ADVISORY TEAM CONSULTING SERVICES

INTRODUCTION

Professional Advisors know how important it is to conduct a thorough assessment of a client's situation before making recommendations. They also know the benefits of asking the right questions to uncover a client's true needs. In many cases, this type of assessment in itself can be "worth the price of admission" since it helps clients realize where the gaps are in their current financial plan. For this same reason, we utilize assessments when building and developing a high-performance practice.

We created the ***Performance Insights Process™*** as a development engine for cultivating high performing advisor practices – Not merely tools for individual advisors, our Performance Insights Process™ represents a comprehensive approach to assessing individual team member strengths and attributes, identifying gaps and challenges, and developing specific practice management strategies to improve each aspect of the business. The goal of the process is to maximize the strengths of the team, thereby accelerating business growth and encouraging team member and client commitment.

Our unique and powerful suite of diagnostic tools uncovers objective insight on all aspects of a business, including the strengths of the team and how the business functions. This process is designed to help:

- identify the potential performance barriers that are limiting the ultimate success of an advisory team
- facilitate key decisions that need to be acted on for the future growth of the practice
- provide a roadmap for specific action

PROCESS

Step 1. Business Bio and Team Structure:
Time commitment: 15-30 minutes per team
The principal(s) will need to complete the online "Business Profile". This form takes a snapshot of your business to give us a better understanding of its current structure and needs. The information provided will not be shared with anyone outside of our organization, so we encourage you to include as much detailed information as possible, even if it is sensitive in nature. The more information you provide, the more we will be able to assist you in achieving the results you seek. Once we receive your completed online Business Profile, we will continue the process as detailed below.

Step 2. Data Collection:
Time commitment: 30-60 minutes per team member and principal estimation
Each individual is emailed instructions for completing three online data collection assessments:

<u>1. Strengths and Motivators Assessment:</u>
This is a two-part questionnaire – Behavioral Strengths and Motivators. These assessments help determine how best to utilize a person's talents in the team. They can also help

determine if any strengths are missing in the team and how best to fill that void. These assessments are the foundation of our work in capitalizing on an organization's greatest asset, its PEOPLE.

2. Team Performance Assessment (TPA):
This questionnaire asks team members to rate the effectiveness of four areas of a team – Interpersonal, Structure, Management Approach, and Leadership. Each team member will be asked to provide comments and suggestions for improving the overall team dynamics.

3. Business Performance Assessment (BPA):
This questionnaire helps us better understand each person's current role on the team and his/her perspective of how the business is functioning. We utilize our FIND · GRIND · MIND™ Model to assess all aspects of the business. Each team member will be asked to provide comments and suggestions for improving the business.

Step 3. Analysis & Summary:
After all team members have completed the online forms, we will generate team summaries: Team Success Insights Wheel, Team Motivators, Team Performance Summary, and Business Performance Summary. These reports will provide a comprehensive analysis of the team's input and will be utilized during Step 4.

Step 4. Certified Consultation:
During three team telephone consultations, we will review the findings from our discovery. These telephone sessions will not only educate each team member, but will also provide specific action items for the team to take to eliminate their performance barriers and design a plan for future success. Managers, coaches and any individuals who have the greatest impact on the success of a team's execution should be included in these sessions. Each of the three sessions will last approximately 60-90 minutes.

Once we have worked through this process with a team, ongoing coaching and consulting on an hourly basis or onsite daily rate is available to support your efforts. In addition, we have a wealth of business building tools available for use based on each team's specific needs.

DELIVERABLES

- Reports include:
  - Strengths and Motivators (one for each individual on the team)
  - Team Success Insights Wheel
  - Team Performance Summary
  - Business Performance Summary
- Three 60-90 minute consultations
- Industry specific practice management expertise

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