

ACTION & ACCOUNTABILITY

Best Practices Guidebook

LIMITLESS

The Pursuit of Progress

No problem can be solved with the same consciousness that created it.

~ Albert Einstein

With Clarity & Accountability, you've clarified your core motivations and reasons for the work you do: your mission, vision, and values—now it's time to turn your vision into action.

But what practices can you institute to ensure your envisioned reality takes shape next month, next year or 3 years from now? The twin keys to unlocking your limitless practice are *action* and *accountability*—in other words, the ability to craft clear goals, then cultivate actions that progress you toward those goals.

Creating a new level of success requires you learn to manage change, which in the end is about aligning the tongue in your mouth with the tongue in your shoes so that they are moving in the same direction.

These guidelines offer a simple framework for turning your current reality into your envisioned future:

1. Develop new, empowering habits by establishing a practice of individual accountability
2. Elevate your practice with a simple, clear, and practical framework for professional accountability
3. Be willing to take imperfect action and consider any mistakes or missteps as valuable learning that moves you closer to your goals.



CREATE CLARITY

Get clear on what will truly move the needle, align your focus, energy and resources



THINK UP

Take agency over your mindset and thought habits to align your actions with your goals



ALWAYS ACCOUNTABLE

Take and expect extreme ownership, holding yourself and team accountable.



IMPERFECT ACTION

Progress is more important than perfect action.



CONTINUOUS EXECUTION

Manage priorities, projects and people to take consistent action.



Best Practices

Bridge the Behavior Gap: Developing Personal Accountability

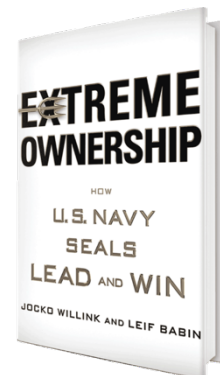
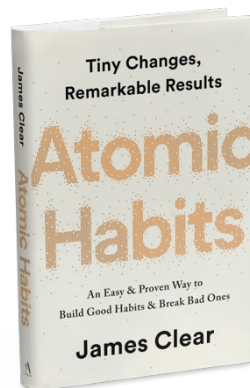
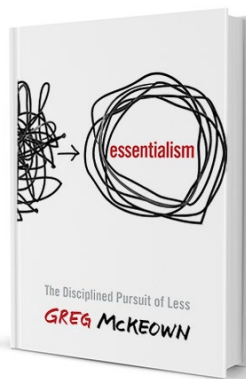
If you want to supercharge your personal and professional achievement, you need to align the tongue in your mouth with the tongue in your shoes. In other words, make sure your *stated goals* and *actual actions* line up.

Start by practicing extreme ownership of your habits. Let's face it—human beings tend to cling to our comfortable patterns, even if those patterns aren't benefitting us. So if you want to progress, start by identifying your own habits—and get ready for some discomfort.

Developing specific rituals and routines will help you zero in on detrimental habits. Having a hard time focusing? Keep a journal of how many times a day you check your email. Then use this real-time feedback loop to establish a new habit, like using email only at scheduled times. Make specific, actionable changes, and continue journaling to measure your success.

Whether your goals are professional or personal, always ask yourself, "What action will bring me closer to achieving the goals?"

Read and apply principles and lessons from the recommended reading list, including:



Next, use simple tools to help you develop new and more empowering habits – the kind that will generate the results you want! Use the Limitless Success Shifter tool or the James Clear Habit Journal to identify and track the habits that will elevate your success and well-being.

Create a Framework for Professional Accountability

By now, you should be increasingly clear on your "Big Why." But if you want to see your bigger vision blossom into reality, you need to build a consistent but adaptable structure for realizing it.



Whether you work alone or with a team, plan for your practice to engage in a four-phase strategic planning process:

1. *Annual Strategic Planning Retreat:* Once a year hold a Strategic Planning meeting with your team to ensure the firm is clear, focused and ready to take aligned actions. Ideally, these meetings are held off site, as changing your setting can also change your state of mind and helps you examine your situation and goals with fresh eyes. At this meeting, you will evaluate the prior year's progress, establish a 3-Year Vision and build the 1-Page Business Plan that will define your plans for the year.
2. *Quarterly Business Review:* Quarterly Business Reviews are quarterly check points to evaluate progress on the prior quarter's 90-day plan, identify, and resolve issues and to set the 90-day plan for the upcoming quarter. Ensure that each goal is specific, measurable, and aligned with your 3-Year Vision and 1-Page Business Plan.
3. *Monthly Business Meetings.* Monthly Business meetings are monthly check-ins to manage ongoing operations and monitor progress. You can do these reviews on your own, or with your team, depending on your situation and preference. During these meetings you review financial performance, marketing/new business, practice management issues and status of the 90-day plan.
4. *Weekly Team Meeting:* Weekly Team Meetings are your "run the shop" meetings where you and your team identify, address and resolve matters related to client service, practice issues and new business to ensure effective operations. This is where day-to-day issues are raised, questions asked and problems solved. Use this time to establish and review tactical actions.

Take Imperfect Action, Then Adapt as Necessary

Adjusting to new personal and professional patterns can feel daunting. Sometimes, you will fail—but that is as it should be! Do not invest time in beating yourself up; there is no ROI in negative thinking. There is ROI in figuring out what there is ROI in.

Let's be clear. Growth is messy, change must be managed, and success is a process, not an event. So remember to be kind to yourself, trust yourself, and treat each mistake as a new data point to help refine the process of creating a new level of success.

In other words, forget each mistake, but remember each lesson learned. And remember, success starts with taking the time to build habits that feed your forward momentum. Progress will never be perfect, you will falter and fail, just be sure to *fail forward*.



Action & Accountability Resources

BELOW ARE THE AVAILABLE SAMPLES YOU CAN CUSTOMIZE. EDITABLE VERSIONS ARE AVAILABLE.

Strategic Planning Annual Retreat Meeting Template

Strategic planning annual retreat meetings are an integral part of your firm success. This time should be set aside yearly to review/create your mission and vision, evaluate industry trends, reflect on where you currently are, and identify any shifts needed to help you reach your goals. The following sample template should be tailored to your firm's size and needs.

TIME	OBJECTIVE	ATTENDEES
8:30 – 8:45	WELCOME & MEETING OVERVIEW	
8:45 – 9:45	WHERE ARE WE GOING? Review of mission and vision Industry trends and competitors Defining our 3-Year Vision	
9:45 – 10:00	COFFEE BREAK	
10:00 – 11:00	WHERE ARE WE NOW? Reflection on successes and challenges Systems & processes	
11:00 – 12:30	WHAT WILL IT TAKE TO GET THERE? Identify gaps/shift Why change?	
12:30 – 1:15	LUNCH	
1:15 – 2:45	WHAT WILL IT TAKE TO GET THERE? Identify strategic priorities Measuring success/ KPIs Other information to be aware of	
2:45 – 3:30	WHAT IS STANDING IN OUR WAY? Risk identification	
3:30 – 4:00	NEXT STEPS & ACTION ITEMS	

Weekly Team Meeting Agenda

You've set your vision and goals for the business, now it's time to focus on the priorities that will lead to your success. Weekly team meetings are more than just a check-in, they are an integral part of your annual planning process. The following process will ensure team meetings are a natural extension of the annual goals and quarterly priorities set in your annual launch plan.

- FOLLOW YOUR ANNUAL LAUNCH PLAN**
Weekly huddles should focus on your priorities for the steps to keep you moving forward, and identifying any challenges that stand in the way of you achieving your.
- SET A CONSISTENT TIME**
Consistency is key. Set a weekly time that is regular to you. Generally, it is best to avoid Monday mornings (when you're most productive), as well as early morning or end-of-time that works best for you.
Stick to the time allotted, and do not starting meetings team members work remotely/are in different time zone.
- SET THE AGENDA IN ADVANCE**
Allowing team members to prepare for and give input is key. A simple one-page agenda for teams works great, project management tools with meeting templates, and tasks as a whole.
- FOCUS ON A COLLABORATIVE MEETING**
Verbalize that this meeting is a time for everyone to contribute and understand any needs/issues, as well as celebrate success and value and respect. To stay focused and ensure a make sure the priorities and issues discussed are those team.

Quarterly BUSINESS REVIEW TEMPLATE

DURATION	OBJECTIVE
15 MIN	WELCOME: BORN TEAMS <ul style="list-style-type: none"> Purpose of meeting: assess practice performance, review progress toward goals, identify and address issues and set priorities for upcoming quarter.
2 HOURS	BUSINESS REVIEW <ul style="list-style-type: none"> Vision & Goals Review <ul style="list-style-type: none"> When your vision is clear, your decisions are easy <ul style="list-style-type: none"> One-Page Business Plan (5-Year Limitless Launch Plan) Collaborate Who and What's Working Identify Misses and What's Not Working/Needs to Change Business Situation Review <ul style="list-style-type: none"> Get clear and get focused on what will move the needle, then get to work <ul style="list-style-type: none"> What changes, challenges or opportunities to discuss Practice Performance Review <ul style="list-style-type: none"> Keep the tongue in your mouth and the tongue in your shoes moving in the same direction <ul style="list-style-type: none"> Financial reports Productivity review (Practice Analysis, benchmarks/KPIs) Scale/revenue pipeline (growth to goals) Productivity review (productivity, people, process issues) LAUNCH PLAN, quarterly priorities progress report <ul style="list-style-type: none"> Review priorities, identify issues and get clear on your next steps for the coming quarter: <ul style="list-style-type: none"> Goal 1: where on track (+), where off track (-) and next step (+) Goal 2: where on track (+), where off track (-) and next step (+) Goal 3: where on track (+), where off track (-) and next step (+)
15 MIN	NEXT STEPS & ACTION ITEMS <ul style="list-style-type: none"> Review and confirm priorities, owners and next steps Manage via Weekly Team Meetings Schedule next Quarterly Business Review Evaluate, clarify and determine priorities for next quarter
AS TIME ALLOWS	TEAM EVENT <ul style="list-style-type: none"> If staff or team, hold team meeting, provide lunch and a team-building activity after (Happy Hour, activity, etc.)

THE PRACTICE BENCHMARK ANALYSIS: BENCHMARKS & GOALS

Instructions

- Input current and 3-year goals into the cells highlighted light blue, all other goals will calculate based on your inputs.
- Use the dropdown to select your benchmark for comparison.
- Review your % to Goal and % to Benchmark to evaluate your progress.

Business Performance Key Performance Indicator (KPI)	2020	2021	2022	2023 Annualized
Fee-based Clients per Total Headcount				
Asset KPIs (Medium)				
Assets Under Management (AUM)	\$0	\$0	\$0	\$0
AUM per Client				
AUM per Professional				
AUM per Total Headcount				
Lifestyle				
Partner Days Off	0	0	0	0
Return on Time (Revenue/Est. Hours Worked)			\$0	\$0

*InvestmentNews 2016 Financial Performance Study.
Not all values are available, as such some values are

Metrics Legend: 90-150%
Expense Related Metrics: 75-100%

Priorities Tracker

Use the below worksheet to identify your priorities for the year, current priorities in process in order to track progress and next steps. Update status by entering the corresponding value: 3 = Green/On Track, 2 = Yellow/Issues, 1 = Red/Significant Issues, 0 = Black/Not Started. As a best practice, consider using a project management technology.

INITIATIVES & STATUS	Status	Time Frame	Owner	Issues	Next Steps
Current Quarter Initiatives					
Business Vision & Goals	●	Q1	Jim		Document and share with team
Service Model, Segment & Fees	●	Q2	Seth	Missing revenue data for some products, can't account for total revenue per client.	
Organizational & Team Model	●	Q2	Jim	Partners out until after due date.	
Advisor Model & Compensation	●	Q3	Seth		
Upcoming Initiatives					
Marketing Plan	●	Q2	Jim		
Business Systems Model	●	Q2	Seth		
Sales Process	●	Q3	Seth		

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