



Voya Global Consulting

Your trusted partner in practice management



Scan to visit
our website

For financial professional or qualified institutional investor use only.
Not for inspection by, distribution or quotation to, the general public.

VOYA[®]

INVESTMENT
MANAGEMENT

Contents

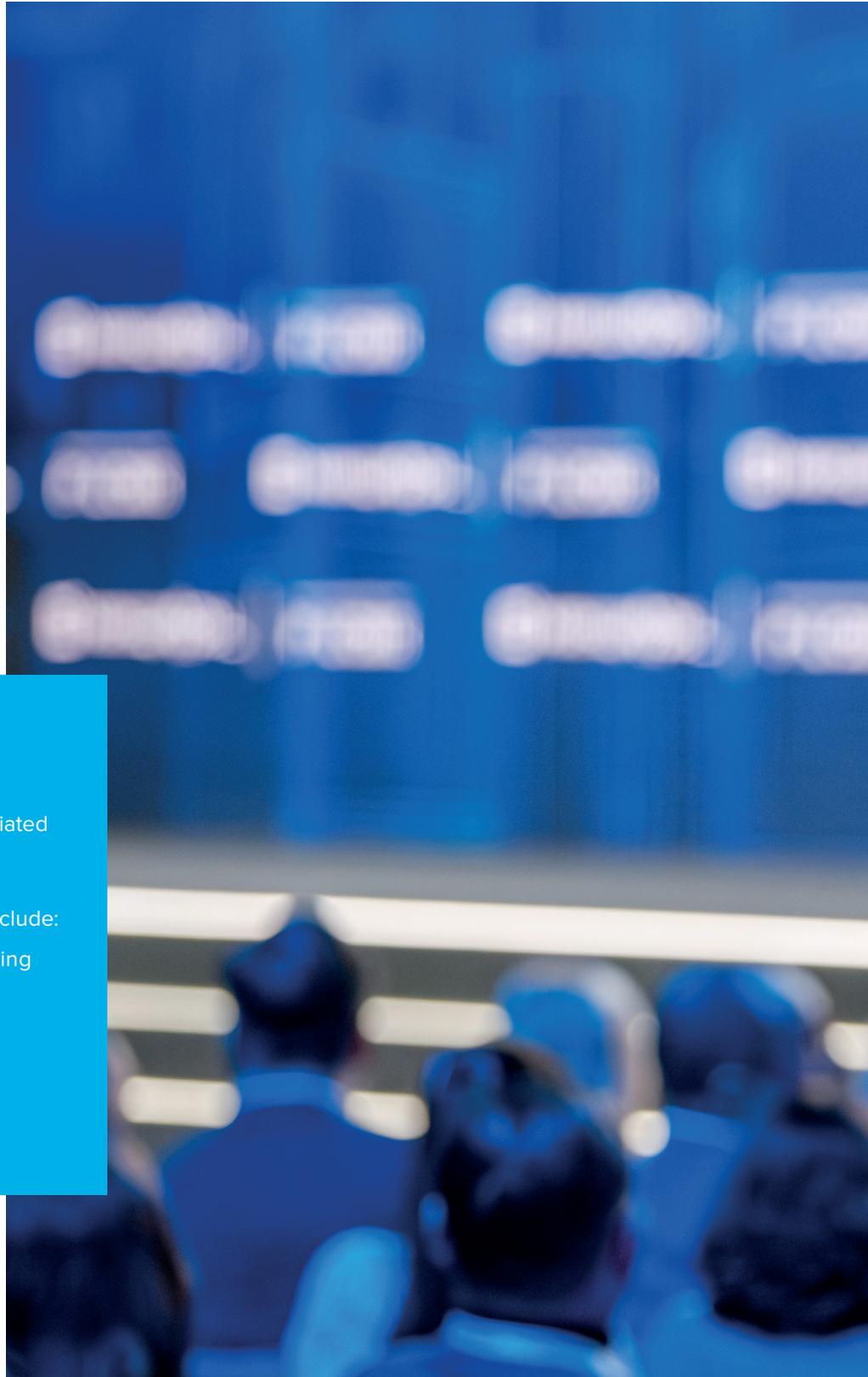
About our flagship program	04
Workshops	06
Our other offerings/ About us	08

Partnering with Voya Global Consulting

Our programs are flexible, and there's no hard-money cost associated with them.

We'll work with you to create a bespoke experience that could include:

- Team, office, and complex training
- 1-on-1 consulting
- Staff development





Voya Global Consulting is a premier practice management platform built to help financial advisors like you bring your best to clients and prospects every day.

Our training sessions and tools are designed to help you tackle the biggest challenges you face as an advisor. From professional coaching to calming client fears, VGC is your trusted partner, here to help you every step of the way.



Our flagship program

Over the years, we've worked with professional athletes, Hollywood entertainers, CEOs, and financial advisors.

An essential factor in their success is their ability to **master the balance between internal confidence and external credibility.**

While achieving this balance may sound easy to do, many advisors struggle with it.

That's where Voya Global Consulting can help.

Our flagship program, *Your Hidden SuperPowers of Confidence and Credibility*, introduces advisors to the key drivers of personal and professional success.

Here's what you'll learn from our CE-approved, research-backed program:

- How to communicate more effectively
- How to better understand client behavior and harness the power of the subconscious mind
- Tools and exercises to improve your self-confidence and make memorable first impressions



Key areas of focus

Our program is fully customizable, designed to address the most common challenges you face as an advisor.

We invite you to schedule a consultation with us so we can first understand your goals.

Then, our team will build a custom program that can be delivered as a single session or as a series of shorter meetings for deeper learning.

Answering “What do you do for a living?”

When someone asks you this question, how do you respond?

We'll walk through our three-step process to craft a powerful, confident answer that helps boost your credibility and increase your probability of success.

Situational confidence

What's holding you back? Fear? Lack of motivation? Anxiety?

You'll learn the same strategies that Beyoncé, Kobe Bryant, and Winston Churchill have used to overcome these challenges.

Human behavior & performance psychology

Success starts with the right mindset, and we'll help you develop it.

You'll learn that fear tends to convey credibility, while optimism is usually met with skepticism. You'll also discover how to not let fear keep you from pursuing great opportunities.

Communication & influence

Did you know that 85% of business success comes from communication skills—but only 7% is about what you actually say?¹

Here, you'll learn why talking isn't communicating—real communication is the ability to influence others.



¹ Mehrabian, A. (1972). "Nonverbal Communication". New Brunswick: Aldine Transaction.

Advisor workshops

Research shows that 85% of your financial success is attributable to your personality and ability to communicate, negotiate, and lead; only 15% is attributable to your technical knowledge.¹

Our advisor workshops are designed to deliver deep insights in a smaller footprint.

These are especially popular for larger events—both live and virtual.

Available for CE credit where indicated.



Your Hidden SuperPowers of Confidence and Credibility*

What's the one common denominator for professional success? The ability to balance internal confidence and external credibility. This fun and educational workshop, which is an abbreviated version of our flagship program, will help you develop both! You'll also learn actionable strategies that will help you feel more prepared and enhance your profile at work.



What Do You Do for a Living?

Attention spans are getting shorter—that means it's time to rethink a long elevator pitch. In this workshop, you'll learn how to answer this question with a single, powerful sentence that showcases your expertise and the value you offer.



Confidence and Credibility for Female Advisors*

We interviewed hundreds of female financial advisors to understand their unique perspectives and learned that they struggled most with developing confidence and building credibility. In this workshop, we share techniques that have helped successful female advisors overcome challenges.



Mastering Body Language

What's the #1 thing that people first notice about you? It's not what you might think! Here, we'll explore the power of nonverbal communication and how to use body language to connect with—and influence—others.

¹ Source: Carnegie Institute of Technology.

*Eligible for CE credits.



Word Choice and the Art of Listening

Are you listening to understand...or listening to respond? Here, you'll learn how to improve your listening skills, answer the questions your clients are really asking, and master some key words and phrases to empower your clients and avoid putting them on the defensive.



Creating Your Alter Ego

Some of the most noteworthy and popular entertainers, athletes, politicians, to and businesspeople have credited their success (in part) to having an alter ego. In this workshop, we'll share tips and tricks for developing yours, including a fun creative exercise to help you connect with a persona.



Strengthening Connections

Artificial intelligence is growing at lightning speed—but will it show up and shake your client's hand? No! People are social animals and enjoy being around other people. Here, you'll learn how understanding personality types and preferred learning styles, as well as leveraging humor, can improve your relationships with your clients.



Giving Great Presentations

Want to improve your public speaking skills? In this workshop, you'll find inspiration from some of the world's best presenters and learn how to hook your audience from your first word—and leave them wanting more.



Fear, Anxiety and Optimism

Here, you'll learn how to identify and differentiate between fear and anxiety and how to help your clients not only manage these emotions—but also shift their mindset.

Client-approved presentations

The following presentations offer a unique view of today's markets and the opportunities they present. We can deliver these to you or to your clients on your behalf.

Through Calm and Chaos: How Demographic Trends and Predictable Behavior Fuel Bull Markets*

Two of the biggest drivers of economic prosperity and strong equity returns are demographics and forced consumption. Here, we review how the current environment recalls those of the 1950s and 1980s and help you craft a story to reassure nervous clients.

Play Chess, Not Checkers: The Story of Nigeria and China

Lagos, Nigeria, may be the world's largest city by 2100—and is also ranked in the top 25 global cities with a fast-growing millionaire population. Meanwhile, China's population could halve within the next half-century. Why is this important?

*Eligible for CE credit.

About us



Jason Chura, CFP®, ChFC®,
Head of Voya Global Consulting

Jason Chura, CFP®, ChFC®, and his team partner with financial advisors and institutions to help them grow their businesses, strengthen client relationships, and operate more efficiently.

Jason's expertise centers on global demographics, human behavior, and behavioral economics. He earned a bachelor's degree from the University of Northern Colorado and a Master of Business Administration from Florida State University. He is currently pursuing a PhD in psychology with a focus on performance psychology.



This information is proprietary and cannot be reproduced or distributed. Certain information may be received from sources Voya Investment Management ("Voya IM") considers reliable; Voya IM does not represent that such information is accurate or complete. Certain statements contained herein may constitute "projections," "forecasts" and other "forward-looking statements" which do not reflect actual results and are based primarily upon applying retroactively a hypothetical set of assumptions to certain historical financial data. Actual results, performance or events may differ materially from those in such statements. Any opinions, projections, forecasts and forward-looking statements presented herein are valid only as of the date of this document and are subject to change. Nothing contained herein should be construed as (i) an offer to buy any security or (ii) a recommendation as to the advisability of investing in, purchasing or selling any security. Voya IM assumes no obligation to update any forward-looking information. **Past performance is no guarantee of future results. For financial professional use only. Not for inspection by or distribution or quotation to the general public.**

Voya Global Consulting is a content initiative of Voya Investments Distributor, LLC, and does not provide investment, legal or tax advice.

©2025 Voya Investments Distributor, LLC • 200 Park Ave, New York, NY 10166
All rights reserved.

IM4462064 • 051525 • 2025-1-4030550



INVESTMENT
MANAGEMENT