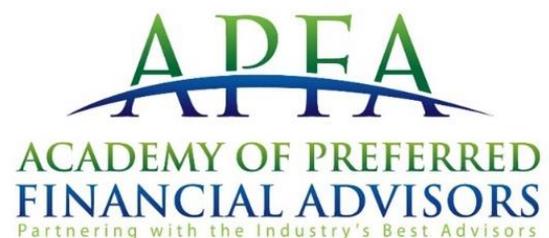


The Exclusive Coaching Program

Proven Systems ... Customized Advice ... Results

Your 2020 Advanced Operating and Vision Plan Guide



Company Vision Plan

	Now	Future
Year		
Assets Under Management		
Households		
Wealth Managers		
Team Members		

Current Revenue Analysis

	Assets	Recurring Revenue
Fee-based		
Non-fee Based		
Other		
TOTALS		

Re-evaluating Your Client List and Prospect Pipeline

What is our minimum for a client to be considered an A or B client?	A: _____ B: _____				
How often are we meeting with A, B and C clients?	A: _____ B: _____ C: _____				
Who is offered Gold Medal Services ?	A: _____ B: _____ C: _____				
Are we sending enough correspondence to our A & B clients?	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center; color: green;">Yes</td> <td style="text-align: center; color: red;">No</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>	Yes	No	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No				
<input type="checkbox"/>	<input type="checkbox"/>				
Are we offering enough services to attract and keep our A & B clients?	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center; color: green;">Yes</td> <td style="text-align: center; color: red;">No</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>	Yes	No	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No				
<input type="checkbox"/>	<input type="checkbox"/>				
Are our A & B clients referring us?	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center; color: green;">Yes</td> <td style="text-align: center; color: red;">No</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>	Yes	No	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No				
<input type="checkbox"/>	<input type="checkbox"/>				
Are we asking our A & B clients for referrals?	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center; color: green;">Yes</td> <td style="text-align: center; color: red;">No</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>	Yes	No	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No				
<input type="checkbox"/>	<input type="checkbox"/>				
Do we offer enough events to allow A & B clients to introduce us?	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center; color: green;">Yes</td> <td style="text-align: center; color: red;">No</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>	Yes	No	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No				
<input type="checkbox"/>	<input type="checkbox"/>				
Do we have the capacity to adequately service new clients ?	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center; color: green;">Yes</td> <td style="text-align: center; color: red;">No</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>	Yes	No	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No				
<input type="checkbox"/>	<input type="checkbox"/>				
Do we have an adequate number of prospects in our Prospect Awareness Program ?	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center; color: green;">Yes</td> <td style="text-align: center; color: red;">No</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>	Yes	No	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No				
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Client Evaluation Matrix

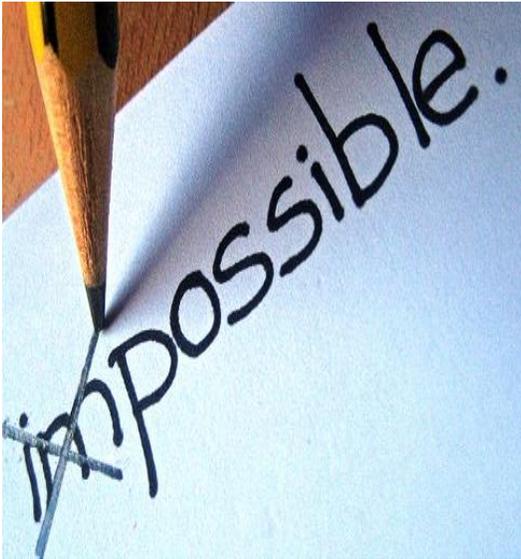
Type of Client	Revenue /Asset Amount	Review Frequency	# of Clients
"A" or Level 1			
"B" or Level 2			
"C" or Level 3			
"D" or Level 4			

Meeting Time Commitment

	Minutes	x	Factor	x	# of Clients	=	Time
Quarterly		x	4	x		=	
Semi-Annual		x	2	x		=	
Annual		x	1	x		=	
YOUR TOTAL MEETING TIME COMMITMENT							

Setting Realistic Goals

What are realistic goals?



Realistic goals are truly achievable within the parameters of your business and timelines. We all want to increase our numbers by a large percentage, but many times this will not be a practical 12-month goal. For example, if your new assets under management is \$1,000,000, is \$12,000,000 a realistic goal for 2020?

In order for you to set your goals realistically, you need to first review your performance in past years and then decide how far is reasonable for raising the bar for the New Year. **By setting and following a strong but realistic plan, you will maximize your success!**

Your 2020 Realistic Goal should be based upon:

- **What has your past performance been?**
Compare the last two years of your practice. Based on your calculations, what is an honest and achievable goal for 2020?
- **What are you willing and capable of working toward?**
Are you willing to do what top producers are doing?

While setting your realistic goals, it is equally important to make sure you are not aiming too low. Setting low expectations promotes complacency and lowers motivation, which could lead to a stagnant or less productive year.

You're in the Exclusive Coaching Program to better your practice!

Your goals are to either:

- **Advance toward a higher level of revenue;**
- **Improve your practice's efficiency;**
- **Create a stronger financial services franchise;**
- **Enjoy your life more;**
- **All of the above!**

Four Year Growth Analysis & Projections

	2018	2019	2020	2021
AUM				
Total Clients				
New Clients				
Gross Revenue				
Revenue Growth				
Prospect List				

A Personal Goal:

Key Progress Indicators (KPIs)

Lagging vs. Leading Indicators

Lagging indicators show the after-effects or “results” of your work. They show you how you did. **Leading indicators** are just the opposite. They point forward and help you anticipate and predict what will happen.

Why are they both important?

Lagging and leading indicators both have an integral place in your firm’s metrics. Lagging indicators show the health of the organization and are important measurements of how your firm is performing.

Leading indicators show how well the key processes and essential activity points are performing, and therefore are good predictors of whether or not you are going to meet the performance goals of the organization as a whole, i.e., whether or not your lagging indicators will continue to look favorable.

To create strong lagging and leading indicators ask the following:

For your **lagging indicators** or measures:

- What is my goal and how do we know (measure) that we have achieved it?
- What are the indicators of our firm’s success?

For your **leading indicators** or measures:

- How do we influence our goals, i.e., what active steps can we take that will contribute to meeting our goal, and how do we measure those steps?

Let’s illustrate with a simple example: For many of us a business goal is new clients. This is a clear lagging indicator that is easy to measure. You look at your new accounts and you have your answer.

Now let’s examine, how did you actually reach this goal? For new clients there are several “leading” indicators, they include:

1. Initial Client Interviews
2. # of prospects on **Prospect Awareness List**
3. # of prospects at events (educational and entertainment)
4. Calls to prospects

**ALWAYS
ACCEPTING
NEW
CLIENTS**

Conclusion:

Tracking both lagging and leading indicators is essential to understanding what is happening in your organization and to knowing what changes to make to improve those statistics.



Primary Goals for 2020

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Strategic Initiatives: 2020 - 2024

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KPIs That Support My Primary Goals

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