THE WOMEN ARE HERE
ENERGIZE · EMPOWER · ELEVATE

Achieve Balance with Boundaries

Why This Is Important

This best practice is designed specifically for women in wealth to assess and fine-tune their day-to-day activities both personally and professionally to ensure they are completely aligned with living their Best Life. This means making strategic decisions about how we consciously use our time to forge ahead successfully. This will methodically allow you to achieve balance with boundaries, without compromising your success.

Your Best Life is the destination you are headed to on this journey to Empower-Energize-Elevate and we want you to imagine plugging that into your Google Maps. It's great that you know where you are going but you don't actually get anywhere until you get in the car, turn it on, and step on the gas. The way you choose to use your time on a daily basis is exactly this – it's everything that has the power to get you to exactly where you want to be.

The reality is that our daily lives are full of distractions, interruptions, and the unexpected, not to mention other people with their own Best Life agenda. It's important you know how to focus on the things you can control and put boundaries in place where necessary to preserve the integrity of what you have defined as important to you.

What You Will Learn

- How to make conscious choices about your time professionally and personally
- Implement a proactive approach to allocating your time
- Rejuvenate and invigorate yourself professionally and personally
- Recognize the ways your professional and personal life influence each other
- Regularly reward and re-energize yourself
- Create a series of professional boundaries to protect your time
- Develop established hours of availability for client meetings
- Empower your team to effectively screen and manage as many incoming calls as possible
- Create a structured approach to ongoing team communication to minimize daily interruptions
- Increase business productivity through focused time allocation

How You Can Get Started

Achieving Balance with Boundaries

Once you've clearly identified what matters most to you based on your living your Best Life, it is time to allocate your time in a way that supports achieving it.

1. Review Living Your Best Life – The Absolute Yes List to get anchored back to the various aspects of your life that will require time.
2. Use the Weekly Schedule of Success and based on the work just completed, begin to allocate your: Personal Time and Professional Time.
3. When allocating your **Personal Time**, do so in a way that allows you to achieve what matters most to you: Personal Relationships, Health & Well-Being, Personal Enlightenment, Recreation and Fun, anything and everything else that is important to you.
4. To accurately reflect your available **Professional Time** (and true capacity), we recommend you block all time off for vacation and conferences in your calendar immediately.
5. Create structure weekly by defining specific purposes to each day of your work week:
    - Planning & Preparation
    - Client & Prospective Client Meetings
    - Follow Up, Research & Clean Up
6. Once you establish some weekly structure, you can then begin to work on creating daily structure.
    - Refer to Live Consciously & Choose Wisely for more guidelines on how to make this happen.
7. Once you create your Weekly Schedule of Success, you are ready to put it into action. You can improve your probability of success by reviewing it carefully with your team and answering any of their questions. Transferring the 'plan' from paper to actual time blocking on the calendar you use. Ensure you have a Weekly Team Meeting to keep everything on track.
8. Be diligent about keeping your time commitments.
9. Encourage your team members to proactively allocate their time in a way that supports their priority activities.

Implementing Boundaries – You live by the rules you set.

1. Use the Boundaries: Client Meeting Protocol to create order and structure around when and how you meet with clients.
2. Review and customize the Boundaries: Telephone Answering Protocol to ensure your team does a professional job managing all incoming calls and minimizing telephone interruptions to you.
3. Check your email at regular intervals (morning and afternoon) instead of living and responding to emails in real time.
4. Use the Boundaries: Weekly Team Meeting to minimize interruptions for everyone on the team.
5. Close your door when working on things that require your focus and attention to reduce.

Living Your Best Life – The YES List for Time Allocation

This is not time management. Time Management assumes that you have an element of control over time. But you cannot control time: you either use time, or time uses you. By identifying the different types of activities that you choose to be involved with every week, and by scheduling time for each activity, you ensure that you are using time. This is the difference between feeling like you grabbed hold of the day instead of it grabbing hold of you!

Personal Time

Remember to schedule time for yourself – to spend time with the people, places, and things important to living your Best Life. This time gives you the opportunity to fulfill some of your personal goals. It also provides you with the necessary break from work so that you come back feeling refreshed and productive.

Professional Time

Planning Time is the time spent planning the success of your professional goals and aspirations. This is the 'big picture' reflection of what you are trying to achieve. While planning time is essential, it is often neglected. What you are doing right now is planning time. Planning time should be regularly scheduled.

Administrative Time is the time you spend carrying out any administrative activities associated with your role.

Productive Time is the time you spend with clients, prospective clients or centers of influence. It is also the time you spend preparing information for upcoming client meetings.

Weekly Schedule of Success

Feel free to translate the concept of proactive time management via the Weekly Schedule of Success to any of the digital tools or apps you use to manage your personal and professional time.

This assignment is to help you become proactive about planning for your personal and professional time.

1. Begin by making the distinction between personal and professional time – defining your ideal work week to enable you to be fulfilled personally.
2. Once you know when you are actually available at work and available for professional activities and commitments, block off your regular activities and commitments.
3. Carefully review the next resource called Live Consciously and Choose Wisely.

Weekly Schedule of Success

60 minute time intervals

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5:00 AM							
6:00 AM							
7:00 AM							
8:00 AM							
9:00 AM							
10:00 AM							
11:00 AM							
12:00 PM							
1:00 PM							
2:00 PM							
3:00 PM							
4:00 PM							
5:00 PM							
6:00 PM							
7:00 PM							
8:00 PM							
9:00 PM							

Live Consciously & Choose Wisely

This resource will assist you in becoming more proactive with how you choose to use your time. It can be the first step in creating amazing results in your life personally and professionally.

Your Personal Time

Be proactive about scheduling personal time to ensure you are getting the breaks you need and using personal time in a way that leaves you feeling personally fulfilled.

❐ Allocate and schedule your vacation time.

This time off is necessary to reenergize with the activities, interests and people that are essential components of your Ideal Life. By doing this, you will have something great to look forward to.

❐ Identify times when you are not available for personal time.

This is when you are at work – which is clearly not personal time. However, there is also time spent commuting to and from work, doing weekly grocery shopping, completing household chores, sleeping and eating - all of which are necessary parts of life for most of us. Nevertheless, it means these times are not truly available for other activities unless you've mastered the art of combining and multi-tasking!

Call to Action! It is no surprise that most women shoulder the majority of household chores and this will never change on it's own. Time to enlist help – even if things aren't done 'your way'. This could mean delegating to spouses, children, extended family and or third-party service providers. Only you have the power to initiate change here – if you are waiting for volunteers, good luck!

❐ With the completion of the step above, you are now in a better position to identify when personal time is truly available to you.

Examine the personal time you have available. Next, reflect back to your Ideal Life and Life's Goals to be clear on what you have deemed as important.

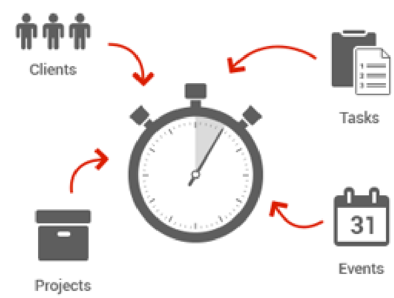
❐ Now you can allocate personal time to the other activities, people and causes in your life that you value.

Note: We are not suggesting you schedule every detail of your personal life. However, anything that is a significant priority to you should be booked in and 'protected'.

❐ Assess what's working and what's not working for you.

You may notice you need to create or change some habits to help you achieve your personal goals. You will know when you are not in alignment with your Best Life because it will manifest itself with stress, anxiety, fatigue, insomnia, illness and other negative mental and physical consequences.

Your Professional Time



It doesn't have to be chaotic. There can be an element of control. It's entirely up to you to take control of how you structure your professional time. Regardless of where you are as a Professional, you can be in control of your time.

In other words, you are not unique: most Professionals face the same types of time challenges.

❒ <u>Clearly identify when you are not available for professional time (as covered previously).</u>

- Use your organizer to block off weekends, holidays and vacation days as applicable for you over the coming year.

❒ <u>Block off any other professional time that is not available because it is set aside for other priority business activities and/or commitments.</u>

- Block out all of your regular weekly, monthly and quarterly commitments (i.e., meetings, conference calls, etc.).
- Block out any other timed commitments you may have (i.e., training, travel, etc.).
- Block off your regularly scheduled lunches and other breaks as required to keep you refreshed throughout the day.
- Block off the time before you come into and leave the office day – so you have a true representation of what is left for your professional time each day.

❒ <u>Specify a purpose for each day of the week.</u>

- Planning & Preparation (i.e., Monday)
- Meeting with Clients and Prospects (i.e., Tuesday through Thursday)
- Follow Up, Research, Networking and general Clean Up (i.e., Friday)

❒ <u>Specify daily tasks and routine activities related to the weekly structure you've set.</u>

- **Planning Time**
  - Business Development Planning
  - Business Goal Setting – Monitor & Review
  - Weekly Team Meeting
  - Weekly Team Management and/or Meeting – Conference Calls
  - Preparing for meetings, events or other deliverables for clients and prospects
- **Productive Time**
  - Meeting with clients, prospective new clients and strategic partners
  - Calling clients, prospective new clients and strategic partners

- **Administrative & *Other* Time**
  - Paperwork and other administrative tasks necessary for the ongoing operations of your practice. As much as this as possible should be aligned with your team. This is not a good use of an Professional's time. Just because you can do it, doesn't mean you should.
  - Research, Reading or Special Projects

Since we can't plan for everything, structure is important, but flexibility is necessary. Your work week will not be perfect. However, being proactive is the first step to ensuring you use your time in a way that actually serves you.

❒ Prioritize your remaining activities.

- Take the opportunity to allocate time to the remaining activities as it relates to your business and schedule accordingly.
- Be sure to address time-sensitive activities appropriately.
- Don't block out your entire work week. You need to allow time to respond to in-bound, client-related and other non-routine activities.

❒ Keep track of your progress.

- Use your organizer to create a list of items you are working on for the day and mark them as "completed" as soon as they are done.
- This process will give you a sense of accomplishment and increase your motivation to complete other tasks.
- It also creates an important historical record of all client-related activities.

❒ Monitor your approach.

- Pay attention to what is working well with how you have allocated your time and keep doing it. Similarly, identify any areas related to your proactive time use causing you concern and take the steps to address them.

Remember: Don't confuse *activity* with *productivity*.

Activity is not the same as productivity. Many professionals are surprised by how many hours per week are truly spent on tasks that contribute to productivity. Be aware of where and how you spend your time each day.

Continuous Fine-Tuning

Over time you will develop a proactive approach to using your time that brings balance to you personally and professionally.

Another result of this approach is the presence of more available time. For individuals used to being busy 24-7, this can be uncomfortable. It's a classic case of "Be careful what you ask for, you just might get it." This is often made even more complex by our beliefs and expectations about how many hours we put into the office. This is another great example of quality versus quantity. For example, we work with many Professionals who work fewer hours, but are more productive because of it. Why? Because when they are at the office, they are focused on the important and productive business activities. Therefore, they actually create more personal time for themselves.

Boundaries: Establish a Client Meeting Protocol

This resource outlines the desired rules of engagement for setting up client review meetings in this practice. If there is an urgent or high priority situation, discuss it immediately with the Professional to see if an exception is appropriate and schedule accordingly. This outline has been created to provide a manageable structure and approach to setting and conducting Client Meetings.

Client Meeting Days

- Appointment Days: Tuesday, Wednesday and Thursday
- No appointments to be scheduled the day before or after vacation

Client Meeting Times

- Earliest appointment to be set is 9:00 am
- Latest appointment to be set is at 3:00 pm
- Schedule each appointment for 2 hours and indicate as "Appointment" in activity type

Client Meeting Maximum per Day

- No more than 3 meetings per day
- No appointments back-to-back - leave a minimum of 30 minutes between appointments

Out of Office Meetings

- Out of office meetings can be set on Wednesdays
- Clearly indicate in the "Location" field it is an OUT OF OFFICE and include the address in the notes box

Lead Time for Scheduling Meetings

- Client meetings should be scheduled 10-15 business days in advance

Confirmation Call

- All clients are to receive a confirmation call 1 or 2 days prior to their scheduled meeting

<u>Sample Day:</u>

- 9:00 am -11:00 am Meeting #1
- 1:00 pm – 3:00 pm Meeting #2

Boundaries: Use Telephone Answering Protocol

Date: September 21, 2021

Person Responsible: Receptionist or Client Service Associate

Frequency: All incoming calls must be answered in 2 rings.

Inbound Call Protocol

1. Answer the phone: *"Epsilon Financial Services. This is ___. May I help you?"*
2. If the caller asks for the advisor, say*: "Advisor is not available / unavailable right now. May I let her know who called, and is there anything I can help you with?"*
   a. The word 'unavailable' covers many situations such as, the Advisor being out of the office, meeting with other clients, preparing for an upcoming meeting, golfing with a prospect, etc. Instead of having to double check before you respond to a client or risk misinforming them – this will cover it – 'unavailable'.
3. If the caller identifies himself/herself, use the verbiage found below. The correct verbiage depends on their classification. If you are unsure of the client's classification, quickly look it up in your Contact Management System.

   Client is Top Tier

   - If the client is an AAA, AA, A (Top Tier) client, and you can indeed help them without the call having to go to the advisor, proceed to help them!
   - If you cannot help with the issue/question or the client indicates that they would like to speak to the Advisor, take notes (if applicable) and then say:

     "I know [ADVISOR] would like to speak with you. She will be able to return your call during/after [TIME]. Does that time work for you? What is the best number for [ADVISOR] to reach you at during this time?"

   Client is not Top Tier

   - If it is a B, C or D client, and you can indeed help them without the call having to go to the advisor, proceed to help them!
   - If you cannot help with the issue/question, take notes and then say:
     - *"I know [ADVISOR] would like to speak with you. She will be able to return your call later today or at the very latest, tomorrow. What is the best number for [ADVISOR] to reach you at during this time?"*

   For ALL Clients

   - If any client wants to leave a message say*: "It would be my pleasure."* Take the message and give [ADVISOR] the information when appropriate to do so.
   - If the caller wants to use voice mail say, *"Please hold for a moment while I transfer you to [ADVISOR's] voice mail."*
4. Always let the Advisor know who called either by email or written note and what the expected follow up is as it is appropriate to do so.

Scripts: See *scripts* in process outlined above

Resources: CRM to access client classification.

Other Things to Remember about Implementing this Approach

- Some Professionals will prefer to have you always take messages so they can focus on their tasks at hand without interruption. Others will prefer you transfer the caller to them if they are not on their phone. Still, there are Professionals who do not want to be interrupted by incoming calls unless it is a specific client or group of clients. Please make sure you know their preferences.
- Client Service Associates handle all non-investment details like address changes, money transfers, wholesalers, etc., not the Professional(s).
- If a client is calling to schedule an appointment to see the Professional, unless it is agreed by the Professional ahead of time, you should not schedule the appointment--- defer the scheduling of the appointment to the Client Service Associate, by asking the client to hold the line, and notifying the Client Service Associate.
- If the Professional is away (i.e., at a conference or on holiday) it is important to let the client know when they are returning so they can expect to have a response at or about that time. Again, in many cases someone on the team will be able to help the client and it is important they continue to feel well looked after. If it is a case of high importance and urgency, you can either contact the Professional (if this is something the Professional has requested and permits) *or* have another Professional (the one who is covering for the Professional during their absence - where applicable) reach out to help the client immediately.
- Always, always, always answer the phone in a professional manner. Be pleasant (even if the caller is not), treat everyone with respect, and at all times be friendly (remember to smile!)

Boundaries: Implement a Weekly Team Meeting

Having a Weekly Team Meeting is one of the most effective and simple approaches to uniting and coordinating the team as well as, reducing daily interruptions for everyone. Refer to the sample agenda below and if you aren't doing this yet, start next week!

Weekly Team Meeting Agenda

1) **Current Client Update - Meetings**
   a) Upcoming Review Meetings with Existing Clients
      - Confirm all meeting preparation and client deliverables
      - Status of New Accounts, Transfer-Ins and other business
   b) Upcoming Meetings with New Clients
      - Confirm all meeting preparation and client deliverables
      - Status of New Accounts, Transfer-Ins and other business

2) **New Business Pipeline**
   a) Upcoming Meetings with Prospective New Clients (FIT Meetings & Calls)
      - Confirm all meeting preparation and deliverables
   b) Upcoming Meetings with our Strategic Partners/Centers of Influence
   c) Other New Business Opportunities

3) **Progress Report**
   a) Business Metrics compared to Targets & Goals

4) **The Client Experience**
   a) Client Profiling & Moments of Truth
   b) Client Birthdays & Milestones Coming Up
   c) Call Rotations
   d) Other Timely Client Touches (Thanksgiving, Annual Anchor, etc.)
   e) Upcoming Client Events
   f) Newsletter
   g) Client Feedback & Service/Operational Observations

5) **Team Operations**
   a) Team Check-In (Task Lists, Projects, etc.)
   b) Technology Updates
   c) Upcoming Training, Courses and Conferences
   d) Holidays and other absences

6) **Other Important Initiatives**
   a) Documenting Processes for the Procedure Manual
   b) Client Conversion to Paperless Statements

7) **New Items For Discussion**

My Action Items & Notes