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Firms and advisors should look at these seismic changes as an opportunity and not a threat. They will have to adjust to the new expectations and adopt new technologies in a way that is meaningful and beneficial to their clients. They will have to have a multichannel strategy for delivering financial advice to clients, so it is the most convenient, most efficient way possible based on each client's particular needs. Firms and advisors need to cultivate a culture of innovation where decision-makers are comfortable tackling innovators' dilemmas as they make their strategic bets. In an industry where advances in technology, new competition and shifting client expectations are forever changing the game, it will be the firms and advisors that continue to innovate that come out on top

