

Fundamental 4

Are you reaching your goals?

Q1 Milestone Focus

DEADLINE
3/31

Annual budget and operating cost analysis

Clean-up client segmentation

Refine client service matrix

Q2 Milestone Focus

DEADLINE
6/30

Update website

Create social media strategy

Research / implement document mgt system

Q3 Milestone Focus

DEADLINE
9/30

Research and implement new CRM system

Research and implement new portfolio management system

Begin brainstorming succession planning

Q4 Milestone Focus

DEADLINE
12/31

Performance reviews

Annual goal planning / business plan

Annual marketing plan

Annual Goal

NNA > REV > AUM
\$28M > \$1M > \$100K

Q4

7mm NNA / \$250K REV / 25mm AUM

Q3

7mm NNA / \$250K REV / 25mm AUM

Q2

7mm NNA / \$250K REV / 25mm AUM

Q1

7mm NNA / \$250K REV / 25mm AUM

Fundamental 4

STRATEGIC PLANNING

Business Plan
Succession Plan
Compensation
Incentive Plan
Business Model
Investment Model
Operating Costs
Peer Alliances

BUSINESS DEVELOPMENT

Branding & Value Proposition
Niche Marketing
Prospecting
Referral Network
Marketing Plan
Client Advisory Boards
Client Appreciation
Sales Effectiveness

OPERATIONAL EFFECTIVENESS

Client Segmentation
Service Matrix
New Client Onboarding
Staff Meetings
Technology
Existing Client Workflow
Reports & Tracking Systems
Time Management

HUMAN ELEMENT

Job Descriptions
Hiring & Onboarding
Culture
Career Path
Performance Feedback
Communication
Culture
Leadership
Team Development