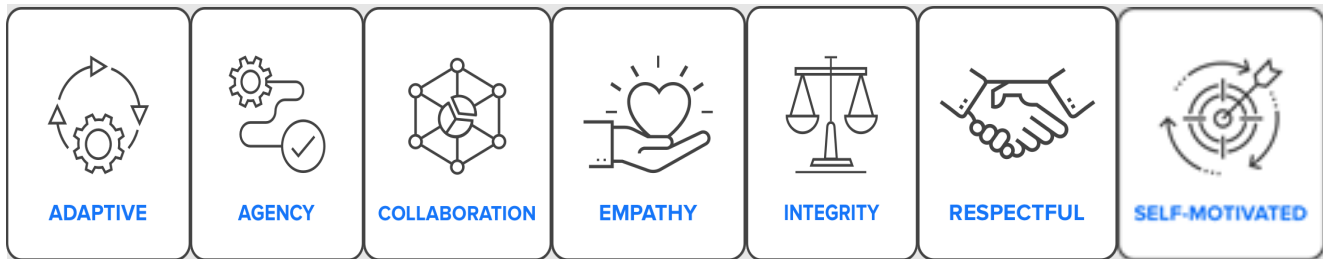




# COMPANY AGENDA



## Values Shout Out (Monthly Meeting Lead)

### Ops Manual Collaboration (Tiffany/Charissa/Renee)

- [Ops Manual Process](#)
  - **January**
    - CS: 99% of processes should be linked
    - TC/CS: Everyone submit 1 process to the manual for JANUARY
    - Fidelity, eMoney, Riskalyze, Holistiplan, Operations, Role specific, etc...
    - Check [Completed](#) for final processes.
      - Previous processes are all outlined [Here](#)
    - Please use the submit [Form](#) for January's submissions!
      - Ideas: Fidelity, Annual Client Reviews, etc...

### Big Rocks (Team Lead)

#### Custodian Change - Completion Goal: 12/31/2021

- FIDELITY
  - UPDATE - See [Fidelity Spreadsheet](#) & OneNote: [Fidelity Transition](#)
    - **You can review Fidelity Spreadsheet for updates**
  - PROJECT UPDATE – eMoney, portfolio connections, Albridge, Riskalyze
  - **Wealthscape Training – Learning Hub**
- Mutual Securities and Remove RR
- Brokerage account closing updates!
  - [Review Spreadsheet – We are getting there!](#)
- Pershing Close Out

#### Broker Dealer Withdrawal – Filed 12/31/21

#### Advisor Platform

Data is flowing. As of 1/7, the data stream began based on our MCL upload, and it looks like we're in good shape so far. Still a lot to do but we appear to be capturing the vast majority of our Fidelity AUM right now.

Note: Links below may only work in the Word App.

- Please read TD's update related to Albridge/Orion/Fidelity Transition here: [Tim's Opus on the Albridge and Orion Transition](#)

- Performance Report Example (Click to view):
- Advisory Fee Notification Example (Click to view):
- Onboarding Process Guidebook:

#### Office Move - Tentative move date 3/1/2022

- [OFFICE POLICY](#)
- Timeline coming today!
- [OFFICE MOVE COMMUNICATION](#) – Will be added to January's Newsletter

#### Cybersecurity and MSP – Onboarding through 1/31/22 – Go Live 2/7

- MSP hired – Platte River
- Kick off Update
- This is primarily Tiff and Renee – for background kick-off

#### Recruiting

- COO
- 2 Planner hires
- Recruiting
  - Agency
  - Skill Testing
    - People & Culture – DISC
    - Time management/prioritization
    - Project Management
    - Presentation
    - Technical skills

#### Breakdowns & Band-Aids – [Breakdown Form](#)

#### Calendaring (Info Only)

- PTO
  - Baby Pecherek Here! 12/26/2021 (Maternity leave until March 2022)
  - EM – Paternity Leave
    - 2/2/2022-2/20/2022 depending on when the kid shows up
    - 6/1/2022-7/1/2022 depending on exact dates of Katie's return to work
  - Tedi out 1/24-1/28

#### Notices

#### Why We Are Here - Client Experience Shares (Team Destiny/Team Foundation/Team EA)

#### Verbal Connection Close Out (Monthly Meeting Lead)

## ANNUAL STRATEGIC PLANNING AGENDA

*All Day – Off Site*

LOCATION: THE PARK Heron Lakes Room (garden level) & Two Charlies (main level)

### 800-930 Level setting

- Why are we doing this? Need to be specific to validate BHAG or create a new one
  - Money expectation
  - Time expectation
  - Status/validation/enjoyment expectation
  - Change in the world expectation
- 2021 year in review
  - Financials
  - Operations
  - Client service

### 930-11- Where are we going

- BHAG, get specific - YES "impact at scale"
- Key question: Is that our BHAG and is that our timeline?
- 2022 expectations (firm and ourselves)
- Staffing and hiring plan to support
  - Client service team needs
  - Operations needs

### 11-1200 - Staffing and hiring

- What allows us to effectively onboard 30 clients in 2022 and run our organization well with normal workload across the board?
- [Leadership Crosswalk November 2021.xlsx](#)
- Client service team – Hires and When
  - Planner #2 – Complete Diamond
  - Planner – Begin New Diamond
    - Experienced relationship manager, need CFP and experience
  - Associate #3 – Associate for each Diamond. One hire needed.
- Operations
  - Role definitions with changes
- Order of recruiting and hiring
- Total cost and predictability

### 1200-100 Lunch 2022 Calendar Finalization

[2022 Firm Master Calendar.xlsx](#)

### 100-200 EA Value Prop

[EA - Updated Onboarding Dec 21](#)



What's working?

What don't we like now?

What would be additive?

Next best steps and projects for year.

Team role

- Tiff - role (The aspirational visionary. Casts the vision for the possible but isn't in the weeds)
- Jarrod - role (The expert. Reaffirms the vision for the possible and tells you how to get there)
- Megan - role (The confidant and executor. Consistent with brand and flat out delivers tactical pieces that let clients get where they want to be.)

### 200-300 - COO and Planner recruiting

- Given current time resources, how do we ensure we are effective at getting these people?
  - COO
    - What do we do to find a good COO?
  - Planner (x2) -
    - Review current job description – differentiate
    - Operation Manual – Job Description
      - Write 2
    - Where to post/gain leads

### 300-330 - CRYPTO

- Crypto – Zoom Client Only
- E&O
- Separate Agreement

### 330-500 - EA Community

- Vision and Values for the remarkable (Yes)
- Digital
- Webinars?
- Curated experiences
- 90 day VTO and rocks



## PARTNER MONTHLY MEETING

Review: [EOS Quarterly](#)

### Review Breakdown and Band-Aids

Anything urgent?

What's resolved?

What's new?

### Red Flag Check In

What has you worried?

Who is frustrating you?

What problem are we seeing over and over?

Where are you depending on someone, but you're not clear they're going to deliver good work on time?

What problems/situation are we letting slide?

What issues do you KNOW you need to address, but haven't had time for?

### Rock Review

#### Progress – ending 12/31/21

JM – Hire Planner

Next step: 3 pipeline needing initial call / 1 at 2nd Meeting

JM – 5 new clients to sign on

Next step: 5 moving to deep discovery meeting

TC – MSP hired and cyber risk assessment complete

Next step: Cyber Risk complete and onboarding in process

TC - Office sublease contract signed

Next step: Set deadline for tenant move date & provide timeline to team

TC – Custodian change

Next step: On track

TC – Compliance Resource

Next step: scope of work document being revised and helping with annual amendment

TC – Operations Manual and

TD – Orion contract signed

Next step: Onboarding

### Agenda

- Compensation Standards Review
- Parental Leave Policy
- Office Move
- Signing Agreements

### Financial Review

New clients signed, asset inflows/outflows (First week of the month)

At Risk client review (First week of the month)

P&L and Balance Sheet (Third week of the month)

Bank Rec (Third week of the month)

Fees collected (Third week of the month)

Budget v Actual FYTD and prior month (Third week of the month)

Prospect status report (Fourth week of the month)