



CFA Institute

LET'S MEASURE UP™

You worked hard to earn your CFA® designation. Now, put it to work for you. Explain the value of your charter and how it sets you apart from the competition using these talking points.

Learn more:

www.letsmeasureup.org



THE PRESTIGIOUS DESIGNATION

WHAT IS THE CFA DESIGNATION?

- The highest distinction in the investment management profession
- Held by over 160,000 of the top investment professionals around the world
- The professional standard of choice for more than 25,000 investment firms worldwide

HOW DOES ONE EARN THE DESIGNATION?

- Completion of three rigorous levels of testing (each of which requires on average 300 hours of study and preparation)
- Four years of relevant work experience
- Fewer than one in five candidates earn the designation

WHAT DOES A CFA CHARTERHOLDER LEARN?

CFA charterholders gain a deep mastery of specific topics relevant to the investment and financial industries, including:

- Ethical and professional standards;
- Quantitative methods;
- Financial reporting and analysis;
- Equity, fixed-income, and alternative investments.

WHAT SETS A CHARTERHOLDER APART?

- Unmatched expertise and ability to tackle complex investment decisions
- Strong ethical foundations
- A global network and support system