

The Exclusive Coaching Program

Proven Systems ... Customized Advice ... Results

2022 OPERATING PLAN WORKSHEETS



OUR MISSION STATEMENT

Our office's mission is to:

OUR IDEAL CLIENT

Our market niche is:

Our ideal client has the following attributes:

1.

2.

3.

4.

5.

PRACTICE EVALUATION

The top strengths of our firm are:

- _____
- _____
- _____
- _____
- _____

Improvements needed in our firm are:

- _____
- _____
- _____
- _____
- _____

Changes we'd like to incorporate into our firm in 2022 are:

- _____
- _____
- _____
- _____
- _____

CLIENT RETENTION AND PROSPECT PIPELINE EVALUATION

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 our top tier services (Gold Medal Services)?

A Clients B Clients C Clients

Are we frequently communicating and connecting with our A and B clients?

YES NO

Do we constantly thank our A and B clients?

YES NO

Are our A and B clients fully aware of the services we offer?

YES NO

Are we providing comfortable entry points for A and B clients to refer us to prospects?

YES NO

Are our A and B clients referring friends, relatives, and colleagues?

YES NO

Are we asking our A & B clients for referrals?

YES

NO

Do we have the capacity to adequately service new clients?

YES

NO

Do we have a suitable number of prospects in our Prospect Awareness Program?

YES

NO

Do our A and B clients know what makes us unique from our competition?

YES

NO

THE TOP FIVE "GOLD MEDAL" SERVICES WE OFFER

1. _____
2. _____
3. _____
4. _____
5. _____

RECURRING REVENUE STREAM ANALYSIS

Current revenue:

	Assets	Recurring Revenue
Fee-based:	_____	_____
Non-fee-based:	_____	_____
Other:	_____	_____
TOTAL	_____	_____

Client Evaluation – Revenue:

Revenue From Largest “A” Client: _____ Revenue from Smallest “A” Client: _____

Revenue From Largest “B” Client: _____ Revenue from Smallest “B” Client: _____

Revenue From Largest “C” Client: _____ Revenue from Smallest “C” Client: _____

Revenue From Largest “D” Client: _____ Revenue from Smallest “D” Client: _____

CLIENT REVIEW MEETING - TIME ALLOCATION

Client Evaluation - Tiers

	Revenue/Asset Amount	Review Frequency	# of Clients
"A" or Tier 1	_____	_____	_____
"B" or Tier 2	_____	_____	_____
"C" or Tier 3	_____	_____	_____
"D" or Tier 4	_____	_____	_____

	Minutes	x	Factor	x	# of Clients	=	TIME
Quarterly	_____	x	4	x	_____	=	_____
Semi-annual	_____	x	2	x	_____	=	_____
Annual	_____	x	1	x	_____	=	_____

OUR TOTAL YEARLY MEETING TIME COMMITMENT IS _____.

CREATING OUR VISION

Company Vision Plan (Chose a year that is realistic with your vision, i.e. five or ten years from now):

	2021	YEAR _____
Assets Under Management	_____	_____
Revenue	_____	_____
Households	_____	_____
Wealth Managers	_____	_____
Team Members	_____	_____

FIVE YEAR GROWTH ANALYSIS & PROJECTIONS

	2020	2021	2022	2023	2024
AUM	_____	_____	_____	_____	_____
TOTAL CLIENTS (Households)	_____	_____	_____	_____	_____
NEW CLIENTS	_____	_____	_____	_____	_____
GROSS REVENUE	_____	_____	_____	_____	_____
REVENUE GROWTH	_____	_____	_____	_____	_____
PROSPECT LIST	_____	_____	_____	_____	_____

GOALS FOR 2022

Our top five business goals for 2022 are:

1. _____
2. _____
3. _____
4. _____
5. _____

A top personal goal for 2022 is:

1. _____

OUR STRATEGIC INITIATIVES FOR 2022

My strategic initiative and focus for 2022 is:

KEY PROGRESS INDICATORS (KPIs) THAT SUPPORT OUR GOALS

• _____	Lagging	Leading
• _____	Lagging	Leading
• _____	Lagging	Leading
• _____	Lagging	Leading
• _____	Lagging	Leading

ACTIONABLE STEPS TO TAKE IMMEDIATELY

	Team Lead	Desired Completion Date
• _____		
• _____		
• _____		
• _____		
• _____		