

Jim Lyons, RRC
Founder, Lyonscraft Consulting Inc.

Jim is a 28-year financial services professional and a long-standing industry voice on the evolution from traditional planning to Guidance-First Advice™. With experience as an advisor, wholesaler, and guidance-based thought leader, he has spent more than two decades championing holistic, proactive client guidance and modernizing the advisor– client relationship.

He has presented to, coached, and influenced over **30,000 advisors** across Canada through leadership roles at Fidelity, Sun Life, and within the MGA channel—designing programs that shift advisors from transactional sales to client-centric guidance that boosts productivity, deepens trust, and elevates enterprise value.

A regular columnist for *Advisor.ca*, Jim explores how advisors can thrive amid AI-driven disruption and rising client expectations. Through Lyonscraft Consulting, he helps firms and advisors transform to **Guidance-First Advice™ mind** with **Life Journey Guidance™** programs that create scalable, human-centred differentiation and DB-style “We Got This” confidence for the next decade of the AI Consumer Era.

Jim lives in Oakville with his wife Isabelle, while his twin daughters Emily and Sarah study at Queen’s and McMaster. When he’s not building the future of advice, **Captain Jim** is on the water sailing, embracing empty-nest life, or skiing with his girls.