

Get Started: Financial Planners

As a Financial Planner working primarily on your own, you are in a unique position to build and create the financial advisory practice of your dreams. This provides you with an opportunity to create both personal and professional success using these best practices – with you in control of your future achievements and accomplishments. It is also a great time to identify your Business Goals and Time-Frame for earning access to a part or full-time Assistant, the next phase of your career.



Business Target for Part-Time Assistant:

Your Targeted Time-Frame Goal for a Part-Time Assistant:

Business Target for Full-Time Assistant:

Your Targeted Time-Frame Goal for a Part-Time Assistant:

Along with this entrepreneurial freedom comes some support by others, specifically your peers, other branch employees and the entire CUSO Team. Therefore, it's important you establish and maintain a solid relationship with each of them. In addition, it is important you understand the roles and responsibilities of anyone available to support you while you manage your financial advisory clients so you can maximize these resources – however limited they may be.

As a Financial Planner working primarily on your own is important for you:

- To understand how to thrive in your role as a Financial Planner.
- To understand how to share feedback and interact with your peers.
- To understand the role of those able to assist you at the Credit Union/Organization.
- To understand how to gain support and guidance from your Manager.
- To understand the communication protocol for working well with others at the Credit Union/Organization.

This type of understanding will enable you to be become aware of how you can benefit from available support. It will also help you understand how you can integrate yourself and work effectively within the Credit Union/Organization. Finally, it will create order and structure around how you communicate and interact with others at the Credit Union/Organization. This directly impacts your quality of work life and allows you to go home each day feeling great about what you've accomplished.

Hold yourself to the following accountabilities:

- Deliver on the activities and responsibilities you have as a Financial Planner.
- Ensure you implement each of the best practices in this program.
- Work in partnership with your peers and other Credit Union/Organization employees for continued guidance and support.
- Communicate regularly with your Manager to ensure you are on track.
- Work with all others at the Credit Union/Organization in a professional and respectful manner.

When working with others at the Credit Union/Organization, ensure you continue to be professional and respectful. And, take the time to adequately acknowledge and thank those helping you for their efforts in assisting you. The relationships you forge now will benefit you throughout your career at the Credit Union/Organization.

Working Successfully & Independently

You can be in control over every aspect of your client servicing. This simplifies the process in many ways as you will always know the status of each client personally.

The key to your success with the Proven Strategy Advantage program will be your ability to carefully assess and make smart choices about how you allocate and use your time. There are many things you do on a daily and weekly basis which clearly help you be successful. *(There may also be some long-standing habits which no longer serve to create success for you. Be open to making new choices about how you use your time.)*

Some of the things we'd like you to do as we go through this program include:

- Be conscious about the actual amount of time you have available to meet client needs
- Be fully aware of how many clients you service and which ones require extra servicing because of what they pay the Credit Union/Organization
- Make smart choices about how you allocate your time amongst your clients
 - Continue to do the things that work well for you
 - Make a commitment to change the things that don't work well for you
- Prioritizing activities in a way that will ensure you competitor-proof your best clients
- Redefining boundaries for over-demanding clients
- Deliver client service standards you are proud to deliver, but are also completely manageable
- Adopt new processes to create efficiencies in how you serve your clients
- Practice proactive client management to restore order to your work life and a sense of calm to your day

Being open to these areas will allow you to take control over your client management and create a career that will be successful and fulfilling, while also enabling you to achieve your personal accomplishments.

Many of our 'sole' practitioner planners tell us that a major motivator for committing to this program was to grow their revenue to the point where they could hire a support person who could take on many of the administrative tasks. This objective means the Financial Planners can spend their time on the people and activities they are skilled at and enjoy most because they delegate tasks which don't require their level of expertise – while also ensuring they achieve profitability within the Credit Union/Organization (i.e. contribute positive cash flow). Sometimes to achieve this objective, it means the Financial Planner chooses to put in extra time at the outset to achieve this sooner than later, depending on their specific situation.