



Managing FIRM PERFORMANCE

PERFORMANCE MANAGEMENT PRINCIPLES

CLARITY

your what and why



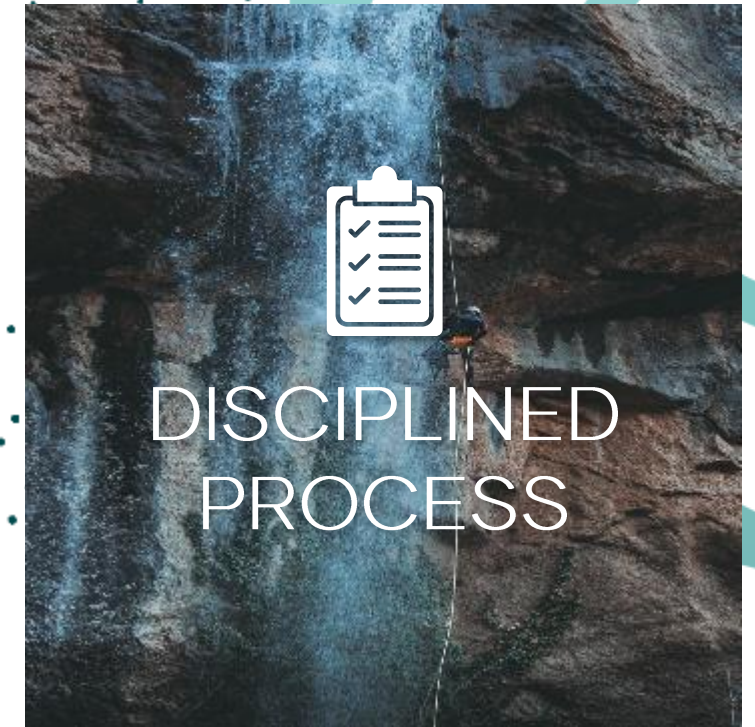
TRANSPARENCY

ongoing sight into progress



ACCOUNTABILITY

ownership of results.



VISION: CLEAR PRIORITIES



4 Visioning Questions

How do you envision the practice you'll run in 5 years? What do you want to be known for? What do you want to be known for?

How do you envision the practice you'll run in 5 years? What do you want to be known for? What do you want to be known for?

How do you envision the practice you'll run in 5 years? What do you want to be known for? What do you want to be known for?

How do you envision the practice you'll run in 5 years? What do you want to be known for? What do you want to be known for?

My Model Practice

Design your Model Practice to be the best version of itself. Use this model to help you define your business and your vision. Together, your answers create the framework for your Limitless practice.

HOW BIG DO I WANT TO BE?

How much revenue do I want to have? _____
How much will I be able to pay myself? _____
How much do I want to pay myself? _____

WHAT KIND OF LIFE DO I WANT TO LIVE?

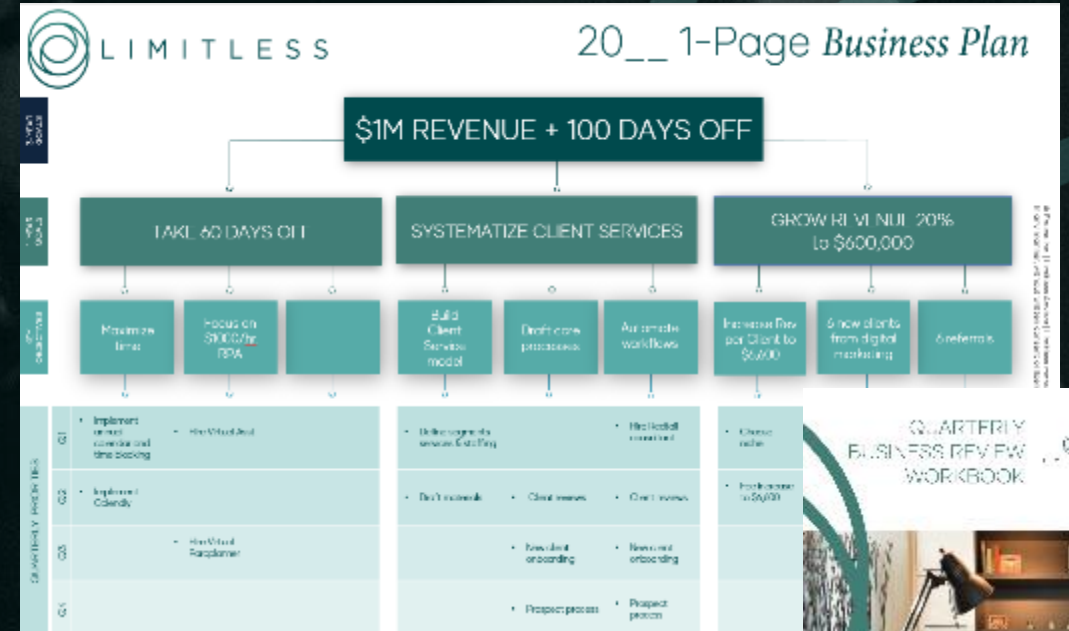
How much EDDC/income do I want? _____
How many days off do I want? _____
How many clients do I want to work with? _____

WHO DO I DELIVER MASSIVE VALUE TO?

Who is my ideal client? _____
What are my main niches? _____
What are my specialties? _____

HOW CAN I BEST INVEST MY TIME?

What is my hobby? _____
What is my pet? _____
What are the top three things I love? _____



VISION WORKBOOK

MY MODEL PRACTICE

1-PG BUSINESS PLAN
QTLY BUSINESS REVIEW WORKBOOK

DEFINED DATA POINTS



Personal
KPI



Financial
KPI



Client
KPI



Growth
KPI



Team
KPI



Other
KPI



What is a healthy level of performance
for all stakeholders?

FINANCIAL PERFORMANCE

PLANNING AHEAD FOR DOWNTURNS

Profitability Analysis Tool

A strong financial contingency plan provides a clear plan to follow when unexpected downturns happen, expenses, run revenue scenarios, identify expense reductions based on impact, and calculate new client. Having a well-thought-out plan in place to manage disruptions before they strike better prepares you when they do.

Follow the steps below to assess and create a revised P&L budget.

[Click here to visit limitlesslife to learn more about Limitless Adviser.](#)

STEP 1: ADJUST YOUR REVENUE PROJECTIONS

After completing inputs on prior tab, input your Reduced Revenue in light blue boxes below to assess the impact of revenue P&L projections, make expense adjustments and input new revenue growth to finalize your P&L.

[CLICK HERE to update your projected revenue for the year](#)

Key Performance Indicators Worksheet

Populate highlighted light blue cells with current data. Other cells will calculate based on your inputs.

Revenue	\$ 1,000,000
Expenses (incl. owner wages)	\$ 600,000
Profit	\$ 400,000
Total Owner Earnings	\$ 200,000

Revenue KPI	
Revenue per Client	\$ 10,000
Revenue per Professional	\$ 500,000
Revenue per Total Head Count	\$ 500,000

Expense KPI	
Total # of Clients	100
Total # of Professionals	2
Total # of Non-Professional Staff	2

EBOC (Earnings before Owners Comp)	\$ 600,000
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KEY DATA POINTS



Total # of Clients	100
Total # of Professionals	2
Total # of Non-Professional Staff	2
AUM	\$ 100,000,000

Profit KPI	
Profit per Client	\$ 4,000
Profit per Professional	\$ 200,000
Profit per Total Head Count	\$ 200,000

Client KPI	
Clients per Professional	50
Clients per Total Head Count	50

EBOC (Earnings before Owners Comp)	60%
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ADVISOR TEAM REVENUE MODELER

The Practice Benchmark tool assesses performance at a firm level. This tool is designed to help you assess and evaluate performance by advisor team.

Instructions:

Input team member's compensation and revenue information for the right time cells using the tool. Data should be for a full calendar year. Input your own benchmarks.

Limitless materials may not be

Revenue Category	CURRENT P&L			REDUCED REVENUE P&L			PROJECTIONS
	YTD Revenue	% Revenue	Current Annual Revenue Budget	% Revenue	Budget vs. YTD	Reduced Annual Revenue	
Asset Management Fees	\$ 125,000	92%	\$ 205,000	92%	47%	\$ 200,000	65%
Financial Planning Fees	\$ 15,000	8%	25,000	0%	50%	\$ 8,000	4%
Income	\$ -	0%	-	0%	-	\$ 5,000	2%
Expenses	\$ -	0%	-	0%	-	\$ -	0%
Profit	\$ -	0%	-	0%	-	\$ -	0%
Total	\$ -	0%	-	0%	-	\$ -	0%

REVENUE	Team 1	Team 2	Team 3	Team 4	Team 5	RRR
CLIENT FINANCIAL MODEL						
Annualized Revenue	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 1,000,000
Real Firm Revenue	9%	4%	1%	2%	2%	14%
EXPENSES						
Revenue / Total Revenue						
2019%	Total 10-Advisor Expense	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 40,000
	As % of Firm Revenue	5%	2%	1%	2%	4%
2020%	Total 10-Advisor Expense	\$ 10,000	\$ -	\$ -	\$ -	\$ 10,000
	As % of Firm Revenue	10%	0%	0%	0%	10%
Team Services & Support						
Input Position	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 50
% of Firm Revenue	5%	5%	5%	5%	5%	10%
Input Position	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 50



What reflects a healthy level of financial performance for all stakeholders?

CLIENT BASE PERFORMANCE

STEP 4: INPUT ADVISER CAPACITY

Input the number of hours each adviser has available for clients. The standard year has 2,080 hours. We recommend removing hours for holidays, vacations and non-client related activities. If you do not input capacity, the tool will populate with 1,800 hours available capacity.

Analysis Input

Tier	Tier Name	Average Revenue	Current Number	New # Per Year	Adv Hrs / Staff Yr	Staff Hrs / Yr
1	Tier 1 Name	\$12,000	4	3	8	16
2	Tier 2 Name	\$5,000	13	8	10	8
3	Tier 3 Name	\$1,200	45	0	9	6
4	Tier 4 Name	\$ 500	56	0	4	5
Avg. Hours per Client:						

Expenses & Weighting Methods

Expenses: \$126,000

Weighting method for assigning expenses to clients: Revenue

Adviser Roster and Annual Capacity Hours

Adviser Name	Hrs	Adviser Name	Hrs	Adviser Name	Hrs
Tom Suave	1800	Name 4	0	Name 7	0
Jane Doe	1400	Name 5	0	Name 8	0
Name 3	0	Name 6	0	Name 9	0

Profit Calculator

Tier	Revenue	Overhead	Profit	Profit Per Client
1	\$ 48,000	\$ 37,015	\$ 10,985	\$ 4,246 Per Client
2	\$ 65,000	\$ 42,000	\$ 23,000	\$ 1,769 Per Client
3	\$ 54,000	\$ 34,892	\$ 19,108	\$ 425 Per Client
4	\$ 28,000	\$ 18,092	\$ 9,908	\$ 177 Per Client

Client Profitability Analysis

ABSOLUTE

Deep Insights

Referral Behavior

How many referrals to your adviser in the last 12 months?

What was the circumstances of the referral?

What is a good NPS score?

-100 0 30 70 100

NEEDS IMPROVEMENT (-100 - 0) GOOD (0 - 30) GREAT (30 - 70) EXCELLENT (70 - 100)

Client Satisfaction

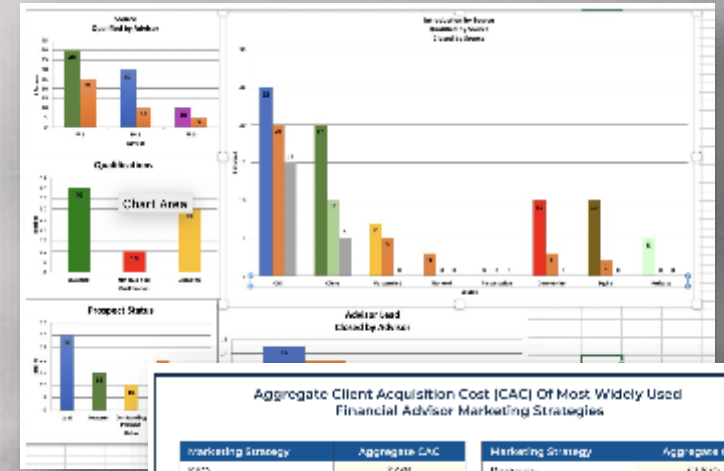


What reflects a healthy level of client base performance for all stakeholders?

GROWTH PERFORMANCE

GROWTH GOALS

GROWTH METRICS



Aggregate Client Acquisition Cost (CAC) Of Most Widely Used Financial Advisor Marketing Strategies

Marketing Strategy	Aggregate CAC	Marketing Strategy	Aggregate CAC
SOC	\$580	Podcasts	\$2,810
Field Webinars	\$720	Consults/Retirees	\$2,700
Client Referrals	\$600	Blogging	\$2,200
Reviews	\$1,000	Online Ads	\$2,200
Webinars	\$1,200	Print Advertising	\$1,200
Marketing Lists	\$1,300	Print Advertising	\$1,200
Direct Mail	\$1,400	Referrals	\$9,000
Education Events	\$1,600	Client Acquisition	\$1,200
Print Advertising	\$1,700	Books	\$1,000
Webinars	\$1,800	Webinars	\$6,500
SO Kits	\$2,100	COIs	\$9,400
Seminars	\$2,200	Social Media	\$1,000



What reflects healthy growth performance for all stakeholders?

PRACTICE BENCHMARK

- Track Key Performance Indicators
- Practice Dashboard
- Indicates areas of opportunity
- Clarifies gap; aligns actions with goals



previous quarter's annualization estimate.
 3. Input yearly/quarterly data into the **light blue cells** with gray text ONLY. Dark blue/qua and white cells will auto-calculate; do not input over these formulas.
 4. Review year-over-year changes to evaluate historical trends.
 5. If you need additional clarity on using this tool please read [our linked FAQ document and Glossary HERE.](#)

Firm Data Inputs	2020	2021	YOY % a	2022	YOY % a	2023				2023 Est. Total	YOY % a	
						Q1	Q2	Q3	Q4			
Headcount												
Advisor Professionals			*		*	2	1			1	*	
Non-Advisor Professionals*			*		*	1	1	0		0	*	
Staff Members			*		*	1	1			1	*	
Revenue												
Total (Gross) Revenue	\$0					Annual Total					Benchmark	
COGS (Cost of Goods Sold, and B/D fees, etc.)						Headcount						
Total (Net) Revenue	\$0					0	0	0	2		1	100%
Investment Management (AUM) Fees						Total Headcount				2	111%	
Investment Advisory (AIA) Fees						Average P/L						
Securities Trade & Commissions						Total (Gross) Revenue				\$224,558	0%	
Insurance Trade & Commissions						Cost of Goods Sold (COGS)				n/a	*	
Financial Planning Fees (hourly or retainer)						\$0	\$0	\$0	\$0	\$0	\$224,558	0%
Other						Total Expenses				\$0	\$181,490	0%
EBDC (Earnings Before Owner Compensation)	\$0					Direct Expenses (professional wages)				\$0	\$118,458	0%
						Professional Wages - Owner				n/a	*	
						Professional Wages - Non-Owner				n/a	*	
						Direct Expenses as a % of Total Revenue				53%	*	
						Incurred (Overhead) Expenses				\$0	\$66,032	0%
						Staffing				\$0	\$25,707	0%
						Overhead				\$0	\$56,325	0%
						Operating Profit				\$0	\$41,268	0%
						Operating Profit Margin				*	18%	*
Revenue KPIs												
Total Revenue	\$0	\$0	\$0	\$0	\$0					\$224,558	0%	
Revenue per Client	*	*	*	*	*					\$2,812	0%	
Revenue per Professional	*	*	*	*	*	\$0	*	*	*	\$307,382	0%	
Revenue per Total Headcount	*	*	*	*	*	\$0	*	*	*	\$123,916	0%	
Expense KPIs												
Direct Expense per Client	*	*	*	*	*	*	*	*	*	\$1,798	*	
Incurred Expense per Client	*	*	*	*	*	*	*	*	*	\$704	*	
Expense per Professional	*	*	*	*	*	\$0	*	*	*	n/a	*	
Expense per Total Headcount	*	*	*	*	*	\$0	*	*	*	n/a	*	
Profit KPIs												
EBDC - Earnings Before Owner Comp	\$0	\$0	\$0	\$0	\$0					\$125,443	0%	
Operating Profit per Client	*	*	*	*	*	*	*	*	*	\$311	0%	
Operating Profit per Professional	*	*	*	*	*	\$0	*	*	*	n/a	*	
Operating Profit per Total Headcount	*	*	*	*	*	\$0	*	*	*	n/a	*	
Client KPIs												
Total Clients	*	*	*	*	*					119	0%	
Clients per Professional	*	*	*	*	*	0	*	*	*	212	0%	
Clients per Total Headcount	*	*	*	*	*	0	*	*	*	75	0%	
Fee-based Clients	*	*	*	*	*					n/a	*	
Fee-based Clients per Professional	*	*	*	*	*	0	*	*	*	n/a	*	
Fee-based Clients per Total Headcount	*	*	*	*	*	0	*	*	*	n/a	*	
Asset KPIs												
Assets Under Management (AUM)	*	*	*	*	*					\$20,839,900	0%	
AUM per Client	*	*	*	*	*	*	*	*	*	\$275,562	*	
AUM per Professional	*	*	*	*	*	\$0	*	*	*	\$32,499,497	0%	
AUM per Total Headcount	*	*	*	*	*	\$0	*	*	*	\$12,796,432	0%	
Lifestyle												
Partner Days Off						0				n/a	*	

SETTING UP YOUR KPIs

YOUR (SIMPLE) STARTING POINT

Key Performance Indicators Worksheet

Important highlighted (green/blue) cells with current data. Other cells will calculate based on your inputs.

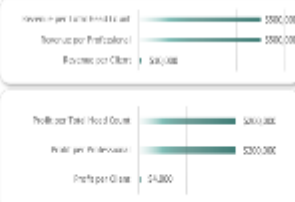
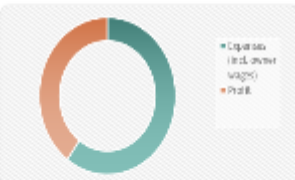
Revenue	\$ 1,000,000
Expenses (incl. owner wages)	\$ 400,000
Profit	\$ 600,000
Total Owner Percentage	20%

Revenue KPI	
Revenue per Client	\$ 6,000
Revenue per Professional	\$ 400,000
Revenue per Total Headcount	\$ 200,000

Expense KPI	
Total # of Clients	100
Total # of Professionals	2
Total # of Non-Professional Staff	2

EBOD (Earnings before Owners' Compensation)	\$ 600,000
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KEY DATA POINTS



Total # of Clients	100
Total # of Professionals	2
Total # of Non-Professional Staff	2
AUM	\$ 100,000,000

Profit KPI	
Profit per Client	\$ 6,000
Profit per Professional	\$ 400,000
Profit per Total Headcount	\$ 200,000

Client KPI	
Clients per Professional	50
Clients per Total Headcount	25

EBOD (Earnings before Owners' Compensation)	60%
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USE WORKSHEET TO IDENTIFY YOUR KPI AND "INDEPENDENCE INDICATORS"

ONCE CONSISTENT, YOU CAN START DEEPER REPORTING

THE PRACTICE BENCHMARK ANALYSIS: BENCHMARKS & GOALS

Instructions

1. The current and 3-year goals (highlighted in light blue) are average values calculated based on your results.
2. Use the dropdown to select your benchmarks for comparison.
3. Review your 3-year Goals & to Benchmarks to evaluate your progress.

Managing Performance

SETTING UP YOUR KPIs

Reference the KPI Worksheet as you complete this section.

Last three (3) Key Performance Indicators (KPIs) most important to your practice results:

Primary KPI	Secondary KPI	Client KPI	Growth KPI	Team KPI	Owner KPI

Performance Reporting Checklist

REVENUE

- Revenue
- Revenue per Client
- Revenue per Professional

EXPENSES

- Expenses
- Expenses per Client
- Expenses per Professional
- Expenses per Total Headcount

CLIENTS

- Clients
- Clients per Professional
- Clients per Total Headcount

PROFIT

- Profit
- Profit per Client
- Profit per Professional
- Profit per Total Headcount

INDEPENDENCE KPIs

Where to Track: []

1. []
2. []
3. []
4. []
5. []
6. []

ADVISOR TEAM REVENUE MODELER

Category	Team 1	Team 2
REVENUE		
Revenue	\$ 1,000,000	\$ 1,000,000
Expenses	\$ 400,000	\$ 400,000
Profit	\$ 600,000	\$ 600,000
EBOD	\$ 600,000	\$ 600,000
Revenue per Client	\$ 6,000	\$ 6,000
Revenue per Professional	\$ 400,000	\$ 400,000
Revenue per Total Headcount	\$ 200,000	\$ 200,000
Profit per Client	\$ 6,000	\$ 6,000
Profit per Professional	\$ 400,000	\$ 400,000
Profit per Total Headcount	\$ 200,000	\$ 200,000
EBOD per Client	\$ 6,000	\$ 6,000
EBOD per Professional	\$ 400,000	\$ 400,000
EBOD per Total Headcount	\$ 200,000	\$ 200,000

Year	2020	2021	2022	2023 Annual	2023 Goal	% of Current Year Goal	3 Year Avg	Current Benchmark	% to Benchmark
Revenue	\$0	\$0	\$0	\$0	\$0	0%	\$92,354,957	0%	
Expenses	\$0	\$0	\$0	\$0	\$0	0%	\$46,225	0%	
Profit	\$0	\$0	\$0	\$0	\$0	0%	\$43,993,648	0%	
EBOD	\$0	\$0	\$0	\$0	\$0	0%	\$29,726,677	0%	

Metrics Legend

- Revenue: 0% of benchmark, 75-95% of benchmark, 95% of benchmark
- Expenses: 0% of benchmark, 75-95% of benchmark, 95% of benchmark
- Profit: 0% of benchmark, 75-95% of benchmark, 95% of benchmark
- EBOD: 0% of benchmark, 75-95% of benchmark, 95% of benchmark

Business Performance Key Performance Indicator (KPI)

Headcount	
Advisor Professionals	
Total Headcount	
Average P&L	
Total (Gross) Revenue	
Cost of Goods Sold (COGS)	
Total (Net) Revenue	
Total Expenses	
Direct Expenses (professional wages)	
Professional Wages - Owner	
Professional Wages - Non-Owner	
Direct Expenses as a % of Total Revenue	
Indirect (Overhead) Expenses	
Staffing	
Overhead	
Indirect Expenses as a % of Total Revenue	
Operating Profit	
Operating Profit Margin	
Revenue KPIs	
Total Revenue	
Revenue per Client	
Revenue per Professional	
Revenue per Total Headcount	
Expense KPIs	
Direct Expense per Client	
Indirect Expense per Client	
Expense per Professional	
Expense per Total Headcount	
Profit KPIs	
EBOD - Earnings Before Owner Comp	
Operating Profit per Client	
Operating Profit per Professional	
Operating Profit per Total Headcount	
Clients KPIs	
Total Clients	
Clients per Professional	
Clients per Total Headcount	
Fee-based Clients	

A DISCIPLINED PROCESS

LIMITLESS LAUNCH PROCESS

A clear, simple *strategic planning* process that integrates clarity, transparency, and accountability into an effective model for defining and creating new levels of success.

Use LAUNCH to identify:

- your vision, values & goals
- the strategies and priorities necessary to achieve them
- the performance management systems you will use to monitor and manage your progress



CLARITY

your what and why



TRANSPARENCY

ongoing insight into progress



ACCOUNTABILITY

ownership of results



ALSO WATCH:
ACTION & ACCOUNTABILITY LESSON
QUARTERLY BUSINESS REVIEW LESSON

STRATEGIC PLANNING: Turning Vision into Action

Best Practices Guide & Resources



Managing PERFORMANCE

Annual Strategic Planning

- Update 3-year Vision
- Set Annual Goals
- Draft 1-yr Business Plan

Monthly Team Meetings

- Business Mgmt (Financials, HR, Legal)
- Business Development
- Manager/Leader Check-ins

Quarterly Business Review

- Evaluate Firm Performance
- Review Progress toward Goals
- Set next Quarter's Priorities

Weekly Meetings

- Client Service Meeting
- Team Meeting

LIMITLESS

You can't MANAGE what you can't MEASURE.

1 2 3

available.

One-Page Business Plan

\$1M REVENUE + 100 DAYS OFF

Weekly Team Meeting

Strategic Planning Annual Retreat Meeting Template

Limitless Goal Setting Tool

201X Strategic Planning

This Year's BIG WINS

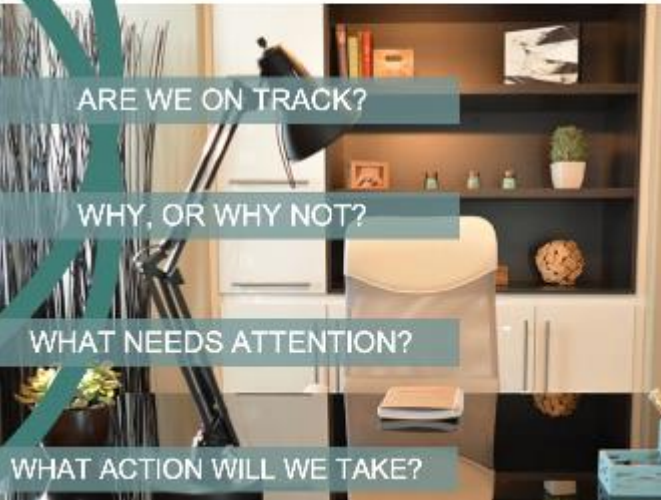
ANNUAL STRATEGIC PLANNING

- Review business performance
- Priorities progress review
- Next 90-days priorities and commitments
- Next 90-days calendar update



ALSO WATCH:
STRATEGIC PLANNING LESSON

QUARTERLY BUSINESS REVIEW WORKBOOK



QUARTERLY BUSINESS REVIEW

(WITH TEAM)

- Review business performance
- Discuss progress, wins, challenges, issues
- Next 90-days plan, priorities & commitments
- Next 90-days calendar update

QUARTERLY BUSINESS REVIEW AGENDA

Review 3-Year Vision, 1-pg Business Plan & Landscape	Review & Set 90-day Action Plan	Evaluate Financial Performance	Evaluate Practice Performance	Evaluate Marketing Performance	Review Personal & Professional Goals (Founder/Others as desired)
<p>Review your vision, goals and plans. Celebrate wins and progress achieved. Note challenges and how you'll account for them in the future. Reflect on the current landscape, markets and business circumstances and discuss any requests.</p> <ul style="list-style-type: none"> Review 3-Year Vision Review 1-page Business plan Discuss market, landscape, circumstances, impacts to plan Clarify or change plans to remain aligned with your goals 	<p>Review the prior quarter's 90-day Action Plan to identify status of priorities and progress made. Then, after covering QBR, Agenda, set 90-day Action Plan for the coming quarter to reflect the priorities most impactful to your goals.</p> <ul style="list-style-type: none"> Review 90-day Action Plan (prior quarter) update status Identify requests for support / new/old challenges experienced Confirm any projects continuing into next quarter and/or new projects to be prioritized Establish project owners, key steps, materials/resources and 	<p>Evaluate the firm's financial performance relative to goals to ensure capital is being best utilized and financial performance is on track with goals.</p> <ul style="list-style-type: none"> Review revenue, AUM and profit, evaluate goals vs. actual Review Profit & Loss, evaluate budget vs. actual and projected Evaluate ROI for significant expenses and investments Clarify/confirm any unplanned budget needs for coming quarter 	<p>Evaluate operating performance and identify opportunities to optimize practice performance.</p> <ul style="list-style-type: none"> Run Practice Benchmark evaluate performance and opportunities to improve Review Client Profitability, as needed until meets goals Review team productivity, discuss existing challenges and/or needs Identify/discuss any relevant practice issues that need attention 	<p>Evaluate marketing performance and identify opportunities to optimize sales, marketing and growth efforts best aligned with goals.</p> <ul style="list-style-type: none"> Review new clients, AUM, fees, growth rate vs. goals Review new business source reports, pipeline reports, marketing analytics Evaluate ROI and results of marketing efforts and investments Review marketing resources and results, clarify priorities 	<p>Review personal and professional goals for the prior 90-day period, celebrate wins and note challenges as you set new goals for the coming 90-days.</p> <ul style="list-style-type: none"> Review progress of personal goals for prior 90-days Set personal goals for next 90-days Review progress of professional goals for prior 90-day Set professional goals for next 90 days Set professional goals for the next 90-days

90-DAY PLAN: Practice Goals

Category	Q1	Q2	Q3	Q4
Revenue				
Profit				
Client Satisfaction				
Marketing				
Team Productivity				
Operational Efficiency				
Compliance				
Client Retention				
Business Development				
Customer Service				
Employee Satisfaction				
Market Share				
Brand Awareness				
Partnerships				
Industry Influence				
Client Acquisition				
Operational Costs				
Regulatory Compliance				
Client Feedback				
Business Resilience				
Client Engagement				
Operational Excellence				
Client Loyalty				
Business Growth				
Client Satisfaction				
Operational Efficiency				
Client Retention				
Business Development				
Customer Service				
Employee Satisfaction				
Market Share				
Brand Awareness				
Partnerships				
Industry Influence				
Client Acquisition				
Operational Costs				
Regulatory Compliance				
Client Feedback				
Business Resilience				
Client Engagement				
Operational Excellence				
Client Loyalty				
Business Growth				

90-DAY PLAN: Personal Goals

Category	Q1	Q2	Q3	Q4
Personal Development				
Health & Wellness				
Financial Goals				
Education				
Travel				
Family Time				
Community Involvement				
Professional Development				
Networking				
Public Speaking				
Writing				
Reading				
Volunteering				
Learning New Skills				
Maintaining Relationships				
Staying Organized				
Time Management				
Work-Life Balance				
Self-Care				
Personal Finance				
Investing				
Retirement Planning				
Insurance				
Tax Planning				
Estate Planning				
Charitable Giving				
Real Estate				
Home Ownership				
Travel Planning				
Family Traditions				
Community Service				
Personal Growth				
Self-Reflection				
Journaling				
Goal Setting				
Accountability				
Support System				
Personal Values				
Life Balance				
Personal Satisfaction				
Life Goals				
Personal Development				
Health & Wellness				
Financial Goals				
Education				
Travel				
Family Time				
Community Involvement				
Professional Development				
Networking				
Public Speaking				
Writing				
Reading				
Volunteering				
Learning New Skills				
Maintaining Relationships				
Staying Organized				
Time Management				
Work-Life Balance				
Self-Care				
Personal Finance				
Investing				
Retirement Planning				
Insurance				
Tax Planning				
Estate Planning				
Charitable Giving				
Real Estate				
Home Ownership				
Travel Planning				
Family Traditions				
Community Service				
Personal Growth				
Self-Reflection				
Journaling				
Goal Setting				
Accountability				
Support System				
Personal Values				
Life Balance				
Personal Satisfaction				
Life Goals				

QUARTERLY SNAPSHOT

PERFORMANCE REVIEW CONTINUED

KEY METRIC TRACKING

Category	Q1	Q2	Q3	Q4
Revenue				
Profit				
Client Satisfaction				
Marketing				
Team Productivity				
Operational Efficiency				
Compliance				
Client Retention				
Business Development				
Customer Service				
Employee Satisfaction				
Market Share				
Brand Awareness				
Partnerships				
Industry Influence				
Client Acquisition				
Operational Costs				
Regulatory Compliance				
Client Feedback				
Business Resilience				
Client Engagement				
Operational Excellence				
Client Loyalty				
Business Growth				

Managing PERFORMANCE

Annual Strategic Planning

- Update 3-year Vision
- Set Annual Goals
- Draft 1-pg Business Plan



Monthly Team Meetings



- Business Mgmt (Financials, HR, Issues)
- Business Development
- Manager/Leader Check-Ins

Quarterly Business Review

- Evaluate Firm Performance
- Review Progress toward Goals
- Set next Quarter's Priorities



Weekly Meetings



- Client Service Meeting
- Team Meeting



You can't
MANAGE

what you can't
MEASURE.

1

2

3

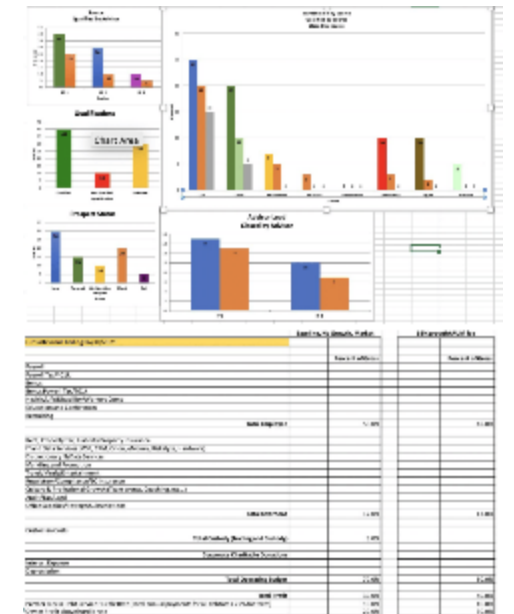
MONTHLY BUSINESS REVIEW

(OWNER/KEY STAKEHOLDERS)

- Business performance, new issues
- 90-day plan
- Reflect on wins, challenges, issues
- Pipeline/growth review
- Next 30-days calendar

Performance Reporting Checklist

PERSON	SCOPE	PERIOD
NAME	<ul style="list-style-type: none"> Personal Goals Business Development Project/Marketing/Finance 	Period: _____ From: _____ To: _____
NAME	<ul style="list-style-type: none"> Client Service Business Development Marketing/Finance 	Period: _____ From: _____ To: _____
NAME	<ul style="list-style-type: none"> Client Service Business Development Marketing/Finance 	Period: _____ From: _____ To: _____
NAME	<ul style="list-style-type: none"> Client Service Business Development Marketing/Finance 	Period: _____ From: _____ To: _____
NAME	<ul style="list-style-type: none"> Client Service Business Development Marketing/Finance 	Period: _____ From: _____ To: _____



TEAM CHECK-INS

90-DAY PLAN CHECK-INS FOR KEY TEAM MEMBERS
FULL TEAM SET WEEKLY, BI-WEEKLY OR MONTHLY
(depending on firm size/needs)

- 30-45-minute check-in with key team members to manage progress
- Maintain clarity, transparency, and accountability to maintain progress
- Review firm Vision & Goals to reinforce commitment and align time/actions
- *3-minute status report* by owner on their key priorities (not longer)
 - Is the status red, yellow, or green; why or why not
 - Share issues/challenges the team needs to be aware of & how they need help
 - Do not discuss/try to solve here; that's for later
- Group discussion of 'not-on-track' priorities to identify, solve & set next steps
- Reflect on wins, challenges, and issues; what did you achieve/learn?
- Confirm commitments between now and the next meeting



TEAM CHECK-INS

Manage Progress
Issues/Challenges
Align Priorities/Calendars



ALSO WATCH:
BUILDING & MANAGING TEAMS LESSON

YOUR WEEKLY CHECK-IN

(EACH ADVISOR/TEAM MEMBER DOES ON OWN)

- 10-minute check-in with yourself to review & reflect on the week
- Did your time/actions align with your goals?
- Did you make the desired progress this week?
- Reflect on wins, challenges, and issues; what did you achieve/learn?
- Review your Limitless Life book to reinforce thinking and align time/actions
- Confirm next week's schedule focused and aligned.

Hi Everyone:

My report will be brief as I have done limited work down here.

Significant Accomplishments:

- Made the decision to get through my discomfort to have Elizabeth take over my email.
- Had 30-minute coaching session with Jackie at Limitless about Rob and staffing in general. It was tremendous and she will work with Harold and me on some really important issues.
- Had a tremendous fact finder last night with a couple and used the Kinder questions (probably for the 3rd-4th time). Those questions yield so much insight and they loved it!
- Listened to a couple of Kitces and Kitces & Carl podcasts that were enlightening.

What made them significant:

- I found emails that went back to the beginning of the month from Elizabeth and realized there must be another way. Having her "own" my email will make sure things that need my attention are on the wayside.
- We have had coaches for years but most were from within the former B/D system and Jackie is the first professional who really understands how a staffing model (including Harold and me).
- Emotional connections with prospects are critical and I was nervous about this one but it was a reminder of why I do what I do and how prospects will open up their lives to you if they see you.

Stay on me about:

- Giving Elizabeth access to my email and working out a system. If any of you have an assistant controlling your work email, I would love tips.
- Using the habit tracker consistently once I'm home.

Have a great weekend everyone!



WEEKLY CHECK-INS

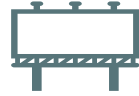
Weekly Progress
Limitless Life Book
Reflection Questions
Align Next Week Calendar

LIMITLESS

MANAGING PROGRESS PLANS, PROJECTS & PRIORITIES



PROCESS



FORMAT



FREQUENCY

CLIENT SERVICE
MEETINGS

Asana*
Teams / One Note

WEEKLY

MANAGER /
LEADERS CHECK INS

Asana
Word Agenda

MONTHLY

PROJECT
MANAGEMENT

Asana
Priorities Tracker (Excel)

WEEKLY
MONTHLY

MARKETING /
BUS DEV

Asana
Word Agenda

MONTHLY

*Asana or equivalent software



ALSO WATCH:
ACTION & ACCOUNTABILITY LESSON
QUARTERLY BUSINESS REVIEW LESSON

LIMITLESS Q&A

