

— NARRATIVE ANALYSIS TOOL

The **BIG** Checker

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Analysis Report

FINANCIAL SERVICES CHECK

Source: Pasted text

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AoLP

Financial Services Check · 15 June 2026 · Source: Pasted text



MEDIUM NARRATIVE RISK

Some framing or omissions warrant closer examination.

RISK SCORES (hover for explanation)

3/10

CLARITY

HIGH RISK

2/10

INCENTIVES

HIGH RISK

3/10

AGENCY

HIGH RISK

2/10

OMISSIONS

HIGH RISK

3/10

SPIN

HIGH RISK

FULL ANALYSIS



PLAIN-ENGLISH SUMMARY

This appears to be marketing content from St. James's Place Financial Adviser Academy that uses psychology concepts about 'learned helplessness' to suggest their training program as a solution for career dissatisfaction.



NARRATIVE BEING PRESENTED

Career dissatisfaction stems from learned helplessness - a psychological barrier that prevents people from making changes. The solution is taking structured action, specifically through the St. James's Place Academy program which provides clear pathways into financial advice.

**WHAT IS BEING NORMALISED**

The idea that feeling stuck in your career is a psychological problem requiring professional intervention, and that structured training programs are the optimal solution for career change.

**INCENTIVE CHECK**

This may be misleading because it presents itself as educational content about psychology while actually being marketing material for a specific financial services training program. The St. James's Place Academy has clear commercial incentives to recruit trainees.

**OMISSION CHECK**

Key information is missing including program costs, duration, success rates, employment guarantees, alternative career options, and the fact that this is primarily a recruitment tool rather than neutral career advice.

**LANGUAGE CHECK**

The text uses clinical psychological terminology like 'learned helplessness' to create authority, frames career dissatisfaction as a problem requiring their specific solution, and uses phrases like 'good news' and 'clear pathways' to create optimism about their program.

**CONSUMER AGENCY RISK**

A consumer may reasonably want to ask about costs, time commitments, job placement rates, and alternative career change options before committing to any training program. The framing may pressure readers to see their career concerns through a specific psychological lens rather than exploring various solutions.

**BETTER QUESTIONS TO ASK**

- 1 What are the total costs and time commitments for this program?

- 2 What percentage of graduates successfully find employment in financial services?

- 3 What other career change options exist beyond this specific program?

- 4 Are there any employment guarantees or refund policies?

- 5 What are the income expectations and career progression realistic for new financial advisers?

**BALANCED INTERPRETATION**

While career dissatisfaction is real and psychological factors can influence career decisions, this content primarily serves as marketing for a specific training program. The psychological concepts may be valid but are being used to create a problem-solution narrative that positions one company's program as the answer.

**AGENCY-CENTRED REWRITE**

If you're feeling stuck in your career, there are many potential causes and solutions to explore. Career change involves practical considerations like finances, time, family circumstances, and market opportunities. Before committing to any training program, research multiple options, speak with current practitioners in various fields, understand all costs and commitments, and consider whether structured programs align with your learning style and circumstances.