



CHRIS DAEMS

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PLANNING

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KNOW ABOUT CHRIS

Chris believes that good financial planning should have one simple purpose.

To help people achieve their financial goals...so they can live the life they want.

For Chris's clients this involves building a plan which over the long term helps them get from where they are today to what they want to achieve tomorrow and beyond.

Chris is one of the directors of Cervello Financial Planning and has responsibilities for the strategic direction of the business as well as continuing to look after a portfolio of Cervello's personal and corporate clients with the support of his team.

Chris feels he's learned a lot as a financial planner in his 20 years of working with clients however he also believes in a consistent focus on improvement (something he tries to teach his daughters Sophie and Charlotte)

However Chris also believes the true test of good financial planning is what clients say about the experience...

That's why he's really pleased when his clients tell him they "sleep better at night knowing that Chris and his team manage our wealth and support our financial goals."

Chris has been fortunate enough to be regularly featured in the press and to win a number of awards including 'Pension Adviser of the year', 'Group pension adviser of the year' and be highly commended for many more.

Chris is a published author, releasing "Three circles – a practical guide to automatic enrolment" in 2015 and is also regularly featured in both the financial and mainstream press.

CHRIS WORKS BEST WITH

Older Business owners and leaders who are starting to think about what's next.

Younger business owners who want to link the success of their business with what they aim to achieve in their own lives.

Individuals who believe we're here to live a meaningful life and create memories for our loved ones not just to accumulate more wealth.

Practical optimists.

People who want a clear answer to the question "Have I got enough?"

GET TO KNOW CHRIS

What motivates you?

I'm motivated in a number of different ways. However my main ambition is to make my kids proud. This means doing meaningful work I'm proud of and helping build a business with a lasting legacy.

What's your favourite food?

"I love most Food so this is a tough question. I'd have to say 'pigs in blankets' are somewhere near the top of the list! How can you beat sausages wrapped in Bacon? I'm just confused why they seem to be massively popular at Christmas but not for the rest of the year!"

What makes you laugh?

"My two daughters make me laugh almost every day. They both share my silly sense of humour! I also like Monty Python, the Office, Tim Vine and the really bad dad jokes that I both hear and tell virtually every day."

Who would you have around the table at your ideal dinner party?

"I'd start with Barrack Obama, as I don't think leaders get any more inspirational. I'd have to have Ricky Gervais at the table for both laughs and intelligent debate. If historical figures are included I'd love to chat to Vincent Van Gogh."

What three qualities (in other people) do you admire the most?

Fairness, Kindness and the ability to have fun every single day.

