

LIMITLESS Coaching Call Transcript

February 26th, 2024
Leaders Cohort Call

WEBVTT

43

00:07:03.950 --> 00:07:06.669

Stephanie Bogan: alright. How is everyone today.

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00:07:07.840 --> 00:07:24.679

Stephanie Bogan: hey, Ryan? Laura? Good to see you there, Danny and Chase. Thank you. Everyone is connecting Laura. Good! There you are! Alright so this is our second cohort call as a reminder. This is, you know. Think of our group, mastermind, sort of elite

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00:07:24.710 --> 00:07:40.789

Stephanie Bogan: cohort, and this is really where we check in talk about our progress, our pace. You know that momentum piece that we talked so much about, we surface and process any issues that we're having. Right, if you're stuck on something, if you're struggling, if you need support, that's

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00:07:40.820 --> 00:07:52.450

Stephanie Bogan: we're all always here. But that is in particular what this call is for. So I'm gonna open up our while we dow a Powerpoint show. You know we do love those around here.

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00:07:53.190 --> 00:07:57.510

Stephanie Bogan: Not really. I think they should Ban Powerpoint from now until the end of time.

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00:07:58.620 --> 00:08:02.900

Stephanie Bogan: Let's do our can you guys see my screen here? 2, 2, 2

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00:08:02.910 --> 00:08:05.870

Natalie Bergsma: switch this place alright.

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00:08:08.000 --> 00:08:15.180

Stephanie Bogan: Now, what do you hold? On which one am I on? Now? Stop! Share. star chair. There we go

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00:08:17.500 --> 00:08:20.169

Stephanie Bogan: alright. You can see your 30 day spreadsheet up there.

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00:08:23.120 --> 00:08:30.060

Stephanie Bogan: Alright. Now, you see Alice's housekeeping slide. This is where she tells us all the important stuff that's coming up.

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00:08:31.270 --> 00:08:54.260

Allison Foulk: Yes, so we have our virtual summit that is coming up on the eleventh as well as our retreat workshops on the twentieth and twenty-first, and your leaders retreat, which is half of the day, Thursday on the 20 first and all day on the Friday until about 3 Pm. Or so. You guys can catch flights on that night if you want.

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00:08:54.260 --> 00:09:13.530

Allison Foulk: Yes, if you, if you can catch a flight to 5 or so, feel free to leave, then or the next day. Of course, if that doesn't work out for you. You do need to register for all of these events, so be sure you've done so. The link is in your inbox insights, even for the virtual summit. Please make sure you're registered for that.

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00:09:13.530 --> 00:09:24.430

Allison Foulk: If you have tech team members attending virtual summit, they do not need to register. They'll just come onto tribe and we have a tribe space for team members where they will watch those lessons live.

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00:09:24.520 --> 00:09:33.470

Stephanie Bogan: We are still moving forward with our breakthrough course, we have what we visit staff week for tomorrow.

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00:09:33.630 --> 00:09:55.510

Allison Foulk: Okay, so we have 2 more weeks of that. We would love you to join if you're able, and then our next mindset call is on the eighteenth, which is overcoming, overwhelm with Coach Liz and Stephanie, and then we will be diving into client profitability and some of our tools around profitability on April first. So that's what you have to look forward to.

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00:09:55.510 --> 00:10:11.910

Stephanie Bogan: Which will make a lot more sense after the delivering value summit cause. We'll be talking about right sizing client bases and service models and other scale strategies for packaging and delivering your value. So that's always really big one. Alright, it is that time in the program

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00:10:12.060 --> 00:10:22.069

Stephanie Bogan: where we do status and accountability check in so just a quick reminder. Progress report last 30 days. Right? Think green, yellow, red on track.

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00:10:22.130 --> 00:10:29.589

Stephanie Bogan: pacing, feeling behind, stuck or stalled on something process level. One is, I'm all good

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00:10:29.600 --> 00:10:41.589

Stephanie Bogan: 2 is, I have some stuff I'd like to surface with the group as time allows, and 3 is. Yes, I



do have something that I would like to surface with the group to get support or help processing or solving.

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00:10:42.160 --> 00:11:01.349

Stephanie Bogan: They will talk about your priorities for the next 30 days, so I will hear in just a second. Open up your 30 day sheets from last month, so that you can give us the progress report. Tell you where. Tell us where you are now and then, at the end of the call, as we did last month. We'll go in and update your next best steps for the next 30 days. Sound good!

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00:11:03.920 --> 00:11:05.270

Stephanie Bogan: Stop sharing.

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00:11:06.060 --> 00:11:11.070

Stephanie Bogan: Let me pull up the spreadsheet for you, and I will reshare.

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00:11:16.360 --> 00:11:22.010

Stephanie Bogan: I am a modern than a white. Look at that 20 first century skills. Right there, ladies.

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00:11:23.540 --> 00:11:30.380

Stephanie Bogan: Alright let's go in order just cause that makes it easy on everyone Kevin, are you? There

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00:11:30.450 --> 00:11:33.870

Kevin Adleman: doesn't make it easy on me. I have to go first.

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00:11:34.330 --> 00:11:45.960

Kevin Adleman: Yeah, you should. Different last name. That has been your whole life as a triple, a Kevin triple a in the phone book, right?

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00:11:46.010 --> 00:11:55.459

Kevin Adleman: Got it? Yeah, so so green I can't see the third one. There's a 3.

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00:12:00.180 --> 00:12:07.319

Stephanie Bogan: There you go! There we go. That's what I thought of us. I have that. But yeah, so we're green on those 3D, we've

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00:12:08.050 --> 00:12:19.470

Kevin Adleman: I guess the only one that would be a in processor pacing would be that last one of creating and implementing the model week. And I think that's just more of a

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00:12:19.740 --> 00:12:28.810

Kevin Adleman: trying to figure out exactly what that model week is as we do in Model week and then realize, okay, that maybe wasn't the model week. Then, you know, starting to fine tune that a little bit.



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00:12:29.050 --> 00:12:33.640

Stephanie Bogan: Well, and that's a really good point. Not just for Kevin, but for everyone.

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00:12:33.750 --> 00:13:01.600

Stephanie Bogan: You you! If you are the first person to nail time and never have to touch it again. Please let me know I am constantly iterating my calendar. Michael Kitsis, right? He we like. He's he's got a spreadsheet that makes my spreadsheet look calm like he tracks every like we're constantly. The other thing that you'll notice is as your role changes, so, too, will your model week. It gets like Michael's model. Used to be a lot of work.

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00:13:01.620 --> 00:13:25.460

Stephanie Bogan: Now it's meetings right? Because now he's directing and advising a lot more than he's sitting down and doing so one. The most important thing with model schedules the week is a good example. You'll you'll find less iterations on the year. But you will anything that you do here. This is a disclaimer that we should put in big letters. You'll iterate about 17 times

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00:13:25.810 --> 00:13:40.589

Stephanie Bogan: in your first year. and I don't mean that in a bad way. You'll do the first draft of your service model, and then you'll start using it, and then you'll go. Oh, we could, or this would have been better here. And that's the goal. Starting is 70% of the battle

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00:13:41.080 --> 00:13:52.960

Stephanie Bogan: practice doesn't make perfect. You could practice the same way for 10,000 h and still not be good at something iterating makes perfect.

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00:13:53.020 --> 00:14:11.559

Stephanie Bogan: because every iteration is a nip and a tuck to to just bring it into alignment. Kevin, as your role changes and grows. You might change your model week, or you'll change the kinds of things that goes into growth day or running the shop. So you'll always have those kinds of iterations

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00:14:11.660 --> 00:14:39.229

Stephanie Bogan: and you'll learn things. I started with calendar blocking by days now, like I can show you my calendar. It's blocked every th like every minute of my day is blocked. Now, you know, in a 25 or 30 h week it's important like you can't have hours of buffer time. So everything's gotta be really, clearly spelled out. But that's what. Lets me know what capacity is. A task list doesn't tell you how long things will take it just tells you what's waiting for you to spend time on it.

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00:14:39.360 --> 00:14:44.269

Stephanie Bogan: That took me a couple of years to get to. If you started there would probably overwhelm you.

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00:14:44.530 --> 00:14:58.859

Stephanie Bogan: If I had to go back there, it would overwhelm me because I would be like, Wow! I have this air tight system, and it's gone. And now I have to figure out how to sit in that gap. So step one is, you're just imagine you're just laying the tracks



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00:14:58.930 --> 00:15:17.879

Stephanie Bogan: once you've got them, and you're using yeah, next week you might iterate a little bit. I don't like meetings in the morning, or actually, I thought an all the time you'll do things like I thought an hour a day would be good. I'd much rather have, you know, 2, 3 h blocks during the week, because once I get in the Zone, it's just I'm turning around and stopping again. So don't worry about iterating.

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00:15:17.990 --> 00:15:28.730

Stephanie Bogan: Just make sure you're paying attention with intention to how you're using that schedule, and then it just becomes part of the routine, and you'll always be iterating.

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00:15:29.340 --> 00:15:38.989

Stephanie Bogan: saying, that's a good point. Alright. So you're on track. We'll talk about other priorities at end of call John John on the line

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00:15:39.460 --> 00:15:42.880

Stephanie Bogan: and giant my video screen. I don't see John

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00:15:43.140 --> 00:15:45.050

Stephanie Bogan: Chase. I know you're there.

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00:15:50.110 --> 00:15:53.969

Stephanie Bogan: Alright they were there. Did we lose Danny and Chase?

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00:15:54.550 --> 00:15:55.290

Stephanie Bogan: Alright.

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00:15:56.760 --> 00:16:07.620

Stephanie Bogan: they're gonna come back alright. Who's after that, you guys? Liz will not be on these calls until April. She's got conflicts. There's Danny. Hold on! Here they are! We're gonna let it come back.

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00:16:11.790 --> 00:16:13.750

Stephanie Bogan: Danny and Chase. Can you guys hear us?

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00:16:20.370 --> 00:16:26.250

Stephanie Bogan: Alright, we'll keep going. Chris Hansen will his team meetings on this time. Danny's coming. Kevin.

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00:16:26.630 --> 00:16:29.310

Stephanie Bogan: Mr. MCGarry, do I see Kevin

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00:16:30.570 --> 00:16:33.669

Stephanie Bogan: Alright? Kevin is not on today, Leanne. I do see you



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00:16:34.020 --> 00:16:35.540

lhinton: just get me.

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00:16:36.020 --> 00:16:39.270

lhinton: Laura. Oh, I did, Laura. I'm sorry, Laura. You're next

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00:16:40.620 --> 00:16:45.500

lhinton: okay. I would say right now I would be a one.

97

00:16:45.970 --> 00:16:47.160

I

98

00:16:47.710 --> 00:16:49.079

lhinton: working on

99

00:16:49.210 --> 00:16:51.610

my aum goal, which

100

00:16:52.030 --> 00:17:05.420

lhinton: I think I'm accomplishing pretty good. Had a pretty good start with some things that came up. One guy retired, and it was a good they were already clients. So that was good. And and then

101

00:17:05.660 --> 00:17:09.800

lhinton: the other things that I'm trying to see were

102

00:17:10.060 --> 00:17:13.159

lhinton: I'd say I finished my

103

00:17:13.849 --> 00:17:18.540

lhinton: one page business plan and the business.

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00:17:18.980 --> 00:17:34.330

lhinton: what is that? Success? I haven't really had a chance to excuse work on that. My schedules been a little erratic.

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00:17:34.480 --> 00:17:44.309

lhinton: and I want to get on that when things get back into normal. And I have my business vision and my model practice completed.

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00:17:44.480 --> 00:17:52.410

lhinton: So I'm kinda in that spot right now where we're skiing right now. And



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00:17:52.590 --> 00:18:02.049

lhinton: I wanted to make this call is important to me and and so next week gets back into more routine. But then

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00:18:02.200 --> 00:18:04.750

lhinton: we have an advisor conference

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00:18:05.790 --> 00:18:09.749

lhinton: 2 attended last year in Naples

110

00:18:10.010 --> 00:18:14.310

lhinton: that gets a bit and then, after Charlotte

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00:18:14.720 --> 00:18:17.020

lhinton: on to that. So it's

112

00:18:17.120 --> 00:18:21.330

lhinton: a lot of not a lot of interruptions

113

00:18:21.470 --> 00:18:34.919

Stephanie Bogan: along the way. So I'm trying to work through those. If you have any suggestions how to. And you just got back from Peru, right? So you, you're just sort of in that. Yeah. So

114

00:18:34.920 --> 00:18:55.089

Stephanie Bogan: traveling is obviously disruptive. In general, we should schedule less when we travel, or in the periods between. We don't always tend to do that quite honestly. So we can talk about some of those time strategies. But it sounds like you're pretty on track relative to the fact that you've been out quite a bit and I know you and Chris are working on the joint version

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00:18:55.230 --> 00:19:12.229

Stephanie Bogan: the vision which we'll talk about. For any of you, I think Danny and Chase, we talked about this but for anyone with partners or key stakeholders one of my favorite exercises around vision is to do them separately and then come together and compare notes.

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00:19:12.230 --> 00:19:35.940

Stephanie Bogan: 0 judgment in that process. It's just, hey? Here's what I here's what my vision is looking like. Here's what yours is. Where do we have alignment? Where are there gaps that we just want to sit down and account for again, no judgment, but it lets us know where we need to create alignment in the business, so we can put a process in place to start doing that. So glad to hear that you've got that version done, and we'll get Chris's update in a couple of minutes.

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00:19:36.180 --> 00:19:41.750

Stephanie Bogan: Alright, Danny and Chase. We were coming to you, and then we lost you, and then we got you back.



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00:19:42.240 --> 00:19:58.289

Dany Martin: goal number is to get our camera fixed. There's a button. It says, Power, that we changed our whole conference room, and Chris is like, did you turn it on? We're like, Yeah, sorry high level here. How are you?

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00:19:58.950 --> 00:20:06.819

Dany Martin: So we're just going over. We're going over these notes. Oh, yeah, progress report. So here are your items for the last 30 days

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00:20:07.020 --> 00:20:15.719

Stephanie Bogan: so just a quick check in on progress on those items. And if you have any issues to share solves or support for the group this week.

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00:20:16.320 --> 00:20:46.490

Dany Martin: Yes, so I've got all my stuff done enough that I would do as far as the Summit action plan and the business plan and stuff like that. Tom Blocking been good, actually just mentioned to Chase. I'm actually finding myself a little more stressed when I don't check email all weekend, and then I have to like, Get here Monday, and now I've got 10 people to call. When I could have done it Sunday at 20'clock, watching the basketball game, just making sure that all my stuff was tidied up. So I'm having a little bit of trouble. I feel more overwhelmed

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00:20:46.700 --> 00:21:01.840

Dany Martin: while theoretically like not working as much. And so I need some help with with that personally, not feeling overwhelmed because I just didn't do it all weekend when I'm used to showing on Monday and having everything already sort of done.

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00:21:02.580 --> 00:21:07.940

Stephanie Bogan: Well, the simple answer to that is, put time in your schedule on Monday to check your email.

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00:21:09.420 --> 00:21:20.719

Stephanie Bogan: So if we think about checking email twice a day, you know, after Friday, people right do still send emails. Things will be in there. You tend to get a lot of emails on Monday mornings because it's junk mail day.

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00:21:20.760 --> 00:21:30.680

Stephanie Bogan: So if someone's checking your email, which is my favorite answer, it doesn't matter, because when I showed up this morning and I clicked on my inbox, do you know what was in it?

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00:21:34.390 --> 00:21:48.049

Stephanie Bogan: And it's been a little while since it's been like that. Cause I right, as you guys know, I've been looking for a new Ea, and so she's been in training for a week or 2, and I it's been get better and better, and I showed up this morning, and it was empty, and I was like

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00:21:48.570 --> 00:22:02.140

Stephanie Bogan: is still my beating heart. And then I went into my today folder, and there were 3 things in there, one with little blue eye that let me know. I just info. You need to see. A little red exclamation point is that, hey? You're going to need to look at this today. And I was like, Okay, cool.

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00:22:02.850 --> 00:22:11.859

Stephanie Bogan: So if you are checking your own inbox, then then Danny's right. You're going to have like. If you wait, you're going to have more when you check it.

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00:22:12.410 --> 00:22:16.810

Stephanie Bogan: The distinction is, Danny is servicing.

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00:22:17.570 --> 00:22:31.010

Stephanie Bogan: not checking, so checking is what's in my inbox. Delete delegate right? If it's quick, I do it. If it's hey? I need to spend 10 or 15 min on a few emails that's going to be 30 or 45 min that should be scheduled during my service time.

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00:22:31.430 --> 00:22:45.139

Stephanie Bogan: So you are. You're knocking out service time, and you're knocking out admin time. You just knocking it out on a Sunday, which is okay. The ideal is, you enjoy your Sunday, and you come in on Monday to that empty inbox.

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00:22:45.280 --> 00:22:59.179

Stephanie Bogan: So this is a challenge that we have strategies for. But now you've got to engage other people is someone on the team. Do you have a centralized inbox? Is someone on the team gonna check your email? Then we sit down with that person or persons and say, Hey, team!

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00:22:59.240 --> 00:23:18.130

Stephanie Bogan: I noticed that I spent an hour and a half on Sunday casually checking email. And I've always done that, and that's pretty cool, except it's an hour and a half on my Sunday, and I realize right I should have leverage and not need to do that. So we're working on this time thing. Here's what I want to do. What will it take to put that system in place?

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00:23:19.740 --> 00:23:23.509

Dany Martin: Right? So we have to start asking the what will it take question?

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00:23:24.090 --> 00:23:31.030

Stephanie Bogan: So we can get to the problems, hey, that works or it doesn't work. Because so the issue is, you're still checking

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00:23:31.350 --> 00:23:41.450

Stephanie Bogan: 2. We don't have enough time allocated in the calendar for going to do it, because it's rolling into that Sunday. So in the grand scheme of things. Is it? Gonna change your life? No.

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00:23:41.770 --> 00:23:42.679

Stephanie Bogan: it's not

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00:23:42.800 --> 00:23:49.649

Stephanie Bogan: not that. One thing. The issue is, it's not usually that one thing. So when we get stressed.

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00:23:49.800 --> 00:24:02.959

Stephanie Bogan: It's a stress response that says, this is making you uncomfortable. Fix it. The natural fix is to go back to the old way. It's not that big a deal the lean in fix, Danny, is.

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00:24:03.240 --> 00:24:10.640

Stephanie Bogan: What do I need to do to get rid of the discomfort is the discomfort that I have to do. It is the discomfort

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00:24:11.080 --> 00:24:32.869

Stephanie Bogan: like that. I don't know how to solve it. Right is the discomfort that I don't have someone to check it for me. And so like, Hey, it's just easier to keep doing it the same way. That's the real question behind the question is, what creates the stress and discomfort, so that we can solve for that because it's all about pulling things off of you and creating leverage, whether it's email advice, work, marketing or something else.

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00:24:33.360 --> 00:24:49.140

Natalie Bergsma: And sometimes the discomfort is just mindset. You are doing something different, and your brain perceives that that difference may result in something that you don't want. I'm gonna drop balls or do XY and Z.

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00:24:49.140 --> 00:25:14.980

Stephanie Bogan: And that might not be reality. Right? So it's also looking. Is this a mindset thing? And I'm just adapting. Or is it a process issue? I need to resolve? Yep, so you're having, and I'm sure this is not right. It let's all give Danny the the whip up that he is not alone on this we're constantly right. It's so easy to rationalize. So I can share this with you. Michael has this he likes to call it helping future me.

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00:25:15.450 --> 00:25:23.539

Stephanie Bogan: I've got 30 min. If I just go check email right now, then, that'll save me having to check it tonight or on the weekend. And that helps future me

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00:25:24.740 --> 00:25:40.669

Stephanie Bogan: right? That's the rationalization Michael no longer needs to have. But that's there's like a habit there where your brain is like. Well, why wouldn't I just do it while I watch the game? I'm good if I don't, I'm just gonna have to do it on Monday. No, that is a very one answer option.

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00:25:41.440 --> 00:25:54.779

Stephanie Bogan: It's if I don't. I check it on Monday. Yeah, that doesn't sound very appealing if I don't, is a forcing mechanism for me to get out of doing it this way. That's really appealing answer. I just have to work through discomfort of getting to it. Does that make sense?



147
00:25:55.330 --> 00:25:56.190
Yep.

148
00:25:56.600 --> 00:26:05.659
Stephanie Bogan: So is it a person problem, a process problem, a seat? Right? Tiffany, does this? What is it the she has these great questions.

149
00:26:05.860 --> 00:26:13.759
Stephanie Bogan: right? Is it a person? Right, wrong, right, right, person, wrong, seat, wrong person. wrong process, no process.

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00:26:14.830 --> 00:26:17.769
Stephanie Bogan: All breakdowns are typically one of those 4 things.

151
00:26:18.850 --> 00:26:27.529
Stephanie Bogan: So do we have wrong person, or, in Danny's case, no person do we have right person wrong? C. Do we have bad process or no process

152
00:26:29.190 --> 00:26:41.350
Dany Martin: may not mind. It's not really emails. Just getting calls back ladies by a house line of credit, a slide deck for an investment. A client wants to know a doctor that I've got a call back from a thing.

153
00:26:41.510 --> 00:26:52.659
Dany Martin: I think, you know, it's just like it's client work. It's not just email, it's it's that, you know, I just Cpa and a client or meeting. And they need something from me stuff to do.

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00:26:54.040 --> 00:26:58.990
Stephanie Bogan: I have stuff to do. So. The issue is, it sounds like you don't have a container for your stuff.

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00:27:00.340 --> 00:27:02.639
Stephanie Bogan: So this is where that model calendar.

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00:27:02.850 --> 00:27:21.219
Dany Martin: I'm sorry. Go ahead. Yeah, just on Monday. So just at least for us, it's, you know, 90'clock in office, 100'clock team meeting, 110'clock marketing meet and 120'clock chase. And I do, CEO. 10'clock. Now we're on this call. And then. So by the time I get done and I'm not checking emails to go home today. Then I've got.

157
00:27:21.220 --> 00:27:49.580
Dany Martin: And it's not just emails, phone calls and text. And you know, Christie and everything. So it's just really Mondays. And then tomorrow. Strategic planning. Shannon's in all day. So I know I'm not doing anything tomorrow. So now I'm thinking, am I? Wait until Wednesday to now get in touch with the Cpa. Needs needs something, or do I? You know that's that's a particular when like I said, opposed to all



the stuff that I would have had over the weekend would have been cleaned out, and today I would be down to, you know the Cpa. And one or 2 things.

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00:27:49.590 --> 00:27:57.879

Not good or bad. Just kind of what? What I would look at a year from now and say, how is it possible to show up on Monday, and I know it's gonna be different.

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00:27:57.980 --> 00:28:11.560

Dany Martin: But we're not quite there yet. And to answer your question, hiring a a junior advisor would probably solve 90% of this stuff, and we know that we just can't can't quite find them. So somebody that I could just flip this to they would handle it.

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00:28:11.580 --> 00:28:18.050

Stephanie Bogan: But right now we're just that's that's really what the answer to your question is, I guess.

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00:28:18.130 --> 00:28:23.619

Stephanie Bogan: feedback for Danny or Chase. On this anyone had a similar experience or any shares they wanna

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00:28:23.810 --> 00:28:24.829

Stephanie Bogan: put out there.

163

00:28:28.620 --> 00:28:29.800

Chris Wedell: Hey, Danny?

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00:28:30.440 --> 00:28:49.479

Chris Wedell: I know you and I talked about like the Vip service, like, you know. Idea that you have which I love for your top clients. And I'm gonna steal that. But just actually, we're gonna do like a general service inbox for all clients, you know, and I maybe you have.

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00:28:49.930 --> 00:28:56.670

Chris Wedell: I don't know. Maybe you open it up or do something for the rest of the clients. Besides the vips as well to kind of centralize that inbox.

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00:28:57.050 --> 00:29:16.159

Chris Wedell: Use your own idea. Yes, so so we've got Vip, which will be for our top 2 tiers, which is our 20, you know, top 20. And then we got client, at which will be we just haven't released that yet, because we're waiting on our ringcentral stuff. So that's in The Hopper. It's just not out there. And then, as far as, like my personal email

167

00:29:16.160 --> 00:29:39.770

Chris Wedell: bunch of it, I don't want to send to the team, because then they're bogged down with my personal. So yes, we are working on that. We just don't quite have the texting number and stuff to announce it yet. But it's because I feel what you're feeling, too. And I feel like we're just this close to once ringcentral like I feel like that's gonna totally alleviate a lot. I'm feeling exactly how you're feeling



right now.

168

00:29:40.420 --> 00:29:47.660

Stephanie Bogan: See, you are not alone 2. We all feel that way a lot. Right now you guys are in what I'll call the messy middle.

169

00:29:47.790 --> 00:30:06.920

Stephanie Bogan: You've looked at strategy. You're moving forward on a solution. You're just in the messy middle of implementing sort of like. I use the example of remodeling a house. You get all excited. You're halfway through it, you're like, Oh, my God! What was I thinking? This is horrible! Then you finally get done. And you're like, Oh, that was so amazing! And you forget all of the messy middle

170

00:30:07.000 --> 00:30:32.000

Stephanie Bogan: you feel the messy middle when you're in it. And so what you're talking about is a bridge strategy, which is okay. Danny doesn't have someone to do that service work. We don't yet have that right hand or the inbox being implemented. So yeah, there's just we don't have enough leverage, and the work is still there, and so that is a messy middle, because it doesn't poof off and go away. So I've been without an Ea for a couple of months, as you guys know

171

00:30:32.180 --> 00:30:53.430

Stephanie Bogan: one. I'm not as quick to respond. 2 right as we go through training what I always do. And Danny is just doing a version of this a little bit more casually is, I recognize that, hey? My situation changed. I don't have the leverage that I need. How am I going to account for it until I get it?

172

00:30:53.520 --> 00:31:05.880

Stephanie Bogan: And then, if you looked at my calendar, you would see my regular day, and then you would see a bunch of little tasks in the beginning and the end of the day, and if I off click that calendar it's the Ea calendar, and then my life looks normal again.

173

00:31:06.260 --> 00:31:18.899

Stephanie Bogan: So I literally, when I don't have my Ea, I have to allocate 2 extra hours a day, and it's still not enough to be like super chasm at everything like I like to be

174

00:31:19.160 --> 00:31:26.380

Stephanie Bogan: to check the email process. The email, give as much as I can to the team. But now I'm still quarterbacking.

175

00:31:26.760 --> 00:31:48.400

Stephanie Bogan: And so in that sense, I block that time in the morning, or I'll watch TV at night like, Hey, I'm just watching TV and my husband and all. So in that sense, yes, you can do that if it's a bridge strategy that you're doing intentionally while you implement, right? A solution. And you start to iterate and get to the to the end goal. There, if it's a hey? What's the big deal?

176

00:31:48.560 --> 00:31:50.410

Stephanie Bogan: That's a different scenario.



177

00:31:51.680 --> 00:31:52.800

Stephanie Bogan: Does that make sense?

178

00:31:53.280 --> 00:32:17.780

Dany Martin: Yeah, it does. And I just hope to close up. We would be. I would. I was proud of myself this morning for my 9 to 10 was spent on 3 very high level revenue, producing like prospects. So I did choose this morning to go into what produces revenue instead of just calling, what was the simple tax form back, or trying to go and order something like that? So the important stuff got done before the team meetings. And now it's really just the cell phone.

179

00:32:18.290 --> 00:32:27.930

Dany Martin: You know. I just I want to get it back to them, because that's what I've always done so the decision earlier was made. Right? So we're step in right direction.

180

00:32:28.160 --> 00:32:31.969

Dany Martin: Good? Well, hopefully, that helps a little bit Kevin liana.

181

00:32:34.190 --> 00:32:42.179

Liana Poodiack: Good afternoon. So I apologize for stepping out. We're in the middle of movers. In our space.

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00:32:42.210 --> 00:32:53.139

Liana Poodiack: So with I've been a little sidetracked past few days. But we are making progress with new space. We're getting ready to sign

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00:32:53.290 --> 00:32:54.909

Liana Poodiack: the contract.

184

00:32:55.210 --> 00:33:02.789

Liana Poodiack: I believe Travis is, I think, on here, too. We've been dealing with technology still not final on some things.

185

00:33:03.030 --> 00:33:06.729

Liana Poodiack: But some things we are making progress on.

186

00:33:07.840 --> 00:33:11.569

Stephanie Bogan: Alright. Let's see, what else do we have on here.

187

00:33:11.800 --> 00:33:12.470

robertwyrick: hmm.

188

00:33:13.580 --> 00:33:22.329

Stephanie Bogan: email, okay, yeah. So you're working on that great. I just wanna make sure we didn't



miss anything. And then I don't see. I did see Travis, but I don't see him now. Oh, there you are, Travis! Anything you want to add to that.

189

00:33:26.900 --> 00:33:36.889

Travis Poodiack: No, I mean, I think we're we're making progress on the things that we have laid out there. I mean, my big focus for the next 30 days is to

190

00:33:37.540 --> 00:33:41.009

Travis Poodiack: finish off our our master kind of

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00:33:41.430 --> 00:33:43.600

Travis Poodiack: transitions, spreadsheets

192

00:33:43.710 --> 00:33:48.269

Travis Poodiack: to kind of tie all that together and then clean it up.

193

00:33:48.540 --> 00:33:51.569

Travis Poodiack: But I think, as as far as it relates to

194

00:33:52.320 --> 00:33:57.180

Travis Poodiack: you know, the setup of the of the business and and the tech questions like.

195

00:33:57.520 --> 00:34:03.140

Travis Poodiack: pretty much all decided. It's more just waiting to assign contracts and stuff like that at appropriate times.

196

00:34:03.230 --> 00:34:09.249

Stephanie Bogan: Okay, so you guys are rolling along. Good to see that picking at momentum this year, Ron

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00:34:09.290 --> 00:34:14.940

Stephanie Bogan: Ron, I think. Did he send the email saying he couldn't make it? I think he did. He had a situation. Come up

198

00:34:14.960 --> 00:34:18.389

Stephanie Bogan: alright. I will follow up with Ron. Sarah, I did see you there.

199

00:34:19.480 --> 00:34:26.670

Sara Stanich: everybody. Did you provide some outsized value in the last 30 days? sure.

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00:34:26.840 --> 00:34:30.650

Sara Stanich: I've definitely been thinking a lot about



201
00:34:30.719 --> 00:34:33.619
Sara Stanich: the question of value and value for our team.

202
00:34:33.770 --> 00:34:42.900
Sara Stanich: And so I would say that that is still accurate. But it was just really interesting to me that was looking at this.

203
00:34:43.210 --> 00:34:50.230
Sara Stanich: you know the other goals here. And so, you know, checking email less actually and making some good progress there.

204
00:34:50.310 --> 00:34:54.790
Sara Stanich: And I just came off of a week of

205
00:34:55.130 --> 00:34:58.970
Sara Stanich: some travel, and that, of course, makes it made it easier.

206
00:34:59.920 --> 00:35:11.609
Sara Stanich: But then my my second and third goals last time I had in there to interview Para planners and off board some C and D clients, and I think I've really switched that.

207
00:35:11.720 --> 00:35:13.570
Sara Stanich: And but it's like

208
00:35:13.990 --> 00:35:16.550
Sara Stanich: or aligned with.

209
00:35:16.770 --> 00:35:25.989
Sara Stanich: like providing outside value to to clients and my team. So now I would say what I'm working on now.

210
00:35:26.040 --> 00:35:31.379
Sara Stanich: that's sort of number one is this new fee transit fee plan and transition

211
00:35:31.670 --> 00:35:41.109
Sara Stanich: which is gonna result in my offboarding, probably more like a dozen clients instead of 3 to 5. Right?

212
00:35:41.490 --> 00:35:43.999
Sara Stanich: then I don't need another pair, planner.

213
00:35:44.020 --> 00:35:48.329

Sara Stanich: and like raising our minimums which

214

00:35:48.640 --> 00:35:51.689

Sara Stanich: you know, might slow down our growth, but

215

00:35:52.780 --> 00:35:56.320

Sara Stanich: might not. And is

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00:35:56.390 --> 00:36:03.300

Sara Stanich: you know, probably better for the firm, and, you know, enables us to provide, you know, outside value to the

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00:36:03.640 --> 00:36:05.779

Sara Stanich: clients and our team, that sort of thing.

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00:36:05.900 --> 00:36:16.959

Stephanie Bogan: Yeah, when you think about outside value, you're either gonna be ridiculously tech focused right? Cause, that's where you create a lot of leverage, and or almost always gonna be on the

219

00:36:17.050 --> 00:36:27.589

Stephanie Bogan: premium and or higher margin side of the equation, right? Because that's what creates the funds to create that kind of value again, you can leverage tech an awful lot to do that.

220

00:36:27.610 --> 00:36:57.460

Stephanie Bogan: Sarah brought up a really good point that I'm gonna ask you all to really think about over the next couple of months as we talk about client models, right client clients for the income engine in the car, you gotta you build a great car. But if you don't have good gas right low. Octane versus high octane performance is gonna really be diluted and affected, and that's what clients are outside of the personal emotional relationship, right? We also want to balance the revenue and the economics of the experience that they have. And we want relationships to create reciprocity

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00:36:57.650 --> 00:37:07.729

Stephanie Bogan: where we're delivering out size value to them, and they in return are delivering fair and meaningful value in exchange for that right. We call that a profit margin

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00:37:07.970 --> 00:37:11.859

Stephanie Bogan: And oftentimes, when we think about growing.

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00:37:11.960 --> 00:37:22.989

Stephanie Bogan: we, we think, go do more. And what Sarah really hit on, and we'll talk a lot about this as we do the right sizing. The client basis is very often more often than not. In fact.

224

00:37:23.290 --> 00:37:36.370

Stephanie Bogan: the the hurdles to growth are baked into the models that we have. Right? We have to



Sarah's point. You could offsize 3 clients and hire someone, or you could outsource 12 clients and not need to hire someone.

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00:37:36.600 --> 00:37:47.249

Stephanie Bogan: Right? So you just got a lot more leverage in that model in terms of the relationship between revenue services and the capacity and cost of providing them and your profit margin

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00:37:47.470 --> 00:37:58.639

Stephanie Bogan: so often times we'll have people join and go. Oh, I wanna get to 3 million or in lifestyle. I wanna get to a million. And then along the way they realize if they rejigger, to use a very fancy word.

227

00:37:58.650 --> 00:38:01.110

Stephanie Bogan: they rejigger that client base.

228

00:38:01.160 --> 00:38:25.169

Stephanie Bogan: They don't actually have to do a ton of growing or not nearly as much as they thought to Sarah's point like, Hey, if you double the size of your client as in a scenario, right? Monte Carlo. It out. Yes, in the near term your growth rate will probably slow, just because anytime you shift or narrow focus, you're doing some re-education there, but it tends to hockey stick on the other side.

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00:38:25.320 --> 00:38:43.409

Stephanie Bogan: So that's the kind of thing that we could just project out in a simple spreadsheet. What's our current rated growth if we doubled our fee? And we assumed a basic math right? Half as many clients. What would that look like? And you will very often look at that and go. Wow! That client base looks a little bit more attractive than the one that I've got.

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00:38:43.590 --> 00:39:06.390

Stephanie Bogan: And then we start looking at rate fee increases or service model changes or potentially transitions, or those container strategies we talk about. So a huge part of what we wanna do is we wrap up Q one, and we get that vision. And that clarity piece clears. Now we can apply it to assessing and analyzing the efficacy of the client base, the income engine that you've got

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00:39:06.930 --> 00:39:30.570

Stephanie Bogan: for those of you with other advisors and teams. Eventually you'll extend that to them to make sure each income engine in the business, just like a client. Segment is profitable and working in its own right. So each income engine is additive, which is the number one challenge for scaling growth. When we add advisors, it tends to dilute margins, while increasing complexity, which is while the numbers go down as you grow after 1.5 million.

232

00:39:30.590 --> 00:39:56.250

Stephanie Bogan: It doesn't have to be that way. That's where welcome to leaders. All the leadership kicks in, are we? Do we have a good strategy that's aligned with our business model? Can we implement discipline and not do things we don't need to do and work with the right like that's the next level of growth. So you're not gonna have to work 3 times as hard if we get 3 times as smart. So it's not a good or bad, or right or a wrong, it's what's the goal



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00:39:56.670 --> 00:40:08.410

Stephanie Bogan: kind of car do I want? Do I want a Ferrari or a Mercedes Benz or a Honda, right? I think different client bases. And then everything. The big mistake we make is we don't align everything

234

00:40:08.460 --> 00:40:21.039

Stephanie Bogan: like ruthlessly to the business model. But we like that client, and we like that team member. And we like this thing. And we like that thing right. So that this is where the discipline of what Sarah is going through is a really nice

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00:40:21.140 --> 00:40:30.929

Stephanie Bogan: segue into where we're going. Sarah is just really, judiciously look at the client base and write Monte Carlo with the way with a portfolio. There's a tool

236

00:40:31.210 --> 00:40:37.219

Stephanie Bogan: which we'll talk about. If anyone wants to head started to think it's the client revenue and fee analysis.

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00:40:37.500 --> 00:40:50.510

Stephanie Bogan: client segmentation and revenue analysis. I was just looking at it the other day. You can basically role play like here are current segments here, the new segments. What would happen if we made these changes to our fees?

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00:40:50.580 --> 00:40:58.809

Stephanie Bogan: So we'll go through the process when we do right sizing. But we're going to really look at the client profitability in that kind of light version of the tool.

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00:40:58.960 --> 00:41:14.060

Stephanie Bogan: And then once you get that you can scenario play out different segmentation and fee models in the deeper tool, and then really start to think what is what is the goal deluxe client base, not too big, not too small, just right.

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00:41:14.450 --> 00:41:27.349

Stephanie Bogan: And there's no one business model, one client type or one set of services that is good or better, they're all awesome if they are really targeted to the client model and the business model. So, Sarah.

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00:41:27.610 --> 00:41:34.020

Stephanie Bogan: I think that's really good work that you're doing. That's gonna set you up really nicely for the work we're doing on the client model next quarter.

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00:41:34.800 --> 00:41:35.480

Stephanie Bogan: Cool.

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00:41:36.800 --> 00:41:43.660



Stephanie Bogan: awesome. Do you have have you gone through transitions and process and letter? And are you ready to have that conversation with all of them?

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00:41:45.110 --> 00:41:46.460

Sara Stanich: I

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00:41:46.470 --> 00:41:55.170

Sara Stanich: I'm drafting. I'm still in the drafting process. I have a rough draft, but I have a deadline because I would like to include this in our adb update.

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00:41:55.350 --> 00:41:58.619

Sara Stanich: So it's good to have a deadline.

247

00:41:58.760 --> 00:42:06.519

Stephanie Bogan: Okay? Great and you know, there's examples in the library and all that. If you need perfect great, doesn't that make it easier?

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00:42:07.640 --> 00:42:30.530

Stephanie Bogan: Wait, somebody might have drafted that already. Alright. Well, that's great progress. I love to hear that. It's really just kinda bringing a fresh perspective to the current client base and looking at it without emotional attachment, with a lot of objectivity, and quite honestly, with a lot of radical honesty about the impact that each of those segments is actually having on the business model and performance that you're getting

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00:42:31.230 --> 00:42:32.030

Stephanie Bogan: cool.

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00:42:32.330 --> 00:42:37.899

Stephanie Bogan: Alright Kevin, Mr. Thomas. I saw you there. There you are.

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00:42:38.440 --> 00:42:45.699

Kevin Thomas: I think Kevin Addelman hit on a lot of what we're doing together. But from a personal standpoint,

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00:42:45.800 --> 00:42:52.719

Kevin Thomas: especially regarding calendar and model week. I just feel so much more organized and cohesive around

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00:42:52.770 --> 00:43:08.189

Kevin Thomas: schedule. And just just like, like just the last couple of weeks, it felt really good. And then also just time for me and Kevin to work on. The business has been awesome, like we're communicating better, and does take time to work on the business. But,

254

00:43:08.370 --> 00:43:21.050



Kevin Thomas: It felt kind of the opposite. I felt super organized, and I like the structure and kind of kind of reminds me of the first days getting back into starting in the business, you know, power blocking, putting color on the calendar.

255

00:43:21.060 --> 00:43:30.719

Kevin Thomas: And then just some of the basic foundational things. When I started in the business almost 9 years ago. Just kinda redoing that again from a calendar and power blocking standpoint. So it's pretty good.

256

00:43:31.290 --> 00:43:34.410

Stephanie Bogan: Yeah, it's the big brilliant at the basics still works, is

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00:43:34.430 --> 00:43:41.080

Stephanie Bogan: it's magic. Yeah, I mean, how many times have you heard someone say it works so good? I stopped doing it.

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00:43:41.090 --> 00:43:46.140

Sara Stanich: I mean, I've I've said that way way more times than I wish I had in my lifetime. Yeah.

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00:43:46.240 --> 00:43:54.769

Stephanie Bogan: alright. Well, it's good. Okay. So everything's on track with you guys no big ads there? Mark, yeah, there is Mark. Well, Mr. Wayne.

260

00:43:55.080 --> 00:44:23.760

Mark Wade: Hello! How are you? Hello, everybody. So we are working, as you know, Stephanie. Recently we made some changes, but we made some decisions that were, I think, critical decisions. And I think we we ended up on the right side of those. So with regard to you know the direction we were gonna grow round 3 of my entrepreneurial career. If I just moved the corporate world don't even think about it. But

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00:44:23.930 --> 00:44:29.789

Mark Wade: you know, round 3 is, gonna be really interesting because we have really honed in on who our

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00:44:30.490 --> 00:44:34.399

Mark Wade: target clients are going to be

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00:44:34.620 --> 00:44:42.040

Mark Wade: we when we and I and we become more fine tuned on that every day. As a

264

00:44:42.290 --> 00:44:47.490

we are we? I continue continue to acclimate to the new scheduling.

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00:44:47.570 --> 00:44:56.539

Mark Wade: our our calendaring. So we continue to acclimate to that, becoming more more

accustomed to it as as we go along.

266

00:44:56.570 --> 00:45:08.310

Mark Wade: have have finally finished our model practice and gotten that to the point where it makes sense with who our new client

267

00:45:08.750 --> 00:45:15.990

Mark Wade: targets are our target clients. And just becoming more more comfortable with

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00:45:16.050 --> 00:45:22.430

Mark Wade: with the systems entirely our our challenge now, as I see them, is going to be staffing

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00:45:22.720 --> 00:45:27.940

in the last. In the last 3 weeks I terminated 2 of my virtual assistants

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00:45:28.600 --> 00:45:34.650

Mark Wade: and which leaves me with one which leaves me with angst.

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00:45:35.030 --> 00:45:44.680

Mark Wade: So if anybody has a good idea, or good methodology or suggestions with regard to staffing up on the virtual assistant side, I'd love to hear

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00:45:46.210 --> 00:45:47.969

Stephanie Bogan: anyone got feedback from mark

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00:45:48.590 --> 00:45:52.949

Stephanie Bogan: resources. Anyone have a good virtual Va with time on their hands.

274

00:45:53.270 --> 00:45:54.090

Mark Wade: Yeah.

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00:45:54.990 --> 00:46:03.860

Stephanie Bogan: Mark, I always tell people to call Athena ex. Is it Athena? Executive, Alison? I can never remember Athena. Assistance not the one in the Philippines

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00:46:04.030 --> 00:46:13.119

Stephanie Bogan: the one in the Us. They're not the least expensive. But, man, they just consistently deliver quality people who know what they're doing. They do a good job of training them.

277

00:46:13.160 --> 00:46:19.299

Stephanie Bogan: I think it's virtual. There's a number of resources on the outsource partners resource list.



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00:46:19.320 --> 00:46:23.489

Stephanie Bogan: But I know we often refer people over to within and have good luck with them.

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00:46:24.170 --> 00:46:26.690

Mark Wade: Yeah, cheapest has never really been good for me.

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00:46:26.910 --> 00:46:35.139

Stephanie Bogan: you know. You know I look at things that I'm like I know at the point in my life where I'll look at the price of something or someone on up work, and I'll be like, Nope.

281

00:46:35.550 --> 00:46:50.479

Stephanie Bogan: you pay penis you get like there's no way that should cost me \$25 an hour. If you are not at least 50 or \$60 an hour, you either aren't good, or you don't know that you're good, and neither of those work for me. I don't wanna pay 2 times too much

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00:46:50.480 --> 00:47:06.570

Stephanie Bogan: but I'm way past the point where I'm like, oh, look! It's on sale when it comes to services, for sure. I think in part it depends on the type of virtual assistant that you're looking for, and then.

283

00:47:06.570 --> 00:47:21.980

Natalie Bergsma: you know, sometimes planning ahead for capacity. So if you're looking at any of the virtual assistant firms that are available that are on the resource list. I recommend planning 3 to 6 months in advance, because they all have waiting lists. Right now, Mark, you're obviously

284

00:47:21.980 --> 00:47:37.200

Natalie Bergsma: not there. But right, if you think you're gonna be there in the future and might want another one, right? Connecting with those people doing the research and and making a decision so that you can get into their queue is really really critical. If you're looking for just an independent

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00:47:37.200 --> 00:47:58.969

Natalie Bergsma: contractor. There are, I think, a couple that we might have as a resource, but also I've seen simply Para planner though they are listed. It sounds like they're para planning firm. I've seen a lot of contract. Oriented people go through that site because of the the nature of that site is all remote

286

00:47:59.050 --> 00:48:00.880

robertwyrick: Orient.

287

00:48:01.350 --> 00:48:03.859

Mark Wade: What has the success been

288

00:48:04.000 --> 00:48:08.720

Mark Wade: finding a virtual executive assistant.



289

00:48:09.000 --> 00:48:23.089

Stephanie Bogan: Well, I'm working on that as we speak. You can absolutely find people services are great. I'm actually looking for someone that will convert to full time. And so

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00:48:23.190 --> 00:48:25.750

Stephanie Bogan: that's just the only reason I'm not doing that.

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00:48:25.770 --> 00:48:55.719

Stephanie Bogan: I use upwork. Honestly. And then we you know the goal is ultimately right to put people through some paces. The nice thing is, I don't like it's not like we. I incrementally train that person right to make sure they're good, and then we do. They get more and and more so it's a little bit less deep on the hiring. But right. You're you're watching a lot more closely and around the first 3 or 4 weeks to make sure. Right? You've got the right person. I also think it's really clarifying the difference between

292

00:48:55.880 --> 00:49:02.249

Natalie Bergsma: an admin and an executive assistant and the level of person that you need. I think a lot of people

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00:49:02.250 --> 00:49:27.120

Natalie Bergsma: hire Eas. But they accidentally hire administrative assistants who can. Okay, maybe I can like move email from point A to point B I can manage your schedule. But outside of that understanding, your life and your priorities, and what you have and what you're working on, and being able to adjust that and accommodate or take on sort of business operation type work that you would see in an Ea before you hire an operations manager

294

00:49:27.130 --> 00:49:34.979

Natalie Bergsma: like you have to get really clear on the role and make sure that you're getting that level of person. That's sort of the biggest

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00:49:35.060 --> 00:49:49.949

Natalie Bergsma: frustration I've seen in an Ea because they're like I hired what's supposed to be an amazing yag, and they kinda are just sort of like an administrative assistant who answers the phones and does scheduling. And those are 2 very, very different goals.

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00:49:50.130 --> 00:49:57.170

Stephanie Bogan: Yeah. My rule is, you have to be able to think to be my EA. That is the number one rule. When I hire people. Your number one job is to think

297

00:49:57.310 --> 00:50:16.329

Stephanie Bogan: and so I need that person to exercise independent judgment to Natalie's point. Understand priorities. Again, there's time and training that goes into that. So yeah, happy to help with that if if you need any more direction there. But Athena does a really good job to Natalie's point. You gotta really clear about the level of person.

298



00:50:16.480 --> 00:50:25.240

Yeah, right? And the level of judgment and agency, like someone could like my Ea at this point could say, I thought the best time was 7 am. And I'd be like, Okay.

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00:50:26.610 --> 00:50:37.570

Stephanie Bogan: yeah, we if if it wasn't the best time we'd have a conversation right? But it's like I would be like, hey, if that made sense to you, I will show up and do it, and if training needs to happen, it will happen.

300

00:50:37.610 --> 00:50:45.369

Stephanie Bogan: But it wouldn't be checking in. It would be like, Hey, that person made the decision right, and so that the time savings that you're looking for there.

301

00:50:45.720 --> 00:51:12.799

Stephanie Bogan: I think the the theme here for a lot of you as we work on time and vision. You notice there's an intersection there. I like to call it leverage what you're all looking for in some way, shape or form. Right? Chris and Danny are looking for an advisor marks right? Looking at different businesses, hiring any Ea, right? It's about how we leverage people process and platform to really focus us on the things that will have the greatest impact for clients

302

00:51:12.870 --> 00:51:14.679

Stephanie Bogan: and the business.

303

00:51:14.950 --> 00:51:22.990

Stephanie Bogan: yeah. So, Mark, you've been making some good moves there. So it sounds like you're on track. Chris, you wanna give us your progress. Solid progress.

304

00:51:23.670 --> 00:51:43.979

Chris Wedell: Okay, I'm not looking for an advisor yet. I don't wanna give Laura heart attack over there. She's like, wait. Chris is looking for an advisor. Oh, sorry. Chris. Just wanted to get okay, so

305

00:51:44.010 --> 00:51:55.370

Chris Wedell: 30 days. I do have my vision vision and values written down. Like, I know. That seems so basic. But it just took me a bit to really.

306

00:51:55.710 --> 00:52:04.379

Chris Wedell: I don't know. Get that cause. I know everything goes around at some super pumped about that. I did also complete the business vision. Worksheet.

307

00:52:04.490 --> 00:52:24.370

Chris Wedell: and I am almost done with the one page business plan which I know was on my list to get to Stephanie by the end of the month, and that will happen sadly. Laura and I haven't had a chance to get on the calendar yet to have our, you know. Conversation of each of our mission vision values. That's scheduled from March 6.

308



00:52:24.510 --> 00:52:29.499

Chris Wedell: So I won't have that to you by the end of the month. But I think that's going to be an important next step.

309

00:52:29.680 --> 00:52:38.469

Stephanie Bogan: So I know what the next 30 days, you know, kind of what everything looks like. Sounds good

310

00:52:38.790 --> 00:52:40.819

Stephanie Bogan: anything to process today with the group.

311

00:52:42.060 --> 00:52:48.829

Chris Wedell: Not anything super high priority I did have in the email chain, you know, just

312

00:52:49.000 --> 00:53:14.029

Chris Wedell: Last time we spoke I talked about prospecting processes. And I did use the library and and reach out via email and have all these prospect meeting scheduled. And I have a handful where it's like we've met. We did an introductory call. And now they just have to send me the stuff to analyze, you know. And I'm like, Okay, does anybody like any tips tricks like the balls in their court? I'm gonna have to follow up with everybody

313

00:53:14.410 --> 00:53:23.269

Chris Wedell: and like like phrasing or something that just gets it to like click action. Move to action, you know, like, that's really where

314

00:53:24.040 --> 00:53:34.039

Stephanie Bogan: any feedback from the group around, how you get people to return their intake information. Do you have a super, cool form process letter? Do you just

315

00:53:34.280 --> 00:53:38.170

Stephanie Bogan: kick him with your nice boots all the way down the road? What do you all do?

316

00:53:42.730 --> 00:53:47.760

robertwyrick: Do you all have this problem? You know. The only thing I would add is that we usually

317

00:53:48.090 --> 00:53:52.399

robertwyrick: we'll tell a prospective client to listen. We have a little bit of time this week.

318

00:53:52.560 --> 00:54:05.740

robertwyrick: right? So we kind of, we kind of create a little bit of sort of a sense of urgency, if you will like. If you would like us to look at it. We do have some time this week, and we're happy to do whatever, and then we'll set a time to to deliver it to you the following week, or something.

319

00:54:06.540 --> 00:54:14.850



robertwyrick: Yeah, I have some upcoming travel with spring break and such. So it might be good to kind of use that as creating the sense of urgency.

320

00:54:15.190 --> 00:54:20.900

Stephanie Bogan: Yep. thanks. Anyone. Any other thoughts anyone solve for this other ways.

321

00:54:22.490 --> 00:54:23.640

Natalie Bergsma: Aye.

322

00:54:23.810 --> 00:54:39.489

Natalie Bergsma: I often, when I'm setting the deadlines, do reinforce that sense of urgency that you just mentioned. So right in order to make sure that we have adequate time to review your situation and put plan for our meeting. We need the materials at least

323

00:54:39.650 --> 00:54:46.030

Natalie Bergsma: X number of days in advance. If you're not able to do that. Please let us know we'll happy to reschedule your call.

324

00:54:47.120 --> 00:55:03.600

Stephanie Bogan: Humans are everything we ask clients for goes into a very special pile. Does anybody know what that pile is? It's called the I'll get to that later pile. They're like, Oh, yeah, Chris needs this. Oh, Kevin needs this mark needs this in the email. I'll get to that later.

325

00:55:03.630 --> 00:55:15.769

Stephanie Bogan: Your your resistance point here is they have to stop and do. Let's be honest. A very boring task. No one goes. I get to go log into fidelity and pull down my account values so I can put them in Chris's form.

326

00:55:15.930 --> 00:55:45.360

Stephanie Bogan: So there's a lot of different strategies. We use one. I'm a huge fan of not asking for more information than you actually need in the beginning. So if we if we're past that, and we're true. The hey? I really, truly need this. We will almost always set up a timeline with the clients, and similar to what Robert does. But with their agreement around, hey? When people come to us to do planning, there's usually some sense of importance or urgent licenses after you're retained or right, we've gotten to that. I need your info.

327

00:55:45.360 --> 00:56:01.879

Stephanie Bogan: would you? Is this really important? You know? What's your timeline on this? Do you guys? Because if you ask them, what's your timeline on this? When would you guys like to have this plan in place so that you have that clarity going for? They will often not say anytime in the next 6 to 9 months is fine. They will often say.

328

00:56:01.920 --> 00:56:31.899

Stephanie Bogan: love to have it done this month or this quarter, and then you can adjust and say great in order to get the plan done on the timeline that feels really good to you. Let's get up or set up our meetings about 2 weeks apart. We'll just need information 3 to 4 days in advance of each meeting, so



our time team has time to address it, as Natalie pointed out. If we don't get that in advance, we'll need to reschedule, because we're not trying to set the expectation with new clients that they can just direct like I don't want to be the account that's waiting until 110'clock the night before. Thank you very much.

329

00:56:31.900 --> 00:56:48.049

Stephanie Bogan: Right. And, by the way, if you call people 3 days in advance, like I used to do and say, Hey, we really looking forward to this meeting, I noticed we didn't have your information, and our team has got some time set aside tomorrow to work on it. Do you think you can get that to me, or would you like to reschedule 9 times out of 10? What will people say?

330

00:56:48.250 --> 00:57:03.459

Stephanie Bogan: I'll get that to you tonight like we have to create a sense of urgency. Otherwise no one wants to step over. I'll get to it later. I like to do things in the old days. I think you can still do this. By the way, I would Fedex overnight people

331

00:57:03.560 --> 00:57:16.249

Stephanie Bogan: packages with a red folder with a nice label on it that said right important papers needed, you know. Nice little language, a checklist. Here's the information we need. Red Folder and Fedex is what

332

00:57:17.080 --> 00:57:21.960

Stephanie Bogan: they've done all the marketing for you. When do you send a Fedex? What's the slogan for Fedex

333

00:57:22.370 --> 00:57:35.530

Stephanie Bogan: when it absolutely, positively has to be there overnight? Meaning it's important. Open it up, bright red folder. What does that tell my brain? Oh, my God, this is important. Big label, important papers. Right?

334

00:57:35.590 --> 00:57:38.900

Stephanie Bogan: Important letter, right? We need, you know, like.

335

00:57:39.690 --> 00:57:49.580

Stephanie Bogan: And then you're still probably sometimes doing some nudging. That's where you have a dedicated team member whose job is to love lovingly. Nudge, because then they'll realize.

336

00:57:50.240 --> 00:57:53.289

Stephanie Bogan: When do you do it. When do I do it?

337

00:57:54.080 --> 00:58:06.489

Stephanie Bogan: When we have to? You have that rare 10% of your clients that are like, here's everything, and an organizer and a spreadsheet. I would give you that it'd be very awesome. but nonetheless, back in the day it was just. Here's a bunch of stuff.

338

00:58:06.680 --> 00:58:18.089

Stephanie Bogan: We also have designed organizers over the years I like? Very first section is for new people. There's very little in. It's a lot of goals. And what do you want? Where are your problems you want to solve

339

00:58:18.230 --> 00:58:31.980

Stephanie Bogan: next set of information. And then, once we're engaged, since the deeper set, motivated people who, like the engineering types will just fill it out in the beginning, which is great. Everyone else eases in, but they know the goal is to ultimately complete the packet.

340

00:58:33.110 --> 00:58:42.320

Stephanie Bogan: I also like to tell people when they start. Hey, we'd like to get people through this process in around 30 days to do that. We typically schedule our meetings about 2 weeks apart.

341

00:58:42.980 --> 00:59:09.569

Stephanie Bogan: right? And then I walk through the process and our first meeting. We will love adoration, amazingness, right? Help. You create a plan in our second meeting, about a week or 2 later. Blah blah blah! At the end of that meeting you'll have enough. We'll have enough information about you to know if we can add real value to your situation now and over time, and quite honestly, you'll have enough information about us. Know, if you want us to. And at that point, if it makes sense, I say that literally people all the time.

342

00:59:09.570 --> 00:59:22.460

Stephanie Bogan: You'll know if you like me want me to do it like, am I smart enough? Do you like me like you're just saying that in a really comfortable way, like if we like, if we can add value, and you want us to. We'll move forward from that point. We like to meet every 2 weeks

343

00:59:22.460 --> 00:59:45.310

Stephanie Bogan: to make sure that right over the span of 30 to 60 days. We're getting the full plan implemented, at which point we'll sit down with you to talk through the bigger service model and the very discipline process that we follow, to make sure that all the t's that is or does dotted not just now, but over time. Right? Part of our job is to be that trusted advisor that's there every step of the way. Blah blah like I've just told them everything.

344

00:59:46.090 --> 01:00:09.430

Stephanie Bogan: Now, all I'm doing along the way is delivering. Hey? Great! To see you today. At the end of this meeting we'll have the information on the plan. You'll have the information you need to make about it, whether you wanna move forward. Blah, blah! Blah! Does that sound like a good agenda for today? Yes. Okay. Great end of the meeting, hey? Like all I'm doing, is seating and delivering, seating, and delivering. So the seating to Robert's point is either to create influence.

345

01:00:10.160 --> 01:00:18.689

Stephanie Bogan: Hey? We like to get through some about 30 days in order to do that, we'll meet about every 2 weeks unless they go. No, their brain goes. Okay. That sounds about right.

346

01:00:19.240 --> 01:00:22.480

Stephanie Bogan: the wealthier people get the more valuable this becomes



347

01:00:23.040 --> 01:00:30.130

Stephanie Bogan: because wealthy people will put you off 4 months. Oh, when someone has 250 million, they're like, Danny. You can wait. I'll get to that

348

01:00:30.160 --> 01:00:36.110

Stephanie Bogan: waiting for my account and my attorney, and the, you know, like you have to deal with all of that

349

01:00:36.270 --> 01:00:53.119

Stephanie Bogan: right? So we, with really high net worth and ultra high net worth people, we get them like they love plans and timelines most of the time they like succeeding. So we lock them into that agreement. Hey, this is a big, complex plan. These things can often take years to implement because we're coordinating with a lot of advisors.

350

01:00:53.210 --> 01:01:10.299

Stephanie Bogan: You know, we like to follow a process where in 90 days we have a plan in 6 months, it's, you know, would. How do you want to do this? And people are like, I want that plan. It's not always easy. But you get to go back and say, hey? These are those points where we go from 6 months to 2 years. Would you like us to reach out directly to

351

01:01:10.410 --> 01:01:19.909

Stephanie Bogan: your estate attorney or your asset protection, you know, whatever it is. so I think we're all always trying to get clients to take action, whether it's get an action item done.

352

01:01:19.920 --> 01:01:37.080

Stephanie Bogan: Return information seating why they care agreement. Hey? We'd really like to get this application filed so we can make sure this is handled. I know you and Tom are busy. Is this something you think you could get to this week, so that I can make sure my assistant is for on this first thing on Monday.

353

01:01:37.310 --> 01:01:46.169

Stephanie Bogan: Yes, I can. Now I have a commitment. Now I can schedule that commitment if I don't get it. Assistant calls back 3 days later. Hey, Jane. It's Steph.

354

01:01:46.240 --> 01:01:58.869

Stephanie Bogan: Chris just wanted me to check in. I know this was something you really wanted to get focused on this week. Yeah, I've got time to work on it tomorrow. Do you think you could get me that information very quickly? By the way, if you do this, what do your clients learn

355

01:02:00.060 --> 01:02:08.149

Stephanie Bogan: that you're on top of it. You're on time, as promised every time, as we like to call it, and that you do what you say you're gonna do. Which means what

356

01:02:09.760 --> 01:02:13.200

Stephanie Bogan: they're more likely to do, what they say they're going to do.



357

01:02:14.240 --> 01:02:26.609

Stephanie Bogan: So we can get that agreement. We can see why it's important. And then follow up consistently. We're teaching them that proactive responsible behavior that they're coming to rely on us for

358

01:02:26.800 --> 01:02:28.510

Chris Wedell: love. It?

359

01:02:29.470 --> 01:02:32.620

Natalie Bergsma: Do you do a getting organized reading. Chris.

360

01:02:33.950 --> 01:02:34.970

Chris Wedell: Yes.

361

01:02:35.500 --> 01:02:48.679

Chris Wedell: so well, in this particular case it was a little different than normal, because it was just set up like 30 min introductory calls after an event like an in person event, and so just something to get them.

362

01:02:48.940 --> 01:02:54.540

Chris Wedell: you know, like scheduled instead of going home and like, Oh, call if you want. Yeah.

363

01:02:54.570 --> 01:03:12.650

Chris Wedell: So that was great. And then it was like, Okay, I use one of the templates to say, like, Okay, here's what it. You know these are your priorities, and if you want to add anything to it, or you want to change anything, let me know. But in order for me kind of to do my analysis. And for our next meeting I need dot Dot.

364

01:03:12.650 --> 01:03:25.369

Chris Wedell: and it wasn't. It was literally just like the basics. And it was. Here's how I you know, you could email back. We could. You can bring it in person, or you could offer like, or we can send you a Fedex label, you know.

365

01:03:25.610 --> 01:03:27.470

Chris Wedell: and it's like

366

01:03:27.490 --> 01:03:41.940

Chris Wedell: just waiting now. And so I'm about to do the follow ups. And I was like, well, before I send out anything or call, or whatever I'm doing, let me just get some tips and tricks and hear what others do. Yeah.

367

01:03:42.830 --> 01:03:58.060

Natalie Bergsma: do they respond with how they want to send it to you, because whenever you give people more than one or 2 options, you actually slow them down. Well, in our phone call the idea was



they would email it back. So the first

368

01:03:58.060 --> 01:04:13.349

Chris Wedell: all but one was a please email back. And then the last one I tried with a hey? And if email doesn't work for you, you know, let us know. And we could also send a Fedex or just have you come to our office.

369

01:04:14.730 --> 01:04:18.730

robertwyrick: Are these clients or prospective clients? Okay.

370

01:04:19.240 --> 01:04:43.500

Sara Stanich: the way the way we do it, which I think works pretty well is we do a short intro call where you don't have to prepare anything, and then the next one is a yeah. The next one is a console, and when you schedule the console you get an auto email that's like, thanks for scheduling the console. Here's the link to like upload your documents. I like that because I have it as like, as soon as you get this, we can schedule our console.

371

01:04:43.530 --> 01:04:53.020

Chris Wedell: Yeah. But really, I, what I should do is I like that idea of have someone reach out like Chris wants to schedule that next meeting with you. She just, you know.

372

01:04:53.040 --> 01:05:03.459

Chris Wedell: please, and then it gives them the deadline of like. Show me this how you know a week, and then, if they don't do it, they don't upload. Then we reschedule the meeting.

373

01:05:03.730 --> 01:05:04.520

Natalie Bergsma: Yep.

374

01:05:04.640 --> 01:05:07.860

Natalie Bergsma: yeah, Ill really like

375

01:05:07.970 --> 01:05:31.619

Stephanie Bogan: scheduling meetings to drive deadlines for intake of materials, because if you wait until they send you the materials you'll be waiting forever, you will be waiting for. Yeah, I'm gonna throw. Cause I think that's all great feedback from the group. And then I'm gonna throw a fun little reflection point challenge for you in here, which is, I heard you say that you need time to do the analysis

376

01:05:31.800 --> 01:05:38.169

Stephanie Bogan: which means that you're doing work before they're a client. So one.

377

01:05:38.240 --> 01:05:52.829

Stephanie Bogan: added Caveat. So the new ones, you added. And I should have asked Natalie did a great job there of like, what's the context? Right? These are people coming from an event. So these are not humans that woke up and said, I need a planner today. They were like, Oh, I need information. It's kinda like going to Costco when you're hungry



378

01:05:53.390 --> 01:06:14.560

Stephanie Bogan: and they're passing out samples. You're like, yeah, sure that seems cool. I'll have a call with Chris. What we're trying to surface is, are they in that right motivated, able to see the value ready to pay category? And for those in particular. But it will expedite your process a lot. You use the one page plan, and then that first call in 30 min is hey?

379

01:06:14.560 --> 01:06:25.880

Stephanie Bogan: Right? That is the offer and the deliverable, and you can absolutely in 30 min get what you need to say. Hey, it looks like life insurance is you're not going to run the analysis you're saying, hey.

380

01:06:25.880 --> 01:06:50.070

Stephanie Bogan: I hear you both saying that your your income's gone up considerably, and you're nervous if something happens to you. But you've got you know your mom's inheritance, and you're not sure how to work through that. So we're clearly gonna wanna look at your insurance and your estate tax situation and your estate plan to make sure. Insert all your lovely language here, right that we're reducing taxes, and, you know, leaving a legacy for your church with children your chair, you know all the stuff

381

01:06:50.230 --> 01:07:08.060

Stephanie Bogan: right? And then you're just identifying what needs to go in the plan, hey? You've got a concentrated stock position with your company. We're gonna wanna really look at right? What? What does it make sense to do? That where the tax implications? Blah, blah! Blah! You're getting agreement on the problems

382

01:07:08.060 --> 01:07:32.509

Stephanie Bogan: and zip code solutions. Zip code, do we need some insurance here? Yes, hey, we're gonna wanna look at. And this is where, if you go back and watch this prospect, probably this. This is where seating is so valuable. You can say, Hey, as we look at your plan I can see a number of places where we're gonna be able to find some savings inside your portfolio. I don't see a lot of withdrawal sequencing. I don't see, you know.

383

01:07:32.510 --> 01:07:48.019

Stephanie Bogan: and they're like, Chris knows stuff that I don't know. Okay, so there, there's a problem here, and she's painting solutions over there. She's just not giving me specific solutions. You're not running the analysis on the plan, the insurance, or the you know. You're just saying, Zip Code.

384

01:07:48.030 --> 01:08:01.160

Stephanie Bogan: would you like to solve for this. Yes, you throw out enough seating, hey? We should be looking at. There are 2 or 3 common options that we're gonna look at here, and in your case we might want to do a little bit right? So you're just

385

01:08:01.190 --> 01:08:02.880

Stephanie Bogan: got the answers.

386

01:08:03.060 --> 01:08:16.759



Stephanie Bogan: Personalize it a little bit, and then it goes on the one page plan. So at the end of that call, you're saying, really glad that you right see the value in planning enjoyed our conversation today. Here are the things that you shared with me you would like

387

01:08:16.850 --> 01:08:30.719

Stephanie Bogan: to accomplish with financial planning. Insert brand message, you, you and John right in their language. You and John want to. You want that, hey? We really want to solve this problem. We want to get clarity around the stock. Yes, okay. Great.

388

01:08:31.210 --> 01:08:44.169

Stephanie Bogan: Next meeting. You're presenting the plan, hey? We recommend that we look at life insurance that covers your income. And right now you're just making recommendations. Yeah. At this point they should be able to say, Well, that sounds great. I'd like to do that.

389

01:08:44.229 --> 01:08:50.110

Stephanie Bogan: Now you're gonna get the deeper information. Now, they're motivated ideally.

390

01:08:50.270 --> 01:08:51.010

Yeah.

391

01:08:51.859 --> 01:09:05.670

Stephanie Bogan: so that can, whether whether it's a prospect, you know, that's coming off a seminar or a 10 million dollar prospect. It's still the process that we like, because it tends to work because you're getting agreement on the problems that people want to solve.

392

01:09:05.810 --> 01:09:26.829

Stephanie Bogan: which is our friend Carl Richards likes to say so wisely. People don't care about your solutions. They only care about their problems. So we're saying, Hey, what's important to you? What do you wanna solve for here's how I think we can solve it. Do you like me? Trust me and respect me enough to think I'm the one which is all about your ability to make them feel. I see you. I hear you and I understand you.

393

01:09:27.020 --> 01:09:37.709

Stephanie Bogan: So I like what Sarah said. Right? Just simplify that process a little bit, because all you're trying to do right now is get them to the offer. And the offer is the plan. The offer with the plan

394

01:09:37.790 --> 01:09:40.220

Stephanie Bogan: is a relationship to implement the plan.

395

01:09:40.910 --> 01:09:47.769

Stephanie Bogan: and then you don't have to wait for them to get you all that information back. You just get at the first call to Rob's Point. You go through it in the second call.

396

01:09:47.840 --> 01:09:51.029

Stephanie Bogan: and you say, here's the plan. How do you feel about this?



397

01:09:51.630 --> 01:10:08.920

robertwyrick: And to take it a bit further. So this used to drive my planning analyst crazy. But I think ultimately she sees the benefit. But usually so we so most of what we do is really just retirement, cash, flow analysis.

398

01:10:09.200 --> 01:10:23.899

robertwyrick: And I know what we need. We need their dates of birth. We need how much money they have in pre-tax how much they have an after tax, they have a social security estimate. And so normally, we will just send an email that says, if you can provide the following information, just reply to the email.

399

01:10:24.220 --> 01:10:28.389

robertwyrick: And and we may have questions as we begin the plan. But we'll let you know.

400

01:10:28.540 --> 01:10:38.059

robertwyrick: And that's easy, right. All they have to do is reply to the email. They know their dates of birth. They we don't really need statements on the preliminary analysis, anyway. And

401

01:10:38.290 --> 01:10:51.190

robertwyrick: and we get most of what we need. A lot of times we have a question, but but once we've started the plan, and they've at least sort of taken that first tiny step. Well, now they're replying right now they're responding because I know we're already doing work for them.

402

01:10:51.280 --> 01:10:59.570

robertwyrick: And it. Anyway, it's just, it's really simple. It'll be like a 5 bullet point email on what we need. And and most of the time people will respond to that

403

01:11:02.990 --> 01:11:03.840

great

404

01:11:04.340 --> 01:11:14.570

Stephanie Bogan: alright, so hopefully that helped out a little good feedback from the group there. You guys have a lot of knowledge and experience to share as well, so we love it when you when you step in and and help the team out

405

01:11:14.940 --> 01:11:23.310

Stephanie Bogan: alright chase where Chase go. I you guys were logging in when we got to Danny on the list. We didn't get to you. I don't think, Chase.

406

01:11:24.930 --> 01:11:26.949

Stephanie Bogan: they are deep in conversation.

407

01:11:27.040 --> 01:11:30.799

Stephanie Bogan: I can't wait to see what what we spurred over there. Can you guys hear us

408

01:11:33.690 --> 01:11:46.700

Stephanie Bogan: no worries? I was just saying you guys were logging in and out as we were going down the list, and I got Danny. But I didn't get you, Chase. So I just wanted to make sure we checked in with you.

409

01:11:47.210 --> 01:11:54.670

Dany Martin: Yeah, I got I think, on that list. It was like my schedule still installing that. I love it on paper.

410

01:11:54.850 --> 01:12:08.690

Dany Martin: But to like Echo, what Danny say, this like stuff starts to disrupt it. But then, like the workflow is now compiled because, like, I haven't checked email all day today, I have no idea was there. I got some work I need to follow up on from like last week, but I'm like

411

01:12:08.720 --> 01:12:17.350

Dany Martin: forcing myself not to go down that revenue to stay. Try to stay in like CEO mode today. So I am trying to like work through that.

412

01:12:17.670 --> 01:12:27.239

Dany Martin: We did. We did do the quarterly business plan. As I was looking at that, I'm happy about that, because we're doing everything on here that I want to do.

413

01:12:27.340 --> 01:12:33.179

Dany Martin: Your email on the Friday check in was like what something that went good last week.

414

01:12:33.200 --> 01:12:35.590

Dany Martin: We've all been practiced in Fort Worth, so we're

415

01:12:35.890 --> 01:12:52.450

Dany Martin: logistically going over there. Spend a ton of clients. So I had 2 days over there with those clients like transitional relationships uncovered about a million and existing a from those 3 clients. Just by spending time so like that was great. And that's like following through on the

416

01:12:53.360 --> 01:13:01.000

Dany Martin: plan a year and a half 2 years ago, that falling through with that success. So that's going well. Everything that we got scheduled on the

417

01:13:01.270 --> 01:13:16.510

Dany Martin: oh, not thinking about your excel sheet. The searches are working well when nothing disrupts me from be able to get into it. but it's in. It's just staying in it, and I can get a tremendous amount of done of work in those surges. It's just now. It's

418

01:13:16.670 --> 01:13:20.439

Dany Martin: like this week with Shannon coming in tomorrow.



419

01:13:20.540 --> 01:13:28.850

Dany Martin: It's like I don't have in the other clients another work. It's like. There's no time for me to get that other work done.

420

01:13:28.870 --> 01:13:54.810

Dany Martin: But I am seeing a lot of success with the client surges, and I would say, the strategic planning. We're meeting with her tomorrow all day, and that'll be great. We always get a bunch of you guys, especially with time. You're all gonna find a little bit less leveraged. You are what I call the waterbed experience. I know, Ryan, if you remember this conversation from last year at my mom had a water bed when we were growing up.

421

01:13:55.010 --> 01:14:18.799

Stephanie Bogan: and one day the whole family, like plunk down on the water bed, and all these like little leaks coming out. These tiny little print bricks had been in there all this time, but it's pretty thick membrane, right? It was okay. But when we applied a lot of pressure right? It pushed down. And then, as you apply, you know, pressure to one leak, and then right that pushes down. So something pops up over here. It's kinda like that game of whack-a-bale at the pizza parlor.

422

01:14:18.800 --> 01:14:29.839

Stephanie Bogan: That's what happens with time. Because to your point, until you get leverage on email and people processing your work and just putting it on the calendar and saying, Show up and do it.

423

01:14:30.040 --> 01:14:32.200

Stephanie Bogan: That doesn't go away.

424

01:14:32.250 --> 01:14:56.859

Stephanie Bogan: So when you focus for like on a Monday, it feels like it's building behind you. Right? You're trying to save future you. It's the same amount of time. It's just that you're applying focus, and it's building up. And the buildup isn't comfortable. But as we talked about at the beginning, that buildup creates the impetus for the okay, what will it take now to solve the next problem in the water bed? Okay, right? So I'm focused.

425

01:14:56.860 --> 01:15:09.569

Stephanie Bogan: And now creating that focus has pushed the problem down the road to the emails are still there. Okay, I gotta solve the emails or the advisor hire or the system problem. Right? So that's why we keep asking those questions of.

426

01:15:09.630 --> 01:15:23.680

Stephanie Bogan: we'll solve one problem which will often for the next couple of months create the next problem and the next problem cause it's surfacing the breakdowns in the system. And as we solve for each of those, the bridge gets stronger and tighter if that makes sense.

427

01:15:24.390 --> 01:15:37.239

Dany Martin: Yeah, that makes sense. So does do you, as a team have or the group have advice for us on like we think we can all flow. We think we can create some bandwidth without the junior advisor or



financial advisor associated

428

01:15:37.270 --> 01:15:46.779

Dany Martin: well, certainly open into leveraging tech like the centralized inbox, and those things like, what else like, what else do we need to be thinking about that can help.

429

01:15:47.370 --> 01:15:52.339

Dany Martin: And I wanna spend. I speak for me and Danny that we enjoy spending time on the CEO type stuff.

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01:15:52.440 --> 01:16:03.629

Dany Martin: We we enjoy spend time with clients on the high level work in the deep work. But we like this work. So I want to spend time on this like you said last week, our business is our biggest asset, our biggest client

431

01:16:03.680 --> 01:16:13.519

Dany Martin: so wanted. I don't want to feel like I'm not able to give what I need in at this part of my day, because I'm too worried about just regular stuff that's going on.

432

01:16:14.180 --> 01:16:27.300

Stephanie Bogan: I think, for you guys. And this might be true for some others of you think about that above, below the line exercise as phases. You're probably not going from 0 to where Stephanie or Michael are in 90 days.

433

01:16:27.740 --> 01:16:39.069

Stephanie Bogan: Right? But we can go from 0 to inbox, right? We can go from 0 to centralized. We can go to model schedules. And I think, as we talked about, it's those iterations that start to build up.

434

01:16:39.070 --> 01:17:00.810

Stephanie Bogan: It's what's getting in the way of it. Working is the questions that everyone should be asking all the time the strategies work. Now it's how do we surface the problem that it's right, dominoing, if you will. And I think for you guys, it's just that staffing leverage. You're good if you don't have a centralized inbox yet. If you don't have someone else checking email, the work is not magically going away.

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01:17:01.070 --> 01:17:16.340

Stephanie Bogan: Now, what we're trying to do is bucket it so you can be more focused and efficient until you can get to the point where you can delegate it out a bit more. And like I said, I block time in my calendar, and I recognize that if I don't have that support I or the team

436

01:17:16.410 --> 01:17:42.090

Stephanie Bogan: are gonna have to pitch in extra, and then we account for it, hey? I'm gonna have to spend an extra hour in the morning and an extra hour in the evening checking email to keep the system on track until my Ea right. And now it's an hour, and then eventually it'll be 0. But I plan for that, and I and I'm so in those times, Danny, I work more, but I'm very intentional about why I'm doing it, and there's a plan behind it, and I know it won't last forever.



437

01:17:43.180 --> 01:17:57.829

Natalie Bergsma: I think it's also helpful. What I've noticed with clients and charges is they don't create transition timeframes. They go from search straight back to a weekly schedule, and there's there's no kind of makeup. And so when you don't have

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01:17:57.980 --> 01:18:08.149

Natalie Bergsma: a person to leverage down to, you can't just go straight from search, doing nothing back to your regular schedule because this stuff doesn't fit. So, having some

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01:18:09.010 --> 01:18:34.069

Natalie Bergsma: a couple of days like catch up days, post surge around the things that are more business oriented can be really effective and helpful before you get back into your regular rhythm and then planning ahead. This is the harder one. I have a client who does marketing is like I'm supposed to be marketing during search like I can't stop marketing. That's like a consistent, everyday kind of social media thing. I'm like great. So the month prior, for sure. Do you have

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01:18:34.110 --> 01:19:01.440

Natalie Bergsma: a search for marketing where you're creating and developing all of that content in advance, so that you're delivering it still while search. But the work happens in a different container and a different space. So I think you have to look at what's the stuff you normally do during a search like, what's that work, and where can it fit in, or where can it be delegated or deferred? Right, we all have a tendency to do non critical work

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01:19:01.970 --> 01:19:19.449

Stephanie Bogan: when it doesn't need to be done right away as well. Yeah. I. Now that makes a good point about surges. If you don't have the administrative or the advisor leverage yet, and you search those other things, just get squeezed right up or out, if you will. You might

442

01:19:19.480 --> 01:19:34.539

Stephanie Bogan: have that time at the back end, as Natalie suggested. If if you really are finding that to be an issue, I might scheduled like 2 days of surge one day, half day, or one day off 2 days of surge one day, half day, or one day off, so that you do have time

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01:19:34.650 --> 01:19:52.619

Stephanie Bogan: to address that, because if you've done 3, 4, 5 meetings in a surge day, your brain is kind of done. You probably don't want to sit down and check email for 2 h in an ideal world. So I might stretch that surge out a little bit if you need. If you don't have the leverage yet, that work has to go somewhere, I might spread it out a little bit as well.

444

01:19:52.800 --> 01:19:53.490

Natalie Bergsma: Hmm!

445

01:19:55.150 --> 01:20:02.830

Stephanie Bogan: Alright. Well, we can follow up on that. Alright everybody next steps here. Let's see, I think. Ryan, I don't think I got you.



446
01:20:04.770 --> 01:20:06.910
Ryan Wyatt: Hey?

447
01:20:07.100 --> 01:20:08.400
Ryan Wyatt: Good! How are you.

448
01:20:08.590 --> 01:20:16.509
Ryan Wyatt: We hired somebody new not too long ago. So we all sat down as a team and just revisited, kind of like the

449
01:20:16.680 --> 01:20:25.439
Ryan Wyatt: the vision the values. Came up with a 10 year plan more intermediate term plan. Started trying to get into the more

450
01:20:25.840 --> 01:20:27.700
Ryan Wyatt: I would say, like the shorter term.

451
01:20:27.870 --> 01:20:35.949
Ryan Wyatt: you know the One Year Plan and breaking down the action items there. But because we're making a transition going completely independent.

452
01:20:36.020 --> 01:20:43.849
Ryan Wyatt: We finally made a decision on the vendor that we're going to be using. It's kind of all hands on deck just getting through that transition. So

453
01:20:44.000 --> 01:20:50.580
Ryan Wyatt: trying to come up with what we're focusing on the quarter and everybody's plan. It's just it's just too much. So

454
01:20:51.320 --> 01:20:55.620
Ryan Wyatt: we're working through, filling out the forms, building our

455
01:20:55.810 --> 01:21:04.599
Ryan Wyatt: plans and write capital switching from money guide pro, so that once Ron has that final conversation with his partner.

456
01:21:04.720 --> 01:21:08.920
Ryan Wyatt: you know, we'll just basically have that business up and running. So

457
01:21:09.010 --> 01:21:16.940
Ryan Wyatt: that's what we're all focusing on. Now, the timelines a little bit. Tbd. But yeah.

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01:21:17.570 --> 01:21:20.940

Stephanie Bogan: okay, so you guys are on track anything to process with the group.

459

01:21:22.030 --> 01:21:31.870

Ryan Wyatt: no, I really can't think of anything. I don't know if we're on track or not. But, we're working through it

460

01:21:31.870 --> 01:22:01.329

Stephanie Bogan: alright. Well, keep. Keep us posted, you know where to find us. Alright. Alison's gonna drop our 30 day sheet in the chat here. I added a column. Just I know we had asked in the email if everyone's got vision clear so far, at least when I checked in this morning, everyone had. If you don't, we definitely wanna know that. So I can spend some time with you to make sure it clear so I'm gonna ask you all to drop your top 3 priorities for the year. Those will be those big objective boxes on your one page plan

461

01:22:01.330 --> 01:22:19.510

Stephanie Bogan: so that we, as a group know what matters most to everyone. And then, priority action number one. If you have a 2 and a 3, go ahead and share those. What are you gonna be focusing on in the next 30 days related to right moving the business forward in those priorities? That's gonna help move the needle in ways that you feel good about.

462

01:22:22.020 --> 01:22:24.009

Stephanie Bogan: I'll give you guys a couple minutes to do that

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01:22:30.320 --> 01:22:50.750

Stephanie Bogan: while you all are doing that quick. Update march summit is coming up. When I sent the notes out to our January calls, I think for almost all of you, I suggested, attending the right sizing your client. Base and service model lessons surges are in there. So if you're doing those, there's good stuff all in the

464

01:22:50.850 --> 01:23:00.149

Stephanie Bogan: every lesson, except for right sizing your client base is in the library. So if you want to jump ahead, or if you want to attend another session, live and record it. No big deal

465

01:23:00.170 --> 01:23:28.719

Stephanie Bogan: but when we get together in March we're gonna be really grounding into the business model. And the 5 components right? That we need to scale which is really kind of your mission for leaders. And then we'd be diving deep into service models and how we scale around those as we hit May, and then looking at growth and teams and building that growth engine towards the back half of the year. As you look at client model changes very similar to Sarah. You're gonna see team model changes

466

01:23:28.720 --> 01:23:47.299

Stephanie Bogan: start to emerge in those conversations. So if anybody wants to get a head start on that or focus for this quarter is to clarify that vision. So we and our teams know what we're moving towards. And why, if you have a vision, but you haven't shared it with your team. I would recommend that be your



next step.

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01:23:47.380 --> 01:24:00.800

Stephanie Bogan: I've got a great lesson on sharing things strategic planning. If you just wanna catch up in chat about how to do that in a way to hit that I call it the level set meeting right? Here's where we're going forward. Let us know. Be happy to help with that

468

01:24:00.880 --> 01:24:09.969

Stephanie Bogan: second outcome building that mindset awareness and positive habits. Your success shifter your daily practice, your email checking

469

01:24:10.000 --> 01:24:20.720

Stephanie Bogan: right? The goal there is to optimize you as an income and a joy asset, right revenue and happiness producing asset. You are the biggest one

470

01:24:20.780 --> 01:24:48.519

Stephanie Bogan: and then that third outcome is to build personal accountability and pro practice accountability. How do we make sure we're doing what we need to do. That supports the business in a way that's aligned with the goal at a personal level. How do we make sure we do that at a professional level, and then recall using that new Kpi worksheet. How do we start to track our current data at a high level? So we can see if the decisions that we're making or moving the needle over time.

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01:24:48.680 --> 01:25:06.210

Stephanie Bogan: So we do wanna focus on that Kpi worksheet and personal and practice accountability in March. So as we work on vision and time just know we'll be spending more time on that with you next month. If you guys have any questions about that in the interim, please do not hesitate to reach out to us.

472

01:25:06.990 --> 01:25:24.240

Stephanie Bogan: Alright, let's see, does everyone I see updates happening. Oh, Kevin, I love that. I love the Eboc goal services and branding great places to start junior advisor for Danny and Chase. We know you want to create that leverage, clarification, staffing, and business remark.

473

01:25:24.370 --> 01:25:28.999

Stephanie Bogan: great services processes and happy team for Chris love that

474

01:25:30.220 --> 01:25:43.130

Stephanie Bogan: all of these things are generally always going to be important to you. But as you think about that 3 year vision, it's what are the big gaps that we need to fill? What are the things we need to account for so that we can align our priorities each quarter.

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01:25:43.200 --> 01:25:45.810

Stephanie Bogan: So you guys make sure you fill that out today.

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01:25:46.030 --> 01:26:11.470

Stephanie Bogan: you get a chance to do the weekly check in from Friday. That would be fantastic. So we know what you're working on and can encourage and support you. If you guys need anything in the intern, please don't hesitate to reach out on tribe or the inbox. But you should have your 30 day priorities and make sure that your calendars, particularly those model schedules for those of you that are working through that have time blocked out to work on those priorities, typically on Mondays but as you've allocated

477

01:26:11.470 --> 01:26:20.979

Stephanie Bogan: so that you're aligning your time, your intention, and your attention with the actions and activities that will move the needle over the next 30 days.

478

01:26:21.460 --> 01:26:28.449

Stephanie Bogan: All right. You guys good to see everybody make it a great week. Let us know if you need anything. Go forth. Do cool stuff.

