

LIMITLESS Coaching Call Transcript

November 4th, 2024
Peak Practice Coaching Call

113
00:18:33.090 --> 00:18:37.673
Adam Cmejla, CFP®: All right. Well, let's go ahead and just kick things off

114
00:18:38.170 --> 00:18:39.390
Adam Cmejla, CFP®: so

115
00:18:39.670 --> 00:18:41.040
Adam Cmejla, CFP®: fat fingered that one.

116
00:18:41.140 --> 00:19:02.270
Adam Cmejla, CFP®: So this is again like I mentioned, or like Allison, mentioned in the in in just some of those housekeeping announcements. We're starting to use the word last in what we are talking about last office hours last cohort calls. This is not the last coaching call, though candidly, December for limitless tends to be a little bit more festive, and

117
00:19:02.270 --> 00:19:27.210
Adam Cmejla, CFP®: truly tying a bow around. No, I guess there is a pun intended in that metaphor during the Christmas and holiday seasons there of wrapping things up today is going to be the beginning of the end, if you will, and what I mean by that is already starting to think through and review hopefully. You have been already periodically throughout the year. Reviewing your progress. Right? One of my favorite

118
00:19:27.210 --> 00:19:37.299
Adam Cmejla, CFP®: business phrases from Peter Drucker, the efficient executive, one of my favorite business books. Is what gets what gets measured, gets managed, and what gets managed improves

119
00:19:37.610 --> 00:19:45.180
Adam Cmejla, CFP®: as Alison was inadvertently messaging me prior to this call, because, letting me know that Steph had a migraine. I have

120
00:19:45.200 --> 00:20:10.130
Adam Cmejla, CFP®: I again, many of you know. I I don't check my inbox. I have an Ea that does the inbox management, and my team meeting meets every we have a any traction fans out there. Know the L. 10 meeting to level 10 meeting my team meets on Mondays. We do our L. 10 meeting Mondays from 10 to 1130. And so we had went a little bit long today because we were beginning to start putting things on the



121

00:20:10.130 --> 00:20:18.300

Adam Cmejla, CFP®: agenda or adding to them, if you will, for our team's strategic planning meeting, which is coming up, we always block out the 1st week of December.

122

00:20:18.300 --> 00:20:38.940

Adam Cmejla, CFP®: which is the time when we will get together in person. That's also one of the things that we do. Having a remote team to continue and build upon the culture that we have in the relationships and the friendships that we have that we have built as a team is doing that in person, but we also have 3 other quarterly meetings that we do as a firm throughout the year. We do those virtually

123

00:20:38.940 --> 00:21:08.180

Adam Cmejla, CFP®: to measure the business and see where the business is talking to us. What do we need to change in the business? Where do we need to make investments? Where do we need to make cuts? What processes and procedures do we need to change? Because as we joke today, it's like, just when you think that you get comfortable. The practice throws you a little bit of a curveball, and the only thing that's constant in firm ownership, and regardless of where you're at in your journey. The only thing that seems to be constant in that is change.

124

00:21:08.510 --> 00:21:26.759

Adam Cmejla, CFP®: And so we were working on our strategic, or we're adding some things to our agenda that we're going to be going over when we all get together next month in Charleston, and by share that because that's something that we're doing in our firm, and regardless of whether you are a team of one.

125

00:21:26.760 --> 00:21:49.040

Adam Cmejla, CFP®: 10 or more than that, I think we could all agree that it's important to always be reviewing the data that your business is telling you and seeing where you need to make improvements and our hope. My hope into an intention in today's call is that I can if you haven't been doing that already. That's the focus. And the agenda for today's call is to start getting you

126

00:21:49.040 --> 00:22:03.690

Adam Cmejla, CFP®: in that mode of evaluating your progress not only just within limitless, but I dare I say, obviously, hopefully, the result that your progress in limitless has had on your progress and

127

00:22:03.720 --> 00:22:05.709

Adam Cmejla, CFP®: journey as a firm owner.

128

00:22:06.000 --> 00:22:21.979

Adam Cmejla, CFP®: because limitless right? This is not hopefully, this is not a new slide. Hopefully, you, you know what our curriculum here at limitless is, and you've also likely started to see a little bit of a cadence change and a little bit of an understanding that

129

00:22:22.060 --> 00:22:33.138

Adam Cmejla, CFP®: the idea that you're going to be able to get through all 9 of these success shifts, and that you would be able to successfully. And dare I say,



130

00:22:34.091 --> 00:22:43.120

Adam Cmejla, CFP®: Tran, transformationally accomplish all of these different learning paths and changes in your practice in one year

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00:22:43.950 --> 00:22:58.889

Adam Cmejla, CFP®: like, I wouldn't wish that on anybody. I mean, that is just a I mean in would you love to do that? Yes, but is it realistic for most of us as firm owners of the size of the sizes of the firms that we have. Is that possible to do? No.

132

00:22:58.890 --> 00:23:18.420

Adam Cmejla, CFP®: And and for 2 reasons well, 2 immediate ones that come to mind, and probably others number one. There's just the the law of time, I mean, there's only 168 h in a week that we have to do to not only take care of the existing clients that we have, but then, as we're going through these different learning paths and and and lessons.

133

00:23:18.940 --> 00:23:23.300

Adam Cmejla, CFP®: it takes time to implement that. So that's the 1st reason and number 2.

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00:23:23.330 --> 00:23:28.929

Adam Cmejla, CFP®: It takes data to determine the impact of that change.

135

00:23:29.000 --> 00:23:42.140

Adam Cmejla, CFP®: We at limitless where there's only so much that we can do, even though we try and get as tactical as possible on. This is what you need to do. You need to do this. Here's some script samples. Here's some templates. Here's some worksheets. Here's some videos.

136

00:23:42.410 --> 00:23:53.709

Adam Cmejla, CFP®: Every single one of your practices is different. And so there's going to be a certain level of what I like to call ready fire. Aim where you're doing limitless to get ready.

137

00:23:53.820 --> 00:24:11.620

Adam Cmejla, CFP®: and then you have to execute, and then we have to review the data that we get from our firm. We have to review the numbers of the profitability of our, the revenue and profitability of our practice. We have to review the feedback that we get from clients. We have to review the feedback that we get from our team

138

00:24:11.620 --> 00:24:26.879

Adam Cmejla, CFP®: right? Going back to what I mentioned in the very beginning of what gets measured, gets managed, and what gets managed improves. And so this idea of getting through limitless all in one year and accomplishing every single one of these lessons and getting them and implementing them

139

00:24:27.170 --> 00:24:51.540

Adam Cmejla, CFP®: to be clear. We're not expecting nor asking you to do that, and to also be clear



and fair. Not everybody on this call might need to improve on all of these learning paths. Some of you might be in the situation where you're just spot treating the carpet, there are just a few key pieces. There's just a few of these learning paths that if you figure out where and how to pour gasoline on that fire.

140

00:24:51.610 --> 00:25:04.709

Adam Cmejla, CFP®: Boom! Right now we're at that place where you have that path to own, 1 million days off, or whatever your definition of a limitless practice is. Others of you that are either early on in firm ownership, or you like me

141

00:25:04.920 --> 00:25:15.399

Adam Cmejla, CFP®: coming into. If I think back to where I was in 2017, coming into limitless in 2,018, where I had a dysfunctionally functional practice in my in. In my case

142

00:25:15.400 --> 00:25:42.320

Adam Cmejla, CFP®: I was working on every single one of these lessons, not necessarily all at the same time, but I did need to improve every single aspect of this. And what am I now? It's now 6 years into this process of continually iterating on it. And we're not done so. The goal for today's conversation is to measure your progress where you've been up until this point, or what you've done up until this point.

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00:25:42.400 --> 00:25:45.639

Adam Cmejla, CFP®: And this is what we're gonna do as Allison mentioned in the beginning.

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00:25:45.920 --> 00:25:47.170

Adam Cmejla, CFP®: I'm I'm gonna

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00:25:47.330 --> 00:25:59.910

Adam Cmejla, CFP®: take a sip of coffee here and take a take a breath and we'll eventually punch you into into breakout rooms to meet with other advisors in limitless. And have we? We have some some questions that we want you to take into that conversation.

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00:25:59.960 --> 00:26:07.060

Adam Cmejla, CFP®: But I really want you to start looking at your practice a bit through the rear view mirror instead of just through the windshield

147

00:26:07.100 --> 00:26:16.820

Adam Cmejla, CFP®: and look at where you've made progress. What has gotten you excited about your progress, where you might have fallen short of what you originally wanted to do?

148

00:26:16.970 --> 00:26:39.439

Adam Cmejla, CFP®: Side note, just because you fall, in short, doesn't mean that you failed. There's some lessons that can come just from the acknowledgement of falling short or not meeting what you thought were expectations again. We can talk a little bit about that. But again, we have some of those questions that we'll send you to breakout rooms with, because I really want to make sure that everybody here, as you think about the journey that you've had through limitless up until this point.



149

00:26:39.440 --> 00:26:52.870

Adam Cmejla, CFP®: that you are certainly our goal hopefully, emphatically, is that you're getting value out of this program and out of the relationship that we have had with you. And we're also team you up to realize that limitless is not a 1 year program.

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00:26:52.960 --> 00:26:59.009

Adam Cmejla, CFP®: It's not a 2 year program. It could be maybe a 3 year program. I will emphatically

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00:26:59.210 --> 00:27:05.810

Adam Cmejla, CFP®: argue, argue, might be a strong word defend. That's a better. Maybe that's a semantics

152

00:27:05.960 --> 00:27:06.760

Adam Cmejla, CFP®: that

153

00:27:07.240 --> 00:27:13.860

Adam Cmejla, CFP®: limitless or a like that. That coaching should be an evergreen relationship that you have.

154

00:27:13.930 --> 00:27:20.439

Adam Cmejla, CFP®: You should always be allocating dollars in your P. And L. Dollars in your business, to your personal development. Budget

155

00:27:21.040 --> 00:27:27.239

Adam Cmejla, CFP®: and limitless should can be a part of that allocation, or it can be the total part of that allocation.

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00:27:27.250 --> 00:27:33.920

Adam Cmejla, CFP®: But my point is measuring your progress over the course of this year, and I'll encourage you.

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00:27:34.502 --> 00:27:42.929

Adam Cmejla, CFP®: Let me fast forward. I'll encourage you to not only go back and review the program guidebook, but also go back and look at your practice assessment

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00:27:43.020 --> 00:28:01.830

Adam Cmejla, CFP®: right? Part of the thing that you did part of. I think, Allison correct me if I'm wrong in this, but like when you sign up as a 1st timer or as as a as a as a participant, the the pre work, if you will, before January's meeting, if you go back and look at whenever you signed up for limitless, I believe sometime in the month of December of 2023,

159

00:28:01.900 --> 00:28:12.909

Adam Cmejla, CFP®: you got a link from limitless, that asked you to go through and take a practice assessment, because that was our 1st attempt at giving you some sense of a roadmap, some sense of a



heat map.

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00:28:13.040 --> 00:28:21.959

Adam Cmejla, CFP®: of where you should be allocating your time, talents, and attention in your business and giving you number one the areas that we're going to be in red of

161

00:28:22.050 --> 00:28:48.059

Adam Cmejla, CFP®: yep. Danger like, here's an area where we really want to lean into. And at the same time, if you came out green on some of those, and you had some pretty good tailwinds and momentum there. We wanted that to also be the self or not self, but be the affirmation that you have some momentum here, and to lean into that, lean into those strengths, lean into the momentum that you have in that area of a practice and determine. What if I'm what am I doing over here? That is green

162

00:28:48.060 --> 00:29:14.619

Adam Cmejla, CFP®: that I can draw from to then help, maybe backfill. What is red. What information, what knowledge do I have? What affirmation do I have of things that I'm doing right over here on my heat map, on my practice assessment that tells me that I'm in the right place, and I'm doing things right over here. What can I draw from how I'm showing up over here that I can then apply to. Certainly the areas that are red. And then yes, backfill into the areas that are yellow as well. So

163

00:29:14.780 --> 00:29:24.519

Adam Cmejla, CFP®: we really want Allison. Thank you for putting that link in the chat. I really want all of you to lean into this practice guidebook. Go ahead, click on that link. If you need a

164

00:29:24.520 --> 00:29:45.089

Adam Cmejla, CFP®: I shouldn't say a current. I don't think it's really changed, but but you don't want to go searching for yours. It's right there in the chat. Go ahead and download that guidebook, and if you have easy access to that, this would be a good time between now and when we kick you off into breakout rooms to go and find your practice assessment and look at that, and use that as a measurement to determine.

165

00:29:45.090 --> 00:29:54.099

Adam Cmejla, CFP®: Hey, this is where I was when I 1st started in the program. When we 1st kicked off in January of 2024, or as I started in this, in December of 2023.

166

00:29:54.130 --> 00:30:17.470

Adam Cmejla, CFP®: And this is where I feel like I'm at relative to where I was in January. And again using that progress and using that measurement of data to determine. This is the progress that I made up into this point. Now, what are the things that I need to be doing, focused on and giving my attention and or dollars as I start leaning into what I'm planning for in 2025,

167

00:30:18.950 --> 00:30:21.330

Adam Cmejla, CFP®: one of the ways in which we've tried to.

168

00:30:21.999 --> 00:30:46.150

Adam Cmejla, CFP®: You know. Hold you accountable if you will, or at least give you that, give you that

agency in those sandboxes, if you will to play in are through the different summits that we've had, which obviously are very big deals for us, and where we really try and deliver a lot of value in a condensed period of time, with the focus on a couple of themes. Right? We have that we have the performance summit. You can see all the lessons there, the value summit, the productivity and the growth summit.

169

00:30:48.100 --> 00:31:00.579

Adam Cmejla, CFP®: right, bringing back my own story and my, I should say my own story, but if for no other reason, that my journey can be somewhat of a framework and guardrails. For how you think about this.

170

00:31:01.070 --> 00:31:16.810

Adam Cmejla, CFP®: my, this, this journey, and limitless, as you can see on the path and on the screen here, it's anything but linear, right? When we think of climbing a mountain, there are some times when we're always going up. There are some times where we have to sidestep. There are some situations right here where we'd have to down climb.

171

00:31:16.900 --> 00:31:19.639

Adam Cmejla, CFP®: and you have to go down before you can go back up.

172

00:31:20.010 --> 00:31:38.560

Adam Cmejla, CFP®: Every single one of these lessons is going to be applicable in a different way to each of you, but they all complement each other. And this is where again, our goal at limitless has been able, has always wanted to be able to give you the resources that you need when you need them. Yes, we have this path.

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00:31:38.710 --> 00:31:41.919

Adam Cmejla, CFP®: and I do believe let me go back a couple of slides.

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00:31:42.791 --> 00:31:50.560

Adam Cmejla, CFP®: I do believe. And this is where again, this is like. The order of these shifts is not

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00:31:50.910 --> 00:31:52.120

Adam Cmejla, CFP®: randomized.

176

00:31:52.280 --> 00:31:57.949

Adam Cmejla, CFP®: I do believe that these complement each other and build on each other, one after the other.

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00:31:59.000 --> 00:32:09.249

Adam Cmejla, CFP®: With that being said, I do also think that each one of you as a practice owner, each one of these might have a different level of emphasis and a different level of.

178

00:32:09.410 --> 00:32:21.500

Adam Cmejla, CFP®: for lack of a better word, pain in your life right now that you need to harness better, and because so I guess my point with this is, if you use these success shifts as kind of the



179

00:32:21.890 --> 00:32:33.220

Adam Cmejla, CFP®: chronological guide as to what needs to happen in an ideal practice to become successful, whatever that definition of success in your mind is.

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00:32:33.240 --> 00:32:48.059

Adam Cmejla, CFP®: reconcile that journey with these different lessons, and lean into them, because that consistency will compound on your journey, and I'm sure there are those of you on the call here that can attest that you got a lot more

181

00:32:48.480 --> 00:33:01.960

Adam Cmejla, CFP®: got a lot more value out of the value summit than you did out of the productivity summit. Others of you on the call might have got a lot more value out of the productivity summit than you did out of the Value summit. You can kind of see where I'm going. With this. The other point that I would make is.

182

00:33:01.990 --> 00:33:09.770

Adam Cmejla, CFP®: I have talked to a couple a couple. There's actually been a number of you, and it happens more in person. Side note. If you're signing up for next year.

183

00:33:09.830 --> 00:33:11.659

Adam Cmejla, CFP®: please. I would again.

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00:33:11.940 --> 00:33:39.989

Adam Cmejla, CFP®: I would really emphasize and do everything that you can to be in person with everybody that's going to be involved in limitless next year with the advisor, with the advisor coaches, faculty staff, other advisors, and limitless. There is no substitute, in my humble opinion, for being in person so slight digression there. But my point is the conversations that I had in person with people that were at our retreats is that they took a great sense of

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00:33:42.050 --> 00:33:46.869

Adam Cmejla, CFP®: pride, like pride is maybe the there's another word that I'm trying to think of.

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00:33:47.050 --> 00:33:50.020

Adam Cmejla, CFP®: Peace of mind, calmness, like

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00:33:50.160 --> 00:33:51.490

Adam Cmejla, CFP®: affirmation that

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00:33:51.540 --> 00:33:53.350

Adam Cmejla, CFP®: you know what I realized today. Adam.

189

00:33:53.400 --> 00:33:54.949

Adam Cmejla, CFP®: I don't need to do that.



190

00:33:55.050 --> 00:33:59.700

Adam Cmejla, CFP®: Okay, tell me more. Yeah. You know, I started realizing that I've got all these things going right here. And

191

00:33:59.740 --> 00:34:06.980

Adam Cmejla, CFP®: you know what you're talking about up there. That's that's really valuable, and I can see how that would be valuable for another advisor. But I just started thinking, like.

192

00:34:07.000 --> 00:34:09.150

Adam Cmejla, CFP®: I don't see how that fits in my practice.

193

00:34:09.429 --> 00:34:39.310

Adam Cmejla, CFP®: Great good job! Good for you. You listen to your business, you observed what's in front of you right now identified the areas in your business that can really that really do need your attention, and equally, if not more importantly, said, you know what that might be valuable for somebody, but it's not valuable for me cultivating cois, not valuable to me. It's not. I'm just using an example, right? Maybe it's hugely valuable to you. There was one advisor where, ironically enough, as I was talking with him. He's like.

194

00:34:39.330 --> 00:34:57.979

Adam Cmejla, CFP®: you know, what? I don't really want to do the whole SEO thing and building a huge website that works because I'm getting phenomenal referrals on the estate planning side of things with a couple of these cois. I just really realized today that the clarity that I have is, I quote, unquote. Just need to lean into that

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00:34:58.020 --> 00:35:12.049

Adam Cmejla, CFP®: awesome. That's great. The goal with us is to provide as much value as we can, and cast. Dare I say, as wide of a net as possible, yet still keep it tactical for all of you, so that you do have the resources and the

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00:35:12.150 --> 00:35:13.610

Adam Cmejla, CFP®: templates right?

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00:35:13.790 --> 00:35:24.419

Adam Cmejla, CFP®: I think of the way I think of limitless if, like we all, we've all we all know that, or I shouldn't say we all, but many of us might know the company or the program out there called Strategic Coach.

198

00:35:24.440 --> 00:35:43.841

Adam Cmejla, CFP®: Yes, limitless is part strategic, but it's also very tactical. Our goal has been to give you the templates and the resources and the guides, the spreadsheets, etc, to help you take action on this, so know that this is going to be again if you haven't gotten it by now, let me reaffirm that this is a bit of a meandering process. And

199



00:35:44.140 --> 00:36:12.550

Adam Cmejla, CFP®: The important thing is again, that you're listening to your business that you're measuring it. And that's what I want to. Basically turn it over to you here from from this point forward. So what we want to do is have all of you start coaching and teaching each other in this conversation, and use the ability to move into breakouts to have some dialogue with each other. Analyze where you've been, Allison, if you can cut and paste from the notes in the deck into chat.

200

00:36:12.570 --> 00:36:30.260

Adam Cmejla, CFP®: What? Thank you so much, dear. You'll see in chat. These are the questions for breakouts that we really want you to ask to each other. We're going to give you 3 min in breakouts. So roughly, we're going to do groups of 3. I don't know, Allison. How many do we have? Is that breakout gonna work.

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00:36:30.440 --> 00:36:33.579

Allison Foulk: Yeah, I think. There, I'll I'll err on this.

202

00:36:33.580 --> 00:36:34.060

Adam Cmejla, CFP®: Or.

203

00:36:34.060 --> 00:36:36.929

Allison Foulk: Maybe being a few in a group of 4. Yeah.

204

00:36:36.930 --> 00:36:50.270

Adam Cmejla, CFP®: Yeah. So between groups of 3 or 4, you have the questions in your chat. So please copy and paste those so that you have everybody in chat. Please copy those so that when you get to the breakout room you're like, wait! What were we supposed to be talking about?

205

00:36:50.717 --> 00:36:53.709

Adam Cmejla, CFP®: Somebody copy those and then paste those.

206

00:36:53.860 --> 00:36:57.520

Adam Cmejla, CFP®: Can you chat? Can you paste in your own chat or in your own breakout room?

207

00:36:58.010 --> 00:36:59.080

Adam Cmejla, CFP®: I don't remember.

208

00:36:59.450 --> 00:37:01.309

Allison Foulk: My, yeah, I'm not sure.

209

00:37:01.480 --> 00:37:02.230

Adam Cmejla, CFP®: Okay.

210

00:37:02.740 --> 00:37:18.501

Adam Cmejla, CFP®: you're all reasonably smart individuals, so I'm sure you'll figure it out. Wink, wink,



nod, nod. So groups of 3 or 4 allocate again. If you have 3 people 10 min, if you have 4 people roughly that 8 to not you know 8 min ish

211

00:37:18.950 --> 00:37:32.200

Adam Cmejla, CFP®: per person. Go through these questions. Share with your group. We're gonna come back. I'll ask for some people to share. If nobody wants to share, I will call on you, and then we will turn this into somewhat of a quasi office hour

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00:37:32.200 --> 00:37:49.810

Adam Cmejla, CFP®: feedback group for everybody. Just to just again hopefully get some clarity and get some momentum in progress as we lean into the rest of 2024, gearing up for 2025. Any questions from anybody before we kick off Allison anything on your end that we need to clarify.

213

00:37:50.602 --> 00:37:53.280

Allison Foulk: Nope, I think that will work. Well.

214

00:37:53.440 --> 00:37:56.470

Allison Foulk: I'm opening the breakout rooms now.

215

00:37:57.010 --> 00:37:58.930

Adam Cmejla, CFP®: Fantastic.

267

00:42:12.000 --> 00:42:14.180

Adam Cmejla, CFP®: There we go. We didn't miss too much.

268

00:42:14.464 --> 00:42:15.316

Allison Foulk: Need you sorry.

269

00:42:15.600 --> 00:42:23.917

Adam Cmejla, CFP®: I like the ownership. I appreciate the ownership that was on me because I was the one that stopped the recording to give our editors a little bit of a break. But anyway,

270

00:42:24.420 --> 00:42:27.340

Adam Cmejla, CFP®: one thing that I think a lot of us can attest to

271

00:42:27.710 --> 00:42:46.510

Adam Cmejla, CFP®: in the benefit one of the benefits that a lot of us can attest to. Of group coaching like this is the ability to develop relationships with 1, 2, 3, you know, handful of members in limitless. And one benefit of doing that is to really lean on each other for some accountability

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00:42:46.510 --> 00:42:58.559

Adam Cmejla, CFP®: to actually execute. On this. I mean, there's there's been a lot of behavioral research in psychology. There's even a book on it by Baumeister. I can't remember Bill



273

00:42:58.820 --> 00:43:05.090

Adam Cmejla, CFP®: Greg. I don't know, Baumeister, and then it's got a co-author. That, says

274

00:43:05.493 --> 00:43:11.310

Adam Cmejla, CFP®: I think it's just called willpower. It's either willpower. Willpower isn't enough. I think it's willpower isn't enough

275

00:43:11.310 --> 00:43:36.200

Adam Cmejla, CFP®: which just goes to show all of the data and all of the research that's done out there that says we need structure in our life to help us get to the finish line. That willpower, as the book suggests, is not enough. So as you're thinking about some of these big rocks that you need to move forward in your life that, you know are going to have a sizable impact, Eric, if getting email like, if you started seeing yourself retract back into into those

276

00:43:36.200 --> 00:43:43.769

Adam Cmejla, CFP®: old habits, and you've seen that the next step is, how do I prevent myself from falling back again? And how do I make continuous progress on that.

277

00:43:43.770 --> 00:44:09.979

Adam Cmejla, CFP®: That's why I kind of passively, aggressively, if you will joke that all right. Next step is getting it to an Ea to completely get rid of email off of your computer, or at least do it so that you only have to look at one folder and not get distracted by that. If that's a goal that you want to have, find another advisor in, limitless. That you can say I will prove, and I will have done by this date a clear set of expectations of what this means, of of what success looks like.

278

00:44:10.190 --> 00:44:20.730

Adam Cmejla, CFP®: I will have an Ea being in my inbox, managing my inbox at 10 Am. And 3 Pm. I will have a next actions. Folder things will be blocked on the calendar, and if I don't have that in place by

279

00:44:20.750 --> 00:44:23.720

Adam Cmejla, CFP®: blank pick. Pick a reasonably

280

00:44:25.070 --> 00:44:36.424

Adam Cmejla, CFP®: a realistic but yet somewhat painful timeline, and if you don't consent or agree, each of you as to what that penalty will be and make it hurt.

281

00:44:37.170 --> 00:44:39.549

Adam Cmejla, CFP®: yeah, willpower doesn't work, Benjamin Hardy.

282

00:44:39.660 --> 00:44:42.756

Adam Cmejla, CFP®: And then, yeah, Roy Roy, that's it, Roy Ballmester.

283

00:44:43.400 --> 00:44:48.240

Adam Cmejla, CFP®: every time I say, Baumeister, I think of the root beer. Isn't there a Baumeister root



beer that always just

284

00:44:48.360 --> 00:44:51.213

Adam Cmejla, CFP®: anyway, as a kid, I drank that stuff so

285

00:44:51.900 --> 00:44:56.594

Adam Cmejla, CFP®: I have enough add for a room full of kindergartners this morning. I apologize, but

286

00:44:57.320 --> 00:44:58.280

Adam Cmejla, CFP®: anyway.

287

00:44:59.170 --> 00:45:00.260

Adam Cmejla, CFP®: appreciate you sharing Eric.

288

00:45:00.260 --> 00:45:04.920

Sam Armour, CFP®, CPA, CIMA®: Adam, can I say something that is kind of along the lines of what you're what you're talking on.

289

00:45:04.920 --> 00:45:05.390

Adam Cmejla, CFP®: Yeah, what's up.

290

00:45:05.390 --> 00:45:08.220

Sam Armour, CFP®, CPA, CIMA®: So for for me, and I don't mean to derail. But

291

00:45:08.430 --> 00:45:09.580

Sam Armour, CFP®, CPA, CIMA®: for me.

292

00:45:10.071 --> 00:45:20.909

Sam Armour, CFP®, CPA, CIMA®: I'm that person you were talking about. Adam, who gave himself permission to say a lot of what limited, limitless gives as guides for marketing, etc.

293

00:45:21.190 --> 00:45:26.529

Sam Armour, CFP®, CPA, CIMA®: aren't what I want to do. And I don't need to. It's okay. And it's okay for me to ignore a lot of that.

294

00:45:26.530 --> 00:45:28.390

Adam Cmejla, CFP®: Yeah, we talked about that in Denver.

295

00:45:28.390 --> 00:45:33.920

Sam Armour, CFP®, CPA, CIMA®: Yeah, exactly. And you know, I think it's Gary Vaynerchuk is how you say his name? Gary Vee.

296



00:45:33.980 --> 00:45:39.089

Sam Armour, CFP®, CPA, CIMA®: he said. He has a phrase that 100% of your success in life

297

00:45:39.190 --> 00:45:42.799

Sam Armour, CFP®, CPA, CIMA®: is based on your ability to keep a promise to yourself.

298

00:45:43.590 --> 00:45:46.289

Sam Armour, CFP®, CPA, CIMA®: And I think that's a great ideal.

299

00:45:46.860 --> 00:45:50.309

Sam Armour, CFP®, CPA, CIMA®: And I think I was idealizing

300

00:45:50.570 --> 00:45:56.819

Sam Armour, CFP®, CPA, CIMA®: how I needed to do things within limitless. And it's okay again to step back and say.

301

00:45:56.880 --> 00:46:02.360

Sam Armour, CFP®, CPA, CIMA®: Hey, I'm not going to be 100% perfect right progress like Eric, said, progress over perfection.

302

00:46:03.287 --> 00:46:06.149

Sam Armour, CFP®, CPA, CIMA®: So that's my long, winded way of saying

303

00:46:06.940 --> 00:46:11.180

Sam Armour, CFP®, CPA, CIMA®: I've noticed I can put things on my calendar, but there's no stick.

304

00:46:11.430 --> 00:46:17.309

Sam Armour, CFP®, CPA, CIMA®: so I don't keep the promise to myself, which is not good, and it hurts my confidence, etc.

305

00:46:17.500 --> 00:46:33.440

Sam Armour, CFP®, CPA, CIMA®: But having an extreme accountability partner can make a major difference. I had one years ago, where I had to write a \$20,000 check to a candidate I did not support, and you can be sure I got done what I said I was going to get done.

306

00:46:34.000 --> 00:46:34.415

Sam Armour, CFP®, CPA, CIMA®: Yeah.

307

00:46:35.089 --> 00:46:52.969

Adam Cmejla, CFP®: We have. Our our mastermind is meeting next week. So it's like Christmas in November for a lot of us, because we don't see like we will see each other periodically throughout the year. One or 2, 1 or 2 of us might get together and find our way at at at each other's or in each other's cities. But once per year we get together the



308

00:46:53.483 --> 00:46:55.819

Adam Cmejla, CFP®: usually the 1st week of November, anyway.

309

00:46:56.050 --> 00:47:08.459

Adam Cmejla, CFP®: 2 of our guys in the group have some extreme accountability, but it's not business related. They have a weight goal. They've been on a personal fitness intentions and are, and are wanting to hit a certain Bmi

310

00:47:08.750 --> 00:47:20.250

Adam Cmejla, CFP®: for that time period. And there's some extreme accountability that's attached to that. Last year. The issue was, if we didn't have many. There were a couple of us that had manuscripts that we were writing for books, and if the

311

00:47:20.300 --> 00:47:27.869

Adam Cmejla, CFP®: whoever didn't bring the manuscript to the event had to split the cost of the house. Needless to say.

312

00:47:27.870 --> 00:47:52.659

Adam Cmejla, CFP®: when the house is 22 grand, everybody brought their manuscripts. So that's the benefit, whether it's a formal mastermind that you have, or even if it's with one or 2 advisors in limitless reach, out to that person, get some of that accountability. The other thing that I noticed about myself, Sam, to your exact point of things that got on the calendar, that I didn't follow through what I realized about those is

313

00:47:52.660 --> 00:47:59.309

Adam Cmejla, CFP®: those tended to be below the line activities. So it was procrastination. And the lesson is that the lesson in that

314

00:47:59.310 --> 00:48:01.409

Adam Cmejla, CFP®: I'm not the best person to be doing this.

315

00:48:01.820 --> 00:48:18.039

Adam Cmejla, CFP®: it needs to get done. It was just a lesson that I'm not the best person that should be doing this so rather than let me get some accountability so that I can do it. It was alright. I'm clearly not doing this. I've determined that it's valuable. It's tied to this bigger goal, this bigger mission.

316

00:48:18.470 --> 00:48:19.509

Adam Cmejla, CFP®: I don't want to do it.

317

00:48:19.830 --> 00:48:27.039

Adam Cmejla, CFP®: and I can do other things that I enjoy doing that are more advantageous. So it's not that all right, force my way to do this.

318

00:48:27.090 --> 00:48:37.340



Adam Cmejla, CFP®: I first.st Now, sometimes. Yeah, we still need to do that. But what I would encourage everybody to do. If you find yourself with things like that on the calendar is to.

319

00:48:37.920 --> 00:48:41.609

Adam Cmejla, CFP®: rather than just jumped straight to the accountability.

320

00:48:42.030 --> 00:48:49.710

Adam Cmejla, CFP®: Ask yourself that critical question of, Am I the best person that should be doing this right now? Or should I be punking this to somebody else's task list?

321

00:48:52.320 --> 00:48:59.489

Julie Betoni: Adam to that point. That actually, I was, gonna I didn't have to share with my big Aha was this year, but that you actually just nailed it

322

00:49:00.380 --> 00:49:03.980

Julie Betoni: on the tail of that.

323

00:49:04.440 --> 00:49:12.670

Julie Betoni: There's so many, so much that we learned in the list. This is my 3rd year. So we've done the marketing. We've done the technology we've done, you know, a lot of the things.

324

00:49:12.730 --> 00:49:23.370

Julie Betoni: But what I found is, there were certain things that I wasn't making progress on and what I couldn't. And I'm getting frustrated the things like really nailing down the onboarding process, etcetera.

325

00:49:23.740 --> 00:49:33.060

Julie Betoni: because there were so many things I kept telling myself had to be done first.st Like in my mind, I had this conceptualize order, whether it was real, limitless, or you know

326

00:49:33.270 --> 00:49:38.100

Julie Betoni: what I actually had to do, and it was any kind of accountability with somebody else. Is that

327

00:49:38.390 --> 00:49:41.070

Julie Betoni: sit down and say, Okay, why am I not doing these things?

328

00:49:42.190 --> 00:49:48.659

Julie Betoni: The problem, and I literally went through and made a list, step by step, of our process

329

00:49:49.110 --> 00:49:56.609

Julie Betoni: and figure out. And then what I did is so we don't know where I work with a with a coach as well, and so what we did is we went through and said, What is my block?

330

00:49:56.970 --> 00:49:59.349



Julie Betoni: I just went through and said, Why are you doing this?

331

00:49:59.560 --> 00:50:03.660

Julie Betoni: Getting commonly integrated with Wellfox, or whatever simple thing it was?

332

00:50:03.710 --> 00:50:08.669

Julie Betoni: There was something I'm like, what's the story that I'm telling myself, why am I not doing this?

333

00:50:09.420 --> 00:50:17.180

Julie Betoni: And it was interesting when I did that and broke it down to that circle to every single line. Item, I started to see a consistent story

334

00:50:17.570 --> 00:50:23.529

Julie Betoni: that I was telling myself why I couldn't do these things, and it all wrapped up into holding on to my legacy clients.

335

00:50:23.730 --> 00:50:28.119

Julie Betoni: Why, I was trying to see my list, because this whole new process has to be with the new lip part

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00:50:28.570 --> 00:50:38.039

Julie Betoni: for the short time myself, if I'm too busy dealing with my practice in my time and my schedule to constantly balance the legacy. And this plan.

337

00:50:38.220 --> 00:50:43.410

Julie Betoni: which is where I really want to spend my time, I'm telling myself like a self fulfilling prophecy.

338

00:50:43.870 --> 00:50:51.790

Julie Betoni: and I still identified that I couldn't. I couldn't work on. I had no idea that I was doing that I thought I was just procrastinating, or at other stages

339

00:50:51.960 --> 00:51:03.029

Julie Betoni: that I had to do in my in my, in my process, and so, having both the sales process that limitless helped me define getting this in place, and then, seeing where those 2 things were conflicting, forced me down that

340

00:51:03.380 --> 00:51:09.430

Julie Betoni: process of identifying where the the viewpoints work. So now I can get rid of them and move them out of the way.

341

00:51:09.450 --> 00:51:17.470

Julie Betoni: And now we're making progress, whether it's giving them to somebody else in the practice



to do, because it's just not something I have to do, which is the other reason I might be fascinating.

342

00:51:17.570 --> 00:51:23.440

Julie Betoni: But also, if it's just something that I'm telling myself, I'm not gonna like the outcome or whatever. Therefore I'm just not gonna do it.

343

00:51:25.570 --> 00:51:35.259

Julie Betoni: it's just. It's just so much easier to actually blow through those types of things. So that's been a huge thing in the past 5 months that we've we've uncovered and have made a ton of progress on that

344

00:51:35.430 --> 00:51:41.039

Julie Betoni: absolutely commit to what we've learned from limitless, but also having the accountability of working with other people

345

00:51:41.060 --> 00:51:42.299

Julie Betoni: to help, you know.

346

00:51:42.500 --> 00:51:44.240

Julie Betoni: Force us down that rail.

347

00:51:45.220 --> 00:51:46.349

Julie Betoni: create a stipulates.

348

00:51:46.950 --> 00:51:47.660

Julie Betoni: Yep.

349

00:51:48.370 --> 00:51:50.550

Adam Cmejla, CFP®: Awesome. Appreciate you sharing, Julie? Thank you.

350

00:51:51.890 --> 00:51:54.129

Adam Cmejla, CFP®: Yeah. There's only 168 h in a week.

351

00:51:54.240 --> 00:52:08.429

Adam Cmejla, CFP®: and with every new yes, that we get excited to, whether we're the ones that limitless, responsible for introducing that. Yes, like, I gotta spend time on this, or I have to do this, or I want to do this, and all of those are in alignment with what it is that you're

352

00:52:08.550 --> 00:52:11.230

Adam Cmejla, CFP®: aspiring to achieve in your practice.

353

00:52:11.520 --> 00:52:22.350

Adam Cmejla, CFP®: That requires time and so you have to have a good inventory of what you are



going to say. No to in your life. If you're going to be saying yes to something.

354

00:52:22.850 --> 00:52:37.419

Adam Cmejla, CFP®: and when you are in a place where the practice, where there's still a lot of dare, I say? Dead time in the practice, where as is, I think, getting to be a popular term in in our in our profession. It's very easy to play office.

355

00:52:37.780 --> 00:52:39.649

Adam Cmejla, CFP®: but as you start

356

00:52:39.860 --> 00:52:45.889

Adam Cmejla, CFP®: finding the constraints on the time that you have, you start really feeling that pain of

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00:52:45.910 --> 00:52:52.540

Adam Cmejla, CFP®: there's just not enough hours in the day to get things done. And you really need to take a secondary look at that inventory and realize.

358

00:52:52.550 --> 00:52:57.729

Adam Cmejla, CFP®: are these really the things that I and only I should be doing? Or should I be asking

359

00:52:57.810 --> 00:52:59.629

Adam Cmejla, CFP®: the better question of

360

00:52:59.770 --> 00:53:04.769

Adam Cmejla, CFP®: right? Who needs to do this? Maybe not how, because we know how to do it. It's just like.

361

00:53:04.870 --> 00:53:07.670

Adam Cmejla, CFP®: forget the book. Who not? How? Well, don't forget the book, but

362

00:53:07.920 --> 00:53:12.669

Adam Cmejla, CFP®: it's not like you know how to do it. This isn't a matter of figuring out how to do it. It's just

363

00:53:12.700 --> 00:53:15.429

Adam Cmejla, CFP®: who needs to do this period full stop.

364

00:53:17.620 --> 00:53:18.460

Adam Cmejla, CFP®: So

365

00:53:20.820 --> 00:53:25.510

Adam Cmejla, CFP®: anybody else want to share anything else that they that that was impactful for



them?

366

00:53:30.890 --> 00:53:32.740

Adam Cmejla, CFP®: Or do I have to start calling on people.

367

00:53:35.590 --> 00:53:37.100

Kevin Nelson: I'll go, Adam. Oh.

368

00:53:37.601 --> 00:53:42.819

Kevin Nelson: one thing we talked about on ways to increase leverage is using AI

369

00:53:42.980 --> 00:53:50.096

Kevin Nelson: and how we're trying to use it. Couple of us, we started testing out socks. And someone, I think, was on.

370

00:53:50.730 --> 00:53:53.450

Kevin Nelson: maybe, Zepner, I know you guys mentioned fireflies.

371

00:53:54.171 --> 00:53:57.419

Kevin Nelson: Zox has. I think you guys use Zocs? Adam.

372

00:53:57.860 --> 00:53:58.570

Adam Cmejla, CFP®: We do?

373

00:53:59.157 --> 00:54:01.619

Kevin Nelson: And so they have it where you can

374

00:54:02.020 --> 00:54:25.610

Kevin Nelson: give the AI access to your Crm. And it can prepare meeting agendas and different things for you. In addition to taking notes, preparing emails, follow up emails and all those types of things, I was curious to 2 things, one, to what extent are you guys using it? And has anyone given the AI access to your Crm system and are comfortable, having with it having that much access.

375

00:54:27.180 --> 00:54:46.910

Adam Cmejla, CFP®: So I'll share on my end. And if anybody else wants to pipe in and share what they're doing on their end, we'd I'm happy to, of course, would love to have you share. We do have the integration. We are a Redtail firm, and as much of a fanboy as I have been with Redtail over the years that fandom has been waning a little bit candidly. They

376

00:54:46.910 --> 00:55:09.739

Adam Cmejla, CFP®: that that's a different discussion for a different day, still a good, still a good Crm. But needs some improvements, if you will, in the Ui and the Ux side of things. And the Api is slow relative to wealthbox, and certainly certainly to salesforce, anyway, all that to say, the integration between Zox and Redtail is not as robust as what it is within wealthbox, so we don't dare, I say, can't use



it

377

00:55:09.740 --> 00:55:36.926

Adam Cmejla, CFP®: to pre populate agendas. But we do have it linked with Redtail so that we can Jeff come to the dark side? Well, the dark, dark side would need to be would be would be to spend the money for a custom salesforce, build out or to use something with accelerate. But maybe you and I can touch base one on one I made Kathy's ears bleed today when I suggested that we should just switch crms and all of this. And but we gotta we have. We have enough irons in the fire right now.

378

00:55:37.410 --> 00:55:56.335

Adam Cmejla, CFP®: so we do give what we do. Give Redtail access to ox and our standard operating procedure after a client appointment is the advisor goes into Zox goes into the summary. We've got our templates built in there already, which mimic the templates that we used when we were using mobile assistant for dictation.

379

00:55:56.680 --> 00:56:11.069

Adam Cmejla, CFP®: The advisor goes into that, cleans up the note, adds, maybe any clarifying pieces of details. We've also really made it an emphasis for our advisors when they're in client meetings, to use the trigger words that we have trained Zocs to know.

380

00:56:11.070 --> 00:56:30.980

Adam Cmejla, CFP®: So you know, we'll follow up with our next action is as a result of this meeting we'll get started with be on the lookout for an application from like all of these trigger words, so that Zox knows to grab that and put that in the respective action items within Zox that way. When we go in and clean up the note. It's a

381

00:56:30.990 --> 00:56:37.910

Adam Cmejla, CFP®: it's a smaller lift of anything that we need to customize. We will then export that

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00:56:37.920 --> 00:56:50.910

Adam Cmejla, CFP®: note from Zox into Redtail attached to the client as an activity. We then, again, this is the manual part. But we then have to go into Redtail. Into that client's record.

383

00:56:50.910 --> 00:57:09.179

Adam Cmejla, CFP®: go into the activity that was just created. Through that integration. We add Kathy to it. We remove ourselves, and we adjust the activity due date, so that Kathy has it. Either, you know, if it's early in the morning. It's on today, like, I'm not gonna attach an activity to her on today's date. If it's 4 30 in the afternoon, like

384

00:57:09.180 --> 00:57:28.509

Adam Cmejla, CFP®: just kind of use your judgment as to when she needs to see that activity. So we add her to the activity. We take the advisor off. We adjust the due date, and that is the advisors way of saying, I'm no longer done with, or I'm no longer dealing with this anymore. It's all on Kathy, and then Kathy will take that note process. It attach the workflows.

385

00:57:29.100 --> 00:57:45.110



Adam Cmejla, CFP®: update e-money tasks for clients, etc. I'm curious. If anybody has experimented with Zox, since you so lovingly volunteered and asked me to come over to the dark side. Are you using Zox in the in in the

386

00:57:45.170 --> 00:57:49.609

Adam Cmejla, CFP®: prep. Side of things or anything on the AI, with what with with wealthbox.

387

00:57:49.610 --> 00:58:06.419

Jeff J. Dunn-Bernstein, AIF®: So I was looking at. I looked at Docs a little bit. I was looking at Fathom because Steph likes it, and we were trying to see, like what we would need to build to try to have the same compatibility. But I spent a bunch of time at Edge West with the guys from G reminders. And that's something that they're including

388

00:58:06.430 --> 00:58:23.040

Jeff J. Dunn-Bernstein, AIF®: in their platform is the AI follow up. So I have a I sent them a lot of technical questions that I don't think they were used to and so we are looking at dropping a few pieces of tech like we're required to use one sub. But I'm leaving Ipl, so that opens up.

389

00:58:23.040 --> 00:58:23.500

Adam Cmejla, CFP®: Okay. Yeah.

390

00:58:23.500 --> 00:58:31.110

Jeff J. Dunn-Bernstein, AIF®: Other things. So I'm gonna actually, I I have their their super nerd on Friday for at least an hour.

391

00:58:31.210 --> 00:58:41.279

Jeff J. Dunn-Bernstein, AIF®: And we're gonna go through all of that so hopefully, I'll be able to write back that they're incorporated. AI has pretty much all the same functionality. It looks like

392

00:58:41.300 --> 00:59:02.420

Jeff J. Dunn-Bernstein, AIF®: it looks like it does for the most part. But I want them to actually walk through it and show me where it connects and what we need to do manually to get stuff done, and and where that is? So we'll see. But they also seem pretty receptive to having advisors that are contact, savvy like? Send them things that they would like, added, and then quickly adding them, so we'll see how it goes.

393

00:59:02.830 --> 00:59:03.480

Adam Cmejla, CFP®: Nice

394

00:59:05.930 --> 00:59:12.199

Adam Cmejla, CFP®: anybody else that's using Zox or another out of the box solution, so to speak, in relate, in conjunction with their Crm.

395

00:59:18.670 --> 00:59:26.059

Jeremy E. Portnoff, MSFS, CFP®, CIMA®, CMT®: On that real quick just because I am using G



reminders. And I just started experimenting with their AI notetaker.

396

00:59:26.160 --> 00:59:33.729

Jeremy E. Portnoff, MSFS, CFP®, CIMA®, CMT®: So I don't have a lot to compare to, because I was just using Fathom and not really that much. But so far it seems pretty nice

397

00:59:34.160 --> 00:59:46.850

Jeremy E. Portnoff, MSFS, CFP®, CIMA®, CMT®: once it's done doing the the summary you you click on a a link to review it, and then you can edit the notes if you need to, and then you just click a button, and it's then it syncs it into the crm.

398

00:59:48.070 --> 00:59:51.890

Jeremy E. Portnoff, MSFS, CFP®, CIMA®, CMT®: So so far, so good. And I and I switched from one sub as well.

399

00:59:52.830 --> 00:59:54.199

Jeff J. Dunn-Bernstein, AIF®: Nice. Thank you.

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00:59:54.570 --> 00:59:55.200

Jeremy E. Portnoff, MSFS, CFP®, CIMA®, CMT®: Yeah.

401

00:59:56.100 --> 01:00:16.779

Eric Walters: This is Eric. I started experimenting with Otter AI for note, taking because it can zoom, and in person meetings and a lot of our clients still like in person meetings. So for me, fathom wasn't enough so far, it's pretty good. So you know, we're basically just experimenting. How do we add this into a workflow? How do we edit it? But the the details that it captures are very accurate.

402

01:00:18.320 --> 01:00:29.469

Adam Cmejla, CFP®: If you liked. Otter Eric. Both from a compliance standpoint as well as a smarter aspect of it. Zox does will have does have an in person meeting as well. So

403

01:00:31.040 --> 01:00:35.060

Adam Cmejla, CFP®: I I can't speak to the specifics of it, but I know.

404

01:00:35.570 --> 01:00:37.139

Adam Cmejla, CFP®: I think, Tiffany.

405

01:00:37.240 --> 01:00:47.429

Adam Cmejla, CFP®: when they were looking at Otter, they asked for some of the compliance and data retention policies, and they were, how shall we say? Less than forthright

406

01:00:47.460 --> 01:00:49.250

Adam Cmejla, CFP®: in providing



407

01:00:49.290 --> 01:01:05.560

Adam Cmejla, CFP®: what they actually keep versus what they don't keep. I might be mistaking or misspeaking on that. So don't take that to the bank, but I just know that Tiffany, and I think there might have been another firm here that we're less than comfortable, if you will, with otters.

408

01:01:06.380 --> 01:01:18.979

Adam Cmejla, CFP®: privacy, policy and data, retention policies and things like that again. I had. I I don't know the details on it, but I do. Don't. I do know that was a concern. So all that to say if that's what you're solving for in person, even if Otter was.

409

01:01:19.460 --> 01:01:25.060

Adam Cmejla, CFP®: or even if I didn't have that, dare I say concern at that time, and it might have changed, because that was a while ago.

410

01:01:25.790 --> 01:01:35.390

Adam Cmejla, CFP®: Ox is much. Zox is built for advisors, and the email that it drafts is pretty legit. And it's a nice way that we send

411

01:01:35.470 --> 01:01:59.950

Adam Cmejla, CFP®: a cursory follow or a a follow up to the client right after the appointment, letting them know. Here's who here's what everybody's responsible for doing. Look for the timelines if it's client related, look for the timelines in e-money. We call it wealth plan. And then, on the advisor side. We pump everything into into workflows, into into Redtail. But yeah, that auto generated email is really nice in ox as well.

412

01:02:00.120 --> 01:02:01.549

Adam Cmejla, CFP®: And you can do in person.

413

01:02:02.060 --> 01:02:03.150

Eric Walters: That's great. Thank you.

414

01:02:03.700 --> 01:02:10.739

Kevin Nelson: Yeah, Adam is, is ox an improvement over what you had before. I know you had some speed issues, and time delays on that one.

415

01:02:11.060 --> 01:02:23.370

Adam Cmejla, CFP®: Yep, that's gotten better. It's gotten better. And we were experimenting. We were using fireflies before that as well, but similar to Otter. It wasn't picking up the advisor specific lingo. It it wasn't, and it wasn't doing

416

01:02:24.060 --> 01:02:32.299

Adam Cmejla, CFP®: it it. And and to be fair to those platforms, maybe we didn't know how to teach it. It is an Llm. Right, a large learning, or a large

417

01:02:33.160 --> 01:02:36.717

Adam Cmejla, CFP®: look. Whatever the hell I know, learning is one of those I's

418

01:02:38.680 --> 01:02:43.009

Adam Cmejla, CFP®: language. Thank you. And we were maybe. Thank you. Large language model. We weren't

419

01:02:43.070 --> 01:02:54.559

Adam Cmejla, CFP®: good at programming the language. So maybe we were. Maybe we fell short on that all that to say we didn't have to do that with socks. It was already fairly smart, and we could then teach it

420

01:02:54.930 --> 01:03:03.339

Adam Cmejla, CFP®: a little bit more specific, like one thing that Zox didn't do, that we had to teach it, for our specific environment was the business owner side of things.

421

01:03:03.400 --> 01:03:27.319

Adam Cmejla, CFP®: because ox wasn't picking up any of the action items for our business owner and our practice owner clients. We could go into the settings and teach it what we wanted it to pick up specific to practice ownership. When you, when you heard us say, profit, loss and balance, sheet and statement of cash flow and gross like we? We kind of gave it some of that training to pick up on those things in the note, taking

422

01:03:29.710 --> 01:03:32.269

Adam Cmejla, CFP®: smarts of the of the of the of the model.

423

01:03:33.700 --> 01:03:36.380

Kevin Nelson: Was there anything that helped you get over the privacy aspect of it?

424

01:03:37.402 --> 01:03:47.349

Adam Cmejla, CFP®: There's Soc, 2 compliant. There's there's sock 2 compliance as well as Zox does not actually retain any of the data. There's no recording

425

01:03:47.360 --> 01:03:50.320

Adam Cmejla, CFP®: that Zox does. So they don't have any of the data.

426

01:03:50.890 --> 01:03:53.660

Adam Cmejla, CFP®: The the audio file isn't anywhere. It's just

427

01:03:54.170 --> 01:04:12.390

Adam Cmejla, CFP®: the the way that I understood it. And I might be wrong in this. It's kind of like e-money. E-money doesn't have any of the data. It just screen scrapes it. You can't do anything with the data in e-money. It's just a screen scraping technology. The same thing that that was the metaphorical understanding that I took with Zox is, it doesn't actually record it. It doesn't



428

01:04:12.620 --> 01:04:17.810

Adam Cmejla, CFP®: have the audio file anywhere. It's just scraping the conversation and putting it in this structure.

429

01:04:18.910 --> 01:04:19.839

Kevin Nelson: Yeah, and for.

430

01:04:19.840 --> 01:04:26.600

Adam Cmejla, CFP®: For clients. It's been 0 concern. I mean, they don't even ask questions about Adam's assistant, or John's assistant, or Kate's assistant.

431

01:04:28.140 --> 01:04:52.910

Jeff J. Dunn-Bernstein, AIF®: And that's just because they're just because we're on it. Like, I'll add, like, the chat bots are really similar. So like a lot of places are just now starting to let people experiment with chat bots. You can contain them to only answer questions within that website. So it's not coming up with weird, wild stuff. It's only looking at your website that the chat Bot is on like until you contain the AI, the way that you want to right. Same with the note taker.

432

01:04:55.330 --> 01:04:56.110

Kevin Nelson: Thank you.

433

01:04:56.830 --> 01:04:57.560

Kevin Nelson: Yep.

434

01:04:59.000 --> 01:04:59.719

Adam Cmejla, CFP®: Alright! We've got.

435

01:04:59.720 --> 01:05:15.159

Julie Betoni: About actually giving it the specific phrases. So that's awesome, because that's how to train it like you said so. It knows what to pull out because I did a call with Stephanie. Now that was on Fathom. But I was. I was. I was amazed when I got the follow up from her. It was already done. It was broken out.

436

01:05:15.445 --> 01:05:23.329

Julie Betoni: It was very cool, because it had all those specific sections. This is the follow up. This is what we got from the calls. These are our takeaways. And I was like, this is amazing.

437

01:05:24.340 --> 01:05:44.459

Julie Betoni: So you did. You do all of that via training the AI just got a transcript, and it was a disaster. It was a mess. It never got the words right. It was just. I did not say that. So I had to listen to the call every single time and go through and correct it. It just became a massive waste of time. So I just kind of gave up.

438

01:05:45.800 --> 01:06:00.109



Adam Cmejla, CFP®: So in just show our environment right here. So meeting types, these type of meetings the meeting presets. Think of the meeting presets as the widgets that you would want to be present inside of the meeting type that you have. So for us in the financial summary.

439

01:06:00.350 --> 01:06:04.359

Adam Cmejla, CFP®: This is where we went in and said, business planning right

440

01:06:04.832 --> 01:06:22.279

Adam Cmejla, CFP®: anything. It's relevant to their business. Cash flows, profit, loss, balance, sheet, capital needs and any concerns. So we trained it gave it that information. To have this bullet point be the 1st thing that shows up under the financial discussion before us, putting it in their business meetings, or when we'd have meetings with our practice owners. None of that was picked up.

441

01:06:23.080 --> 01:06:24.289

Julie Betoni: Got it. Okay.

442

01:06:24.290 --> 01:06:38.289

Adam Cmejla, CFP®: And then this is like we said, you know, keywords and phrases that will be used, you know, next steps as a follow up action items will get started other similar phrases. So this is that conversation, if you will, that you have with your Llm. That

443

01:06:38.830 --> 01:06:40.689

Adam Cmejla, CFP®: you're essentially taking it to school.

444

01:06:43.540 --> 01:06:46.170

Adam Cmejla, CFP®: Sorry am I sharing my screen, or did I screwed up.

445

01:06:47.170 --> 01:06:48.549

Julie Betoni: No, that's it. Thank you.

446

01:06:48.760 --> 01:06:50.440

Adam Cmejla, CFP®: Okay. Okay. I didn't see the green box.

447

01:06:50.440 --> 01:06:52.608

Julie Betoni: No, it was awesome. Yeah, there we go.

448

01:06:53.890 --> 01:07:10.251

Adam Cmejla, CFP®: All right. We are right at the bottom of the hour Allison has in chat. She put up a brief poll here. Yes, no, doesn't take a whole lot of brainpower to answer that question. I'm assuming that's just because limitless is wondering whether for 2025, we want to re,

449

01:07:10.590 --> 01:07:12.460

Adam Cmejla, CFP®: continue doing that.



450

01:07:12.460 --> 01:07:22.790

Allison Foulk: Yes, we we are pretty married to the idea of doing it for next year, but we just wanna see for the following year. People really use them and like them. So it's interesting.

451

01:07:22.790 --> 01:07:50.530

Adam Cmejla, CFP®: For the 10 people that said, no, I didn't use. I'd really love to have a conversation with you and figure out why the hell you didn't use it for? Why the hell you didn't use it? Because, having the entire year up on the wall being able to reference that map that out. Plan like that is our. That is the scaffolding that we use when we get together here the 1st week of December to block out our entire year, and what we're gonna do. So I'd really be curious to know for the 10 that said didn't use it. Why, you didn't use it. My hope is that you would

452

01:07:50.530 --> 01:07:54.680

Adam Cmejla, CFP®: actually say, well, I would have used it, but I already had one. I order from a different provider.

453

01:07:55.080 --> 01:07:59.999

Adam Cmejla, CFP®: If it doesn't fit in my pocket. It doesn't exist. Nice job.

454

01:08:00.750 --> 01:08:01.620

Adam Cmejla, CFP®: Oh.

455

01:08:01.620 --> 01:08:07.100

Ian Rea: Yeah, didn't fit my. So I bought a 1 that was vertically oriented from another provider.

456

01:08:07.540 --> 01:08:07.980

Allison Foulk: Okay.

457

01:08:08.180 --> 01:08:10.709

Adam Cmejla, CFP®: Oh, is the limitless, limitless one, horizontal.

458

01:08:11.160 --> 01:08:12.500

Allison Foulk: It is horizontal.

459

01:08:12.500 --> 01:08:19.789

Adam Cmejla, CFP®: Oh, yeah, I my, I've got 24 right there, and I've got 25 right here, and they're vertical. Yeah, cause it fits on the door. It fits on a

460

01:08:21.140 --> 01:08:22.649

Adam Cmejla, CFP®: fits on the backside of a door.

461

01:08:23.149 --> 01:08:23.889

Allison Foulk: Okay.



462

01:08:24.569 --> 01:08:27.699

Allison Foulk: Alright. Good feedback.

463

01:08:27.700 --> 01:08:32.089

Adam Cmejla, CFP®: Allison is the calendar. It's it's like stack. We're like. Mondays

464

01:08:32.189 --> 01:08:33.200

Adam Cmejla, CFP®: are

465

01:08:33.290 --> 01:08:37.309

Adam Cmejla, CFP®: all in one line Tuesdays, all in one line. Wednesdays like it's not.

466

01:08:37.310 --> 01:08:37.660

Allison Foulk: No.

467

01:08:37.660 --> 01:08:38.330

Adam Cmejla, CFP®: Out! By!

468

01:08:38.330 --> 01:08:39.050

Allison Foulk: So we

469

01:08:39.180 --> 01:08:47.819

Allison Foulk: it's by month. We looked at. We looked at doing them the way that you're mentioning Adam, and then ultimately decided not to. But

470

01:08:47.990 --> 01:08:51.470

Allison Foulk: yeah, it's essentially it's it's more like a normal calendar than the one.

471

01:08:51.470 --> 01:08:52.620

Adam Cmejla, CFP®: It's not like this.

472

01:08:54.100 --> 01:08:54.630

Allison Foulk: Right.

473

01:08:54.630 --> 01:08:55.279

Adam Cmejla, CFP®: Okay.

474

01:08:55.640 --> 01:08:57.889

Allison Foulk: Yeah, that's what Adam uses. Pretty interesting.

475



01:08:57.890 --> 01:09:03.282

Adam Cmejla, CFP®: We should go back to doing it that way, my humble, unsolicited opinion. But that's just me.

476

01:09:04.759 --> 01:09:08.469

Allison Foulk: Steph has a lot of calendar opinions, so.

477

01:09:08.470 --> 01:09:09.799

Adam Cmejla, CFP®: Oh, I'm sure she does!

478

01:09:10.419 --> 01:09:15.319

Allison Foulk: Yeah. Okay. Awesome. Thank you. Guys for playing along with me there. Appreciate it.

479

01:09:15.639 --> 01:09:23.639

Adam Cmejla, CFP®: Alright. We are now 3 min over on time. I apologize. That is 100. My fault because I was giving people crap for calendars.

480

01:09:24.209 --> 01:09:26.179

Adam Cmejla, CFP®: anything else.

481

01:09:26.549 --> 01:09:36.739

Adam Cmejla, CFP®: I think we're all good. But thank you. Everybody for your time, I assume, and hope today was valuable, and enjoy the rest of your Monday.

