

OUR METHODOLOGY

A POWERFUL FORMULA TO INCREASE SUCCESS:

PEOPLE + PROCESS = PERFORMANCE™

For any business to perform at its highest level and achieve maximum profitability there must be an ongoing commitment to invest in **developing both its people and efficient processes**. We structure many of our programs and services around this powerful formula: **People + Process = Performance™**.

First and foremost, whether a corporate leader or individual advisor, one must understand the gaps and responsibilities required in order to find the right **PEOPLE** to fill those specific roles. Teams are comprised of **INDIVIDUALS** who are all driven and motivated by different elements and are gifted with varying talents. Ensuring that the right people are engaged in the right roles and have the right developmental opportunities and environments is essential in *maximizing talent and retaining your most important resource*.

PROCESS is the second key ingredient to success. In today's more complex world, with increased rules, regulations, and administrative requirements, time has become a most precious commodity. Systematizing one's business is essential. Individual advisory teams and firms need to have simple and executable processes in place in order to *maximize their time and resources*.

THE FIND•GRIND•MIND™ MODEL

In order to ensure we help create both **Return on People** and **Return on Process** within all areas of a business, we utilize the Find-Grind-Mind™ Model. Depicted below is our generic version but depending on our targeted audience, (individual advisory teams, branch/complex/agency managers or senior leadership), we utilize customized variations. Although the functions within the FIND•GRIND•MIND Model vary based on the audience, the concept remains the same.

Every business succeeds or fails based on its ability to strike an effective balance in three key areas.

- First, you must focus efforts on bringing in new clients - FIND.
- Secondly, the business needs to deliver on what was sold, or, GRIND out the product or service.
- Lastly, if you take care of, or, MIND the relationships and the practice, clients will want to come back to do more business with you and provide referrals.

It's a simple model to help a leader understand and work through the core elements a business needs to thrive.



THE BUILDING BLOCKS OF BUSINESS



In the early stages of any business, this is where most of the effort and time is usually spent for survival.

- **Advisory Teams:** The FIND building block involves all rainmaker activities that are necessary to identify a lead who then turns into a qualified prospect who is then converted into a client. Here we focus on properly positioning the business, proven marketing strategies, and an effective sales process. Finding is everything it takes to uncover new prospects, relationships, assets, and revenues.
- **Branch/Complex/Agency Managers:** The FIND building block for this group will include all their recruiting activities. Here we focus on their ideal candidate profile and their attraction and selection process.
- **Executive Leadership:** Here again, the FIND building block is focused on employee attraction strategies. From sales to operational to technological to marketing to HR and product specialists, leadership must attract and FIND the RIGHT subject matter experts to lead and execute the multiple responsibilities required for the firm to operate.



This highly time-intensive function often hinders business growth and leads to production plateaus. With all of the detailed task oriented work, a practice must have efficient processes established so that these activities are as systematized as possible and economies of scale achieved.

- **Advisory Teams:** GRIND is the core area involving all the technical, detailed work of the practice necessary to deliver the solutions. Examples include analyzing data, generating proposals, developing and executing investment and wealth management strategies, keeping up with administration and operational responsibilities, performing research and due diligence, completing account documentation, and executing performance analysis and reporting.
- **Branch/Complex/Agency Managers:** GRIND for this group will include their management and compliance responsibilities. Examples here would include administration, operations, budgets, reporting, technology, supervisory procedures, account management, licensing, personnel and HR activities.
- **Executive Leadership:** The GRIND building block for this group focuses on all activities leading to operational excellence. Examples here parallel the complex managers GRIND activities but on a larger scale. Executive leadership needs to ensure the entire company is executing all the detailed work not just a branch or complex.



This area is usually most neglected in a business that has hit a plateau as so much time is being spent on Grinding. But, if time is well spent in this area, the business will be taken to new heights and profitability will increase.

- **Advisory Teams:** The MIND building block involves all activities that relate to taking care of vital relationships and managing the practice. Minding is everything you do to proactively service your most important relationships so that you deepen client loyalty, build advocacy, and increase qualified referrals. Minding is also everything you do in the area of taking care of your business, or what we call practice management. Here we focus on effective team meetings, business planning, and professional and personal team development.
- **Branch/Complex/Agency Managers:** MIND for this group encompasses all sales development and leadership activities. Examples here would include coaching, mentoring, motivating, business development, people development, professional development, team building, goal setting and community development activities.
- **Executive Leadership:** The MIND building block for this group focused on employee engagement and retention as well as business management functions and activities. Leadership must continue to MIND their employees in order to retain their top talent. Likewise they must MIND the business as a whole to ensure ongoing success and profitability. Examples here somewhat parallel the complex managers minding activities but on a larger scale.

Sample Advisor FIND•GRIND•MIND Model

People + Process = Performance™



In the FIND • GRIND • MIND model, you must have the RIGHT PEOPLE utilizing the best RESOURCES and executing efficient PROCESSES for the business to perform.

Contact us for more information regarding our FIND•GRIND•MIND Programs.