Integrated Consulting & Advisory Solutions, LLC

USING WORKFLOWS TO STOP THE MADNESS!!

Adam Cmejla, CFP®, CMFC®

www.integratedcas.com

adam@integratedcas.com

317-653-3220

LIMITLESS

PRIORITIZATION AND ORGANIZATION

PRIORITIZATION AND ORGANIZATION

	URGENT	NOT URGENT
IMPORTANT	I • Crises • Pressing problems • Firefighting • Major scrap & rework • Deadline-driven projects	II • Prevention • Production-capability activities • Relationship building • Recognizing new opportunities • Planning • Re-creating
NOT IMPORTANT	III • Interruptions • Some calls • Some mail • Some reports • Some meetings • Proximate pressing matters • Popular activities • Some scrap & rework	IV • Trivia • Busywork • Some mail • Some phone calls • Time-wasters • Pleasant activities

Source: Stephen R. Covey's Time-Management Matrix from *The 7 Habits of Highly Effective People*, New York: Simon & Schuster, 1989, p. 146

HOW DO YOU PRIORITIZE?

HOW ORGANIZED ARE YOU?

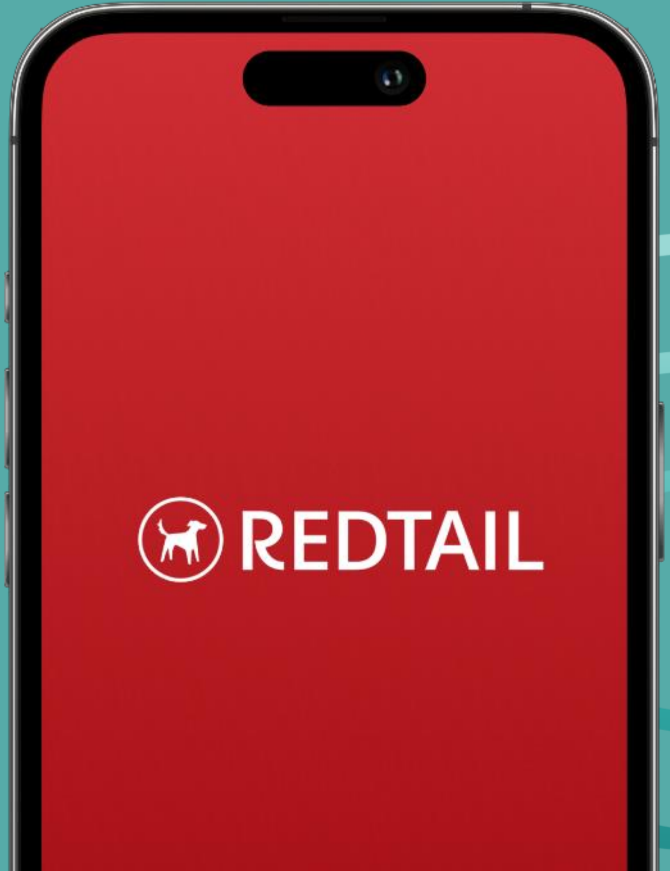
Very Unorganized

Kind of Unorganized

Organized

PRIORITIZATION AND ORGANIZATION

With RedTail Technology



THE NEVER-ENDING CYCLE

WORKFLOW MINIMUM PROCESSES NEEDED

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Prospecting/Networking
- Prospects
- Networking follow-ups
- Event follow-ups
- Former prospects

Client Appointments
- Midyear reviews (in person and phone)
- Annual reviews
- Group retirement plan Enrollment meetings

Client Services
- Beneficiary changes
- Roth conversions
- Various direct and brokerage account services
- Redemptions
- Check processing
- Transfer of assets
- 529 processing

Financial Planning
- Data entry into FP software
- Client-facing software setup
- FP delivery & compliance
- Financial-planning engagement execution with client

New Account Setup
- SoloK
- IRA/Roth IRA
- Taxable
- Variable annuity
- SEP
- 529s

Insurance/Risk Management
- Review of client current policy
- New policy (life)
- New policy (disability)
- Increase in coverage with medical exam (life & disability)

Estate Planning
- Review of client current estate plan
- Update accounts d/t New Client Estate Plan
- Update life policies d/t New Client Estate Plan

Referrals & Follow-Ups
- Various client referrals and introductions
- Client implementation follow-up and accountability processes


LET'S DIVE IN...
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SANITY TIP #1

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SANITY TIP #2

Ensure that ALL of your team is on board... including YOU!!

SANITY TIP #3

Build routines, habits, and consistency

- Calendar it
- Have your team hold you accountable

SANITY TIP #4

Build your reports

Most Important Reports

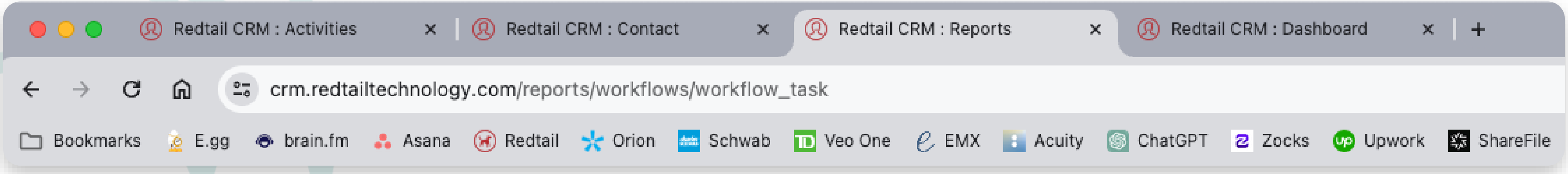
Weekly Team Meeting

SANITY TIP #5

Keep multiple tabs of Redtail open

Most important in workflow adaptation

Increase in efficiency



SANITY TIP #6

Understand your process… I mean, *really* understand it.
How does that play into your RT system?

LEAD-GENERATION PROCESS

Lead

- You haven't qualified them as a potential client
- They haven't expressed an interest in becoming a client
- Contact should be in your drip list/marketing campaigns

Suspect

- Contact has expressed an interest in learning more about your firm
- You have not determined whether they would be a good fit
- Contact should now be in Prospecting Workflow, but not Opportunity tracker

Prospect

- Contact continues to express interest in becoming a client
- You have qualified them as an ideal potential client
- Contact should be in both Prospecting Workflow & Opportunity tracker

Client

- Discovery process is completed with prospect
- You mutually agree to proceed with onboarding process
- Change status in Redtail & put relationship in Onboarding workflow and other applicable workflows

SANITY TIP #7

Use Zapier & Automations to automate certain aspects of your CRM

Examples:

New contact added from booked Discovery call	New activity noted when an appointment is booked	Automations in RT

Automations

NAME	DESCRIPTION	TRIGGER EVENT
Deceased Client	When a client status changes to deceased, assigns Death of a Client Workflow template.	Contact Status Changed
New client onboarding	When the contact status is changed to Client for an Individual, the New Onboarding workflow will trigger.	Contact Status Changed
Past client	When client status is changed to Former Client, this will trigger the workflow Past Client.	Contact Status Changed

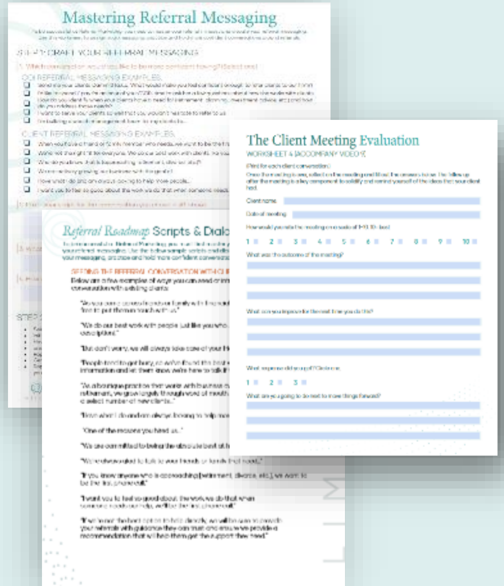
AFTER-ACTIONS

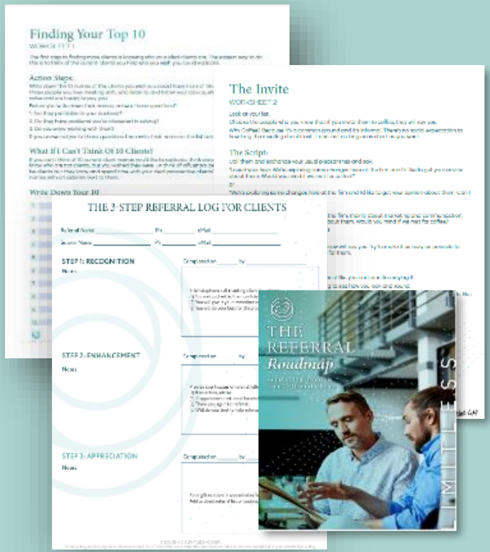
- REFERRAL MESSAGING
- CLIENT-REFERRAL CAMPAIGN
- COI-REFERRAL CAMPAIGN

1 REFERRAL MESSAGING

2 CLIENT-REFERRAL CAMPAIGNS

3 COI-REFERRAL CAMPAIGNS





WATCH/ READ

1."Creating Advisory Firm Processes and Workflows—Tips and Best Practices," Teresa Riccobuono

ACT

1.Identify the top 3–5 most-used processes in your firm, such as opening new accounts, updating bank information, scheduling appointments, transferring assets, etc.

2.Meet with your team and a pad of sticky notes. Map out *every single step* in the process, with each step and its task(s) filling a separate sticky note. Include steps, tasks, and outcomes (the "if/then" relationship between each step).

3.Once you've agreed on the process and outcomes, take the mapped-out process and have one of your team members build it into the workflow engine with the CRM.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Q&A