format — bullets, ranked by severity
- ✓ Gave tone instruction — 'jargon-free'




AI in Action: Plan Sponsor Scorecard

A ready-to-use bot that turns meeting notes & data into a structured scorecard

What data is included

Meeting notes, CRM export, recordkeeper export or any plan context — raw data works. The bot handles the rest.

→ Plan Health Scorecard

7 dimensions rated    with one-line notes

→ Sponsor Goals

Ready to reference in the meeting

→ Fiduciary Risks

Specific risks framed as advisor opportunities

→ Talking Points

3 questions to deepen the sponsor conversation

→ Next Steps

Concrete actions with Advisor / Sponsor / Both owners

→ Value Statement

Dynamic branding closing that reinforces your role

Sample Output — Maplewood Manufacturing 401(k)

Participation Rate	Dropped 78%→64%, under-35 segment
Deferral Adequacy	No avg deferral data — benchmark needed
Fund Lineup Health	3 funds over 1% ER, no review in 3 yrs
Fee Reasonableness	High-cost funds — fee benchmarking overdue
Fiduciary Process	No IPS on file — significant liability risk
Employee Education	Last meeting 18 months ago
Retirement Readiness	Insufficient data to assess

How to Build the Prompt

Example of a Plan Sponsor Scorecard Prompt

SYSTEM PROMPT

You are a retirement plan specialist. Generate a Plan Sponsor Summary Scorecard from the uploaded data.

ALWAYS INCLUDE:

1. **HEADER** — Sponsor, plan, advisor, date

2. **SCORECARD** — Rate each dimension:

✔ Strong ⚠ Needs Attention

● At Risk — Unknown

- Participation Rate
- Deferral Adequacy
- Fund Lineup Health
- Fee Reasonableness
- Fiduciary Process
- Employee Education
- Retirement Readiness

3. **SPONSOR GOALS** — 2-4 bullets

4. **RISKS** — framed as opportunities

5. **TALKING POINTS** — 3 questions

6. **NEXT STEPS** — with owners

7. **VALUE STATEMENT** — 1 sentence

Position the advisor as a proactive fiduciary partner.

Why each section exists

Header Dynamic branding — your name on every output

Scorecard 7 dimensions that matter in DOL audits and boardrooms

Sponsor Goals Shifts conversation to their priorities, not just your report

Risks Frames problems as your value-add — you're solving, not reporting

Talking Points Turns a status update into a strategic advisory conversation

Next Steps Clear accountability — nobody leaves without owners

Value Statement Branding baked into every output. Reinforces your role automatically

Customize with your dynamic branding, preferred format, and any additional scoring dimensions.

Now let's test it out..