



CANNON
FINANCIAL INSTITUTE

We exist to champion the
cause of people who want
to make a difference...



... for society, the financial
industry and the clients
they serve.



- WHO WE ARE -

We were born of this industry.

Cannon Financial Institute is recognized as one of the leading global consulting and professional development firms serving the financial services industry. We've been around for more than 50 years. Our impact is felt across every corner of the world, and our legacy spans generations.



- WHAT WE DO -

We take our responsibility as industry influencers to heart.

Financial professionals work to protect and grow wealth. Cannon enables their ambition, adding value to individual lives, the financial industry, families and society. We give people and organizations the skills and the knowledge to create positive impact.

We teach and consult. You gain the skills you need. Together, we make lives more secure and the world more successful.







- WHAT WE DO -

We accelerate growth.

Our clients and students are looking for ways to fast track their careers, help their businesses succeed and the families they serve thrive. We give our clients control of their path, helping turn understanding into knowledge and knowledge into wisdom—for themselves and for others.

We're an institution, but not an immovable one. Half a century in service has taught us the inevitability and value of change. We instruct and work on the leading edge because society always benefits from the service of well-prepared financial professionals.



We work to excel,
not simply succeed.



– THE CANNON EXPERIENCE –

We solve problems and create problem solvers.

Ask around. Cannon has impacted someone you work with along their professional journey. Cannon is likely your manager's manager's mentor. Amongst our students and clients, we are revered. Our highly skilled instructors and consultants are gifted translators turning complexity into practical knowledge. Our rigorous course offerings are a real point of pride for those who have been through them.

It's our job to listen—to our clients and the industry—then roll up our sleeves and get to work, discovering solutions to new and old problems, and then applying them in innovative ways.





Our perspective is
global, our methods
holistic and immersive.

Our instructors and
consultants are experts
in their fields.

Learn with us through
our schools, online or
at your company.

For Individuals



In Our Schools & Online

We push our students to become thinkers and problem solvers by introducing them to real-world situations with valuable learn-by-doing experiences.

Whether you choose to join us in person or online, Cannon courses are not your typical lecture hall experience. Our instructors are coaches, our curriculum is contextual and our web-based offerings are as expansive as your need for knowledge.

Our offerings include industry-forward instruction in personal trust, corporate trust, sales, relationship and practice management, retirement planning, operations, risk management, audit and compliance and investment experience. Delivered to you at one of our schools across the country or wherever you may be; via live classroom, virtual classroom and eLearning.

For Enterprise



– OUR SERVICES –

At Your Company & Consulting

Our clients have benefited from improved client retention, realized behavioral change and enhanced proficiency and productivity.

On your terms and at your location, personalized instruction can be as brief as a one-hour keynote address or as extensive as a multi-year change management initiative. Our tailored consulting and blended learning solutions help organizations understand and act on the what and why of change.

Cannon's enterprise learning and consulting services meet your organization's complex issues head-on, in ways specifically designed to achieve the results you need.



We design unique
instructional and consulting
experiences that meet our
clients right where they are,
providing the answers and
know-how they need.



– WE BELIEVE –

Everyone deserves sound advice and exceptional service.

Cannon Financial Institute equips industry professionals with the knowledge and skills to excel in their roles. We help the companies that support those professionals to thrive. We believe that, together, we can make secure financial futures a reality.

Learn with us. Grow your business. Serve the world.





- CANNON -

WE VOW

To be tireless in the pursuit and
distribution of knowledge.

To be more than current.
To be diligently innovative beyond
the leading edge of our industry.

To advance the careers of people who
want to make a difference. To ensure
the health and success of the companies
who employ them.

To be unwavering in our belief that
wealth means more than monetary gain;
it secures futures, creates promise
and instills giving back.



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For more information or to enroll in our courses,
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