



THE WOMEN ARE HERE
ENERGIZE · EMPOWER · ELEVATE

Quarterly Strategic Meeting

Why This Is Important

Share Your Vision...with those who can help make it happen.

Provide ongoing leadership and guidance to ensure everyone's success.

We've all heard the concept that you are only as good as your weakest link. And, when it comes to the knowledge-for-profit practice of Financial Advisors, those servicing your clients have a profound impact on how your clients perceive you and your entire practice. If everyone on your team isn't totally on board and motivated to help you achieve your vision, then you aren't fully maximizing your team.

A quarterly team meeting is a meaningful method to ensure everyone on your team understands the common goals and activities of your practice in the context of the 'big picture.' It's not surprising that when you and your team are regularly absorbed in the day-to-day operations of the practice, team members can sometimes lose sight of the big picture and what the end goal is. A successful team needs to be plucked out of the 'day-to-day' domain periodically so everyone can get the 365-degree view of what is going on.

The Quarterly Strategic Meeting is a necessary part of empowering everyone to do their part working **on** the business and not just **in** it. It will help connect the team to your vision.

What You Will Learn

- Provide a predictable 90-day checkpoint for everyone on the team as it relates to the strategic initiatives and goals of the practice
- Create an Agenda that assess progress and outlines next steps
- Enable full participation from everyone on the team on a regular basis
- Establish a simple method of accountability on a quarterly basis with your team members
- Develop a greater sense of team unity
- Demonstrate your solid, consistent, professional leadership.



How You Can Start

Set & Prepare for the Quarterly Strategic Meeting

1. To get started review Provide Ongoing Leadership & Guidance.
2. Identify who on the team is responsible for the Quarterly Strategic Meeting – they will be responsible for implementing the steps outlined in this process.
3. Schedule the Quarterly Strategic Meetings into everyone's organizer for the next year.
 - These meetings take about 3 hours, so plan for a morning or an afternoon.
 - Provide beverages and snacks/meals to make it a more enjoyable event for your team.
4. Review the Quarterly Strategic Meeting Agenda, and customize as required based on what you want your team to cover.
5. Remind everyone at the Weekly Team Meeting that it is coming up on the schedule and to be prepared to update everyone on all items they are responsible for.
6. Send the Agenda to the team two weeks in advance of the meeting so they can begin preparing any areas of the Agenda they will be responsible for.

Facilitating the Quarterly Strategic Meeting

1. Make sure everyone has a copy of the Agenda at the outset of each meeting.
 - Use the same Agenda template, so it is easy to update and use.
2. Use the Quarterly Strategic Progress Tracker each quarter to clearly identify the following:
 - Goals & Initiatives Important for that Quarter
 - Who on the team is responsible for overseeing it
 - Action Items for how to achieve the goal or initiative
3. Come prepared to the meeting.
 - Each attendee must be up-to-date with respect to the areas of business operations they are responsible for.
4. Have someone assigned to take notes and send a team update after the meeting.
5. Consistency will be important in forming and reinforcing your new structured approach to team communication.

Provide Ongoing Leadership & Guidance

Purpose

The quarterly vision meeting provides a structured forum for reporting on progress, sharing successes, discussing obstacles or challenges and reinforcing new business practices. This proactive business practice also helps prevent ‘slippage’ (things falling through the cracks) of your client service initiatives and other business development projects. It is yet another means of bringing order and structure to how you manage and communicate with your team. It also demonstrates your leadership quality as CEO of the practice and your desire to communicate important information effectively and regularly with your team.



There are many benefits you will gain from committing to a quarterly vision meeting. This vision meeting will accomplish the following for you and your team.

Forum to Share & Discuss Important things

This meeting creates a structured forum for sharing and discussing the specific and measurable targets and goals for your practice. In addition to assets under management and production targets, you will discuss total number of referrals, new clients, AAA clients, as well as results of rightsizing efforts.

Celebrate Success!

Provides an excellent opportunity to celebrate success. Acknowledge and reward your team for meeting and exceeding targets, as well as making overall progress. Often, we can be so focused on what’s coming around the corner and all that we still have to achieve, that we forget to thank and acknowledge those who have gotten us this far. There are many ways to show appreciation to your team beyond the obvious (cash). A gift certificate to a favorite store or shop, a small token of your appreciation, lunch out, tickets to an event or even an extra day off at their leisure. You know your team members best and will be well suited to choose an appropriate method of saying thanks when appropriate.

Discuss Challenges

Provides an excellent opportunity to discuss falling short of targets. A calm and organized approach to discussing possible reasons for the shortfall and a brainstorming opportunity on how to improve the quarter going forward will serve everyone well. Instead of feeling blamed, team members will feel like part of the solution.

Proceed with Focused Leadership & Guidance



- Provides a clear outline of client-specific deliverables for the quarter that ensure a proactive approach (ie. all necessary preparation done ahead of time) along with keeping everyone on the same page. When teams are given the opportunity (and time) to brainstorm, they can come up with some excellent and very creative ideas.
- Reinforces your team's priority Advocate Service elements for the quarter and accurately defines accountability for these activities. This will ensure consistency of delivery each time and therefore builds trust and rapport with your clients.
- Staying focused on business development projects, including monitoring their status from inception through to completion. Initiates discussion on any new initiatives you are considering.
- Discusses relevant training opportunities, individual team member holidays or other important issues that may affect the practice and its ongoing operations.

Although the quarterly vision meeting is designed to help maintain high-level communication and motivation with your team members, it is also a quarterly check in for the Advisor. You will find you have a better handle on where you are in terms of your goals and overall progress. You will discover what is working and commit to continue doing it. You will uncover what is not working and set out to find out why so you can make adjustments.

In having this quarterly meeting, it forces you, the Advisor, to regularly spend time working on the practice, not just in it. This is a necessary ingredient for purposeful growth and progress, as well as demonstrating a high level of leadership.

Quarterly Strategic Meeting Agenda

Our Annual Goals & Year-to-Date Progress

- Assets Under Management at this point & how we are tracking to the annual goal
 - Total AUM
 - Net new AUM
- Total Revenue at this point & how we are tracking to the annual goal
- Total Number of Clients & how we are tracking to the annual goal
 - Number of New “A” Clients
 - Reduction or Realignment of Smaller Clients
 - Number of Referrals

Progress Review of Our Quarterly Goals & Initiatives

- Carefully review the Quarterly Strategic Progress Tracker:
 - 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
- Share feedback and success stories related to these goals and initiatives.
- Discussion & brainstorm any challenges or obstacles related to these goals and initiatives.

Set Priorities for this Quarter

- Based on the review of all goals and initiatives discussed above, assess the following:
 - Identify next quarter goals and initiatives
 - Clearly define who is responsible for overseeing it
 - Define Action Item required for achieving completion

Meeting Wrap Up

Quarterly Strategic Progress Tracker

Use the Quarterly Strategic Progress Tracker as a means of clearly identifying what needs to be done each quarter, who on the team is responsible for managing it, and what action is required to achieve it. It is divided into specific areas in the advisory practice as indicated below, but as with all templates in this program feel free to customize it so it is a great fit for your team.

This should be stored on a **team shared drive** so everyone can update the status of their items regularly. It is helpful to color code this tracker: shade completed items green, shade items in process yellow, and all those not started can remain unshaded. This helps prioritize items.

Focus Area	Person Responsible	Action Steps Required
Client Analysis		
Client Service		
Client Onboarding		
Client Rebranding		
Marketing & Branding		
Investment Management		
Financial Planning		
Insurance Solutions		
Technology & CRM		
Operations		
Team Development		

