**Annual Strategic Plan**



**Team Workbook**

A simple guide to plan for success.

Date

**OUR VISION, BELIEFS & TEAM**

**OUR VISION**

Everything we do should tie directly back to the achievement of our vision.

**Our vision is…**

**OUR BELIEFS**

Everything we do will be carried out in accordance with our core values and beliefs.

**OUR TEAM**

Here are the individuals who will help us achieve our vision:

**RECAP & REVIEW OF LAST YEAR**

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**WHAT WE ACHIEVED LAST YEAR**

OUR OUTCOME-BASED RESULTS:

TOTAL AUM $

NET NEW AUM $

TOTAL PRODUCTION $

 FEE-BASED BUSINESS %

 INSURANCE REVENUE %

TOTAL NUMBER OF RELATIONSHIPS

 NUMBER OF NEW IDEAL CLIENTS

 RETENTION % OF IDEAL CLIENTS

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**WHAT WE COMPLETED LAST YEAR**

**OUR ACTIVITY-BASED RESULTS:**

* Client Analysis
* Client Experience
* Client Onboarding
* Client Rebranding
* Marketing & Branding
* Investment Management
* Financial Planning
* Insurance Solutions
* Technology & CRM
* Operations
* Team Development
* Working with Strategic Partners
* Other

**STRATEGIC ANALYSIS**

Carefully consider our current situation, the industry environment, and other important factors in the environment to identify:



**WHAT WE WANT TO ACHIEVE THIS YEAR**

OUR OUTCOME-BASED RESULTS:

TOTAL AUM $

NET NEW AUM $

TOTAL PRODUCTION $

 FEE-BASED BUSINESS %

 INSURANCE REVENUE %

TOTAL NUMBER OF RELATIONSHIPS

 NUMBER OF NEW IDEAL CLIENTS

 RETENTION % OF IDEAL CLIENTS

**DEFINE OUR GOALS FOR NEXT YEAR**

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**What We Want to Complete This Year**

**CLIENT ANALYSIS Managed by:**

❒ Review our Client Classification and update where required

❒ Update our Rightsizing Worksheet and discuss results

❒ Identify goals related to number of clients, by type, for next year

❒ Maintenance: Ensure all Clients are coded accurately on our CRM

**Goals:**

**CLIENT EXPERIENCE Managed by:**

❒ Review our Client Service Model and fine-tune or update accordingly

❒ Review our Client Profiles (family, recreation, occupation, interests) for our best clients

❒ Discuss strategies to acknowledge one Moment of Truth this year for each top client

❒ Maintenance: Order items to execute our client service (i.e., cards, gifts, newsletters, etc.)

❒ Maintenance: Continue to have the Client Experience fully automated on the CRM

**Goals:**

**CLIENT ONBOARDING Managed by:**

❒ Review our New Client Process and fine-tune or update accordingly

❒ Maintenance: Order items required to execute our onboarding (i.e., cards, binders, gifts, etc.)

❒ Maintenance: Continue to have Client Onboarding fully automated on the CRM

**Goals:**

**CLIENT REBRANDING Managed by:**

❒ Assess how many of our clients have been effectively rebranded and who is not yet completed

❒ Discuss the results of the rebranding using the Rebranding Tracker

**Goals:**

**MARKETING & BRANDING Managed by:**

❒ Review and update our Introduction Kit

❒ Review and update our Website

❒ Review and update our LinkedIn Profile and/or other Social Media Platforms

❒ Check for consistency on our Email Signatures & all other client-facing items

**Goals:**

**INVESTMENT PROCESS Managed by:**

❒ Investment Management Process Assessment & Discussion

❒ Are we proactively managing our clients’ investment needs?

❒ Continued shift to managed money and/or core portfolios

❒ Continued shift to fee-based business

❒ Implement a standardized approach to fee-based business

❒ Enhance or add to our investment solutions where required

**Goals:**

**FINANCIAL PLANNING Managed by:**

❒ Financial Planning Approach Assessment & Discussion

❒ Are we proactively managing our client’s planning needs?

❒ Are we using the right financial planning program?

❒ Are we providing our clients with a meaningful financial plan?

**Goals:**

**INSURANCE SOLUTIONS Managed by:**

❒ Insurance Solutions/Risk Management Assessment & Discussion

❒ Are we proactively managing our clients’ insurance needs?

❒ Are we providing our clients with a meaningful financial plan?

**Goals:**

**TECHNOLOGY & CRM Managed by:**

❒ Review our current IT systems (software) to assess necessary upgrades

❒ Review our current IT technology (hardware) to assess necessary upgrades (i.e., new PCs, printers, scanners, etc.)

❒ Identify the CRM coordinator on the team

❒ Assess level of CRM access and integration by the team

❒ Identify what, if any, additional CRM customizations are required

❒ Identify if team training or system upgrades are required

**Goals:**

**OPERATIONS Managed by:**

❒ Identify the individual on the team responsible for coordinating & maintaining the Procedures Manual

❒ Review our Procedures Manual to assess its effectiveness, and make changes as required

❒ Consider ways to improve the operations for our team and clients

❒ Consider ways to improve the office environment for our team and clients (new furniture, office renovations, moving spaces, etc.)

**Goals:**

**TEAM DEVELOPMENT Managed by:**

❒ Review Advisory Blueprint to assess effectiveness, and plan for changes as required

❒ Ensure each team member has an up-to-date Job Description

❒ Identify training needs of individuals and/or the entire team

❒ Are the Weekly Team Meetings consistent and effective?

❒ Are the Quarterly Strategic Meetings consistent and providing ongoing direction?

❒ Are the Annual Strategic Planning Sessions defining a common vision, goals & action plan to achieve them?

**Goals:**

**STRATEGIC PARTNERS Managed by:**

❒ Review and update those identified and coded as our Strategic Partners

❒ Review our Strategic Partners Service Model and fine-tune or update accordingly

❒ Ensure our Strategic Partners Service Model is fully automated by CRM

❒ Review our Client Profiles (family, recreation, interests) for each of our Strategic Partners

**Goals:**

**OTHER THOUGHTS & IDEAS Managed by:**

❒ Buying a book of business to increase AUM and number of quality clients

❒ Expanding the Team

❒ Changing the type of relationship with our current firm or changing firms

**Goals:**