

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, WIN 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 we still need to achieve, 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 adjust.

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.