

# The Road to Success

## WHY is this important?

The Annual Strategic Plan helps set your future up for success. Without it you may get entirely caught up working in the business (like many do), that you lose site of working on it. This document will be the guiding force allowing you to stay focused on achieving the results you desire. The Annual Strategic Plan outlines the activities you have, are, and need to implement to achieve your CUSO MFIS Goals. It is a great tool for measuring your ability to implement.

Combined, your CUSO MFIS Goals and the Annual Strategic Plan ensure you start as you mean to go on. It is, after all, always a good idea to begin with the end in mind. They will serve as a guide while you build your practice. At the same time, the Annual Strategic Plan will hold you accountable and ensure that you follow a systematic process that will build a profitable practice with long-term clients who trust you.

Lastly, when reviewing your CUSO MFIS Goals and Annual Strategic Plan be sure to reward yourself for a job well done – as and when required. Sometimes we are so intently focused on the future and what still needs to be done, that we forget to take time out to acknowledge our past accomplishments. Be sure to give yourself and your team a pat on the back for jobs well done.

## WHO is this proven strategy designed for?

For those who want to continue to achieve a high level of success professionally.

## WHAT should you expect?

You will:

- Wind down the program with a clear understanding of what lay ahead for the next year
- Prioritize so you can focus on the areas that will have the greatest impact on your success
- Refer to “What You Can Expect from this Best Practice” on the next page for more

# What You Can Expect from this Best Practice

## PURPOSE

- To create clarity of purpose for you and your financial career
- To create alignment between your Ideal Life and your financial career
- To provide an accountability mechanism to ensure ongoing implementation of the best practices covered in this program
- To succeed and thrive as an MFIS

## EXPECTED RESULTS

You will:

- Make more efficient use of the Time, Energy and Money resources to operate your business
- Clearly identify which best practices are well underway and celebrate
- Clearly identify which best practices need your focus and attention to achieve successful implementation
- Measure your progress
- Have increased awareness of the important activities required to ensure your business remains client-centered

## ACCOUNTABILITY

You will:

- You will review your professional progress every quarter
- You will review your personal progress every quarter
- You will set new business goals each year
- You will track and monitor regularly to ensure you are constantly progressing towards your goals – professional and personal

# Know Where to Focus

## Your Progress Report

The first thing you and your team should do is to set up a time to conduct a thorough review of where you are in this program. This involves discussing each of the best practices covered to date (including this one) and identifying the status of each. You can use the “Progress Report” at the front of your binder to easily capture this assessment. You will be itemizing each best practice as follows:

- Started It
- Making Progress
- Complete!



## Your Annual Strategic Plan

The Annual Strategic Plan provides a great document to capture key aspects of where you want to take your business and what you need to focus on to make it happen.

The graphic features a light blue background with the title 'Know Where to Focus' at the top. On the left, there is a framed image of a document titled 'Our Annual Strategic Plan' from MINDSET consulting. The document text includes: 'A simple guide to plan for success.', 'Completed by: [ ]', 'Completed on: [ ]', and footer text 'Annual Strategic Plan 1 MINDSET consulting'. To the right of the document image, the text reads 'These tools will help you capture:' followed by a bulleted list: 'Your Vision', 'Your Beliefs', 'Your Team', 'Your SWOT Analysis', 'Your Best Practice Initiatives', 'Your Goals', and 'Your Profitability Projection'.

# The CUSO PSA and Your Success

You've just spent close to a year fully entrenched in the CUSO Proven Strategies Advantage program. And, although the bi-weekly training sessions are over, now is when the fun begins! Really, it does.

As of right now, you don't have to worry about reviewing more strategies, submitting answers or processing anything new. You can simply focus on what you've learned in the CUSO Proven Strategies Advantage program and deliver it at a grass roots level with the clients you manage every day. And let's not forget WHY the PSA is so important...

## The PSA Results

Connect the dots and make sense of the complex world in which these teams operate to:

- Gain Control & Create Consistency
- Coordinate Efforts & Be Compliant
- Exceed Client Expectations
- Strategic Allocation of Resources
- Be Profitable & Achieve Goals
- Reduce Stress & Improve Quality of Work Life
- Restore Passion and Enthusiasm in Career



We understand it can sometimes be challenging to adopt new processes. After all, we are creatures of habit. We also understand how it can be equally challenging to maintain high levels of enthusiasm and motivation once the regular weekly coaching calls are complete. That's exactly why we want you to be fully aware of all the resources available to you to ensure your continued success with the CUSO Proven Strategies Advantage. This will ensure each one of you is successful and enjoys good working relationships with all your clients.

Please keep in mind that most Financial Professionals who pay for this coaching service and other coaching services out of their own net income are seeking change. Typically, the changes can be more revenue but also often more control of their practice and a greater control over their lives. If you are motivated you will change your behaviors, behaviors become habits and habits become processes. This is an exciting opportunity if you are motivated to change.

## Supporting Your Success: Our People

First, you need to be aware you are always supported by the human resources available at CUSO.

To grow and succeed, you need to be organized with your role as an MFIS and your interactions with other Credit Union representatives, especially those who play a part in servicing and/or working your clients in some other capacity (ie. banking and loans).

As it relates to your successful implementation of CUSO Proven Strategies Advantage (or anything else related to your position for that matter), we encourage you to look to the dedicated CUSO team who are here to help you.

Now, we recognize that our organization is fortunate enough to attract the kind of individuals who are fully capable and will excel at their respective position. We just wanted to remind you, that you are not alone. We are here to help you.



## Supporting Your Success: Our Policies & Procedures

Next, you need to be fully aware of the policies and procedures your Credit has developed to ensure consistency as it relates to your role as an MFIS. This ensures all operations within the Credit Union are run effectively, consistently and are compliant. It also provides you with structure which enables you to be more efficient and proactive in your role - which is often directly linked to higher job satisfaction.

It's important you are aware of and follow policies and procedures as it relates to every aspect of your role in client servicing.

## Supporting Your Success: Our IT Systems

Your contact management system (The Maximizer CRM) will play a crucial role in helping you organize and implement everything you learned in this program. It should become the hub of your business and how you operate each day.

What you do each day to provide the ongoing client servicing and strive to create the exceptional client experience should be driven by the future tasks and servicing activities, FORM information and history of each client captured in detail on the CRM. Make a commitment to learn more about the CRM you use and harness the value it can provide in terms of making your processes turn-key.

## **Supporting Your Success: Communication**

Finally, continue to participate in meetings with your team at the Credit Union and/or peers. The best practices covered in the CUSO Proven Strategy Advantage program should be showcased and reinforced on the agenda week-in, week-out -- especially in the early stages of implementation. This weekly venue provides everyone an opportunity to share their feedback, stories and comments on a regular basis.

Our clients' success is important. What clients want most is to trust the financial organization and financial representative they work with. Creating an awareness of the various firm resources available to you as well as, knowing the procedures supporting your role is a critical ingredient in creating and maintaining this trust with our clients.

Now, your success is equally important to us. Your Credit Union values your contributions to the client experience and ultimately, the growth and success of the organization. We are here to help you succeed; just as you are here to help us succeed.

That's teamwork in action.

# TAKE ACTION & GET STARTED

## Know Where to Focus Your Efforts

First, use the Progress Report found at the front of your binder to take an inventory of where you are in the program.

### Annual Strategic Plan

1. Review the *Annual Strategic Plan* template.
2. Begin to complete it by starting with the area most important to you.
3. Think carefully about what you want to accomplish this year.
4. Complete each section.
5. Save it in a place that allows you to easily access, review and update it.
6. Discuss it with your extended Team where appropriate (Financial Planner, Assistant, Manager, CUSO Team, etc.).

## Know How to Focus Your Efforts

1. **Use the time you've previously allocated in your organizer for your regular PSA coaching sessions to 'work on the business' not in the business.**
  - You've gone several months now protecting this time for the future growth of your practice - keep the habit over the long-run and you will continue to progress by remaining focused on what's important to you and your practice.
  - You may wish to use the *Weekly Meeting Agenda* (PSA 2). This can be done in the context of with others on your team or as a review and check-in with yourself.
2. **Continue to include PSA initiatives on Agendas used to meet with team, clients or peers.**
3. **Implement a monthly reporting process to track and monitor your progress, such as:**
  - Number of referrals and number of new clients
  - New assets/revenues generated from new clients
  - New assets/revenues generated from existing clients (consolidation of assets)
4. **Commit to a Quarterly Strategic Meeting with yourself and/or your team to provide updates on goals and objectives, and assess progress on PSA best practice initiatives.**
  - This is the ideal time to review and update the *Annual Strategic Plan*.
  - Refer to the *Quarterly Strategic Meeting Sample Agenda*. This can be done in the context of others on your team or as a review and check-in with yourself.
5. **Have an Annual Planning session with yourself and/or your team to review the past year and compare results with goals as well as, update your *Business Goals* for the next year.**
  - This is also the ideal time to review and update your *Client Analysis Worksheet* (PSA 5).
6. **Last, but not least you will have regular sessions with the expert coaches CUSO provides you, to ensure you continue to receive the support you desire to achieve your goals.**

## Special Instructions for MFIS

Depending on your situation and relationship with others at the branch, such as the Financial Planner and/or Assistant, you may be complete the Annual Strategic Plan individually or as part of a team. You may also be sharing it with your Manager or individuals at CUSO.



# Annual Strategic Plan

A simple guide to plan for success.

Completed by: \_\_\_\_\_

Completed on: \_\_\_\_\_

## YOUR VISION

Everything you do should tie directly back to the achievement of the vision.

Your vision is to...



## YOUR BELIEFS

Everything we do will be carried out in accordance with your core values and beliefs.

Here is a list of the things you believe are important when carrying out your vision:

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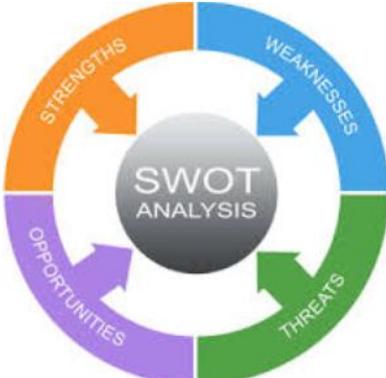
## YOUR SUPPORT TEAM

Here are the individuals who will help you achieve your vision and professional goals:

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# STRATEGIC ANALYSIS

Carefully consider your current situation, the industry environment, and other important factors in the environment to identify the following:



## Strengths

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## Weaknesses

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## Opportunities

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## Threats

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# BUSINESS DEVELOPMENT

## Client Analysis

- Review your Client Classification and update if and where required
- Ensure all Clients are coded accurately on our CRM
- Update your Client Analysis Worksheet
- Identify how many of each client type you want to see by year end
- Review the referrals received last year and look for where we expect them to come from this year



### Goals:

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## Client Experience

- Review your Client Service Model and fine-tune or update accordingly
- Order items required to execute our client service (ie. cards, gifts, newsletters, etc.)
- Review your Client FORM Profiles for each of our best clients
- Discuss strategy to acknowledge one Moment of Truth this year for each top client

### Goals:

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## Client Onboarding

- Review your New Client Onboarding Process and fine-tune or update accordingly
- Order items required to execute our onboarding (ie. cards, folders, gifts, etc.)

### Goals:

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## Client Rebranding

- Assess how many of your clients have been effectively transitioned on the Wealth Continuum

### Goals:

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## Branding

- Review your Introduction Kit and update if required
- Review your Website Profile and update if required
- Check for consistency on your Email Signatures
- Check for consistency on all other client-facing items (Agendas, Letters, etc.) using the firm provided Branding Standards

### Goals:

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# PLANNING & COMMUNICATION

## Your Regular Planning & Communication

- Continue with Weekly Team Meetings with self or others.
- Conduct the Quarterly Strategic Meetings with self or others.
- Complete the Annual Strategic Plan and take action!

**Goals:**

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## CRM Integration

- Assess level of Maximizer CRM access and integration by the team
- Identify if team training or system upgrades is required

**Goals:**

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# **YOUR OTHER THOUGHTS & IDEAS**

# Quarterly Strategic Meeting Agenda



## 1. TARGETS & GOALS REPORTS

- a. Actual number of referrals and new clients received over the quarter
  - From Existing Clients
  - From the Financial Planner
  - From the Branch
  - From Our Strategic Partners
- b. Update on current level of all “high level” clients.
- c. Actual versus projected production year-to-date.
- d. Actual versus projected assets under administration year-to-date.

## 2. CLIENT EXPERIENCE INITIATIVES

- a. Review and discuss upcoming or new Client Experience initiatives:
  - Review Meetings
  - Call Rotations
  - Moments of Truth
  - Thanksgiving
  - Newsletters
  - Other
- b. Share feedback and success stories about well-implemented client service delivery.
- c. Discussion & brainstorm any challenges or obstacles regarding ongoing client service delivery and/or operations.

## 3. ONGOING ANNUAL BUSINESS ASSESSMENT

- a. Review of Annual Strategic Plan to determine:
  - Items completed
  - Revised accountabilities
  - New Action Items required

## 4. PROFESSIONAL DEVELOPMENT & OTHER

- a. Identify meaningful training opportunities, as and when appropriate.
- b. Identify additional credentials and designations you wish to pursue.
- c. Review upcoming travel, conferences, holidays, etc. for the next quarter.

