

Live Training

Creating Your Business Plan







2 Your focus



What's your purpose?



What's your niche?



Your Niche

Your top 5 clients:

- 1. What do these clients do for a living?
- 2. If they are retired, what did they do before they retired?
- 3. Look beyond your top 5 clients. How many other clients are from similar industries, backgrounds or professions?
- 4. Look for things clients have in common, not the differences





Minimum Viable Audience (MVA) Seth Godin



Your 10 year BHAG

Your 10 Year BHAG

The Five Key Steps:

- 1. Create a world-class team of advisers and technical staff
- 2. Become world-class at marketing and promotion
- 3. Create depth of leadership throughout the organisation
- 4. Partner with complimentary or adjacent service providers
- 5. Be masters of execution







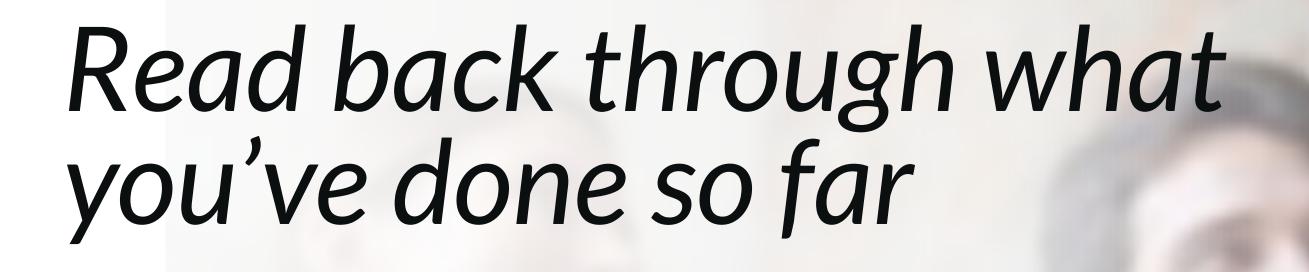
Maybe you'll come up with two names:

a.) For your Financial Planning process b.) For your investment process

















What would we have to do to really **move our business forward** over the coming year?





The Check Step



If we achieve that in the next 12 months, will we have moved our business on to a degree with which we're pleased?







Your list of issues

Get a new back office system

Find a paraplanner who's fantastic

Acquire that firm down the road





What Are Your Issues?

- 1. We run out of toilet paper occasionally
- 2. The pens we buy from the stationary company are awful to write with
- 3. The other day a client arrived and we had no milk for tea and coffee
- 4. In fact our coffee is crap and that reflects badly as a first impression on our business
- 5. Our receptionist always arrives 10 minutes late for work, so the phone isn't being answered properly at 9:00am...





Your list of issues

You're done



The Power Of A Plan

Once the plan is created decision making gets easier:

1. Choosing:

- ✓ Staff
- ✓ Clients
- ✓ Partners
- ✓ Introducers
- ✓ Mergers and acquisitions
- ✓ Technology
- ✓ Pricing





The Power Of A Plan

Once the plan is created decision making gets easier:

- 2. Focus is sharpened:
 - √ 10 year BHAG aligns everyone
 - ✓ 3 year goal creates enthusiasm
 - ✓ 1 year goal provides a target
 - ✓ Quarterly goals provide tight focus (say no to distractions)
- 3. Core values unite or divide the business
 - ✓ Either one is ok
- 4. The issues list improves communication and go-forward





