



Strategic PLANNING

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UNCOMFORTABLY
Comfortable



THE ANTIDOTE

Limitless
LAUNCH
Process

L I M I T L E S S



LIMITLESS LAUNCH PROCESS

A 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
your views and insight into progress



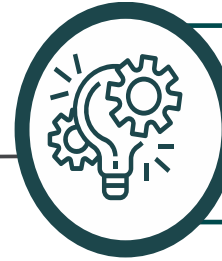
ACCOUNTABILITY
ownership of results

LIMITLESS LAUNCH PROCESS

YOU CAN'T
MANAGE
WHAT YOU
CAN'T
MEASURE



ANNUAL STRATEGIC PLANNING MEETING



- Establish vision, values, and 3-year goals
- Set business plan and priorities
- Align team and gain commitments
- Next 90-days calendar update

QUARTERLY BUSINESS REVIEW



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

MONTHLY BUSINESS MEETING



- Review business performance
- Priorities progress review
- 90-day plan progress review
- Compliance (optional)

WEEKLY CHECK-INS



- Owner/Partner Friday check-in (personal)
- Limitless Life book (goals, elements review)
- Confirm next week's schedule; align to goals



ALSO WATCH:

ACTION & ACCOUNTABILITY LESSON
QUARTERLY BUSINESS REVIEW LESSON

FOUNDATIONAL WORK



CLARIFY & CREATE AN
INTENTIONAL CULTURE



SOLIDIFY & SHARE YOUR
MISSION, VISION & VALUES



INVEST IN REGULAR
RECOGNITION & TEAM BUILDING



*"If you want to build a ship,
don't drum up the men to
gather wood, divide the
work and give orders.
Instead, teach them to
yearn for the vast and
endless sea."*

— ANTOINE DE SAINT-EXUPÉRY

STRATEGIC PLANNING PROCESS



PREPARE FOR A
PRODUCTIVE MEETING

- Set off-site meeting
- Send out pre-meeting diligence
- Prepare Agenda



CREATE OR CLARIFY
BUSINESS VISION &
GOALS

- Create and/or review 10-year vision & goals
- Set 1-year and 3-year goals for firm



HONEST ASSESSMENT &
CANDID CONVERSATIONS

- Business assessment
- Identify key shifts
- Clarify areas of focus



SET CLEAR GOALS
& PRIORITIES FOR THE
UPCOMING YEAR

- Set annual goals
- Define "keystone" priorities
- Establish an annual budget
- Plan your annual calendar
- Get ready for Q1 kickoff

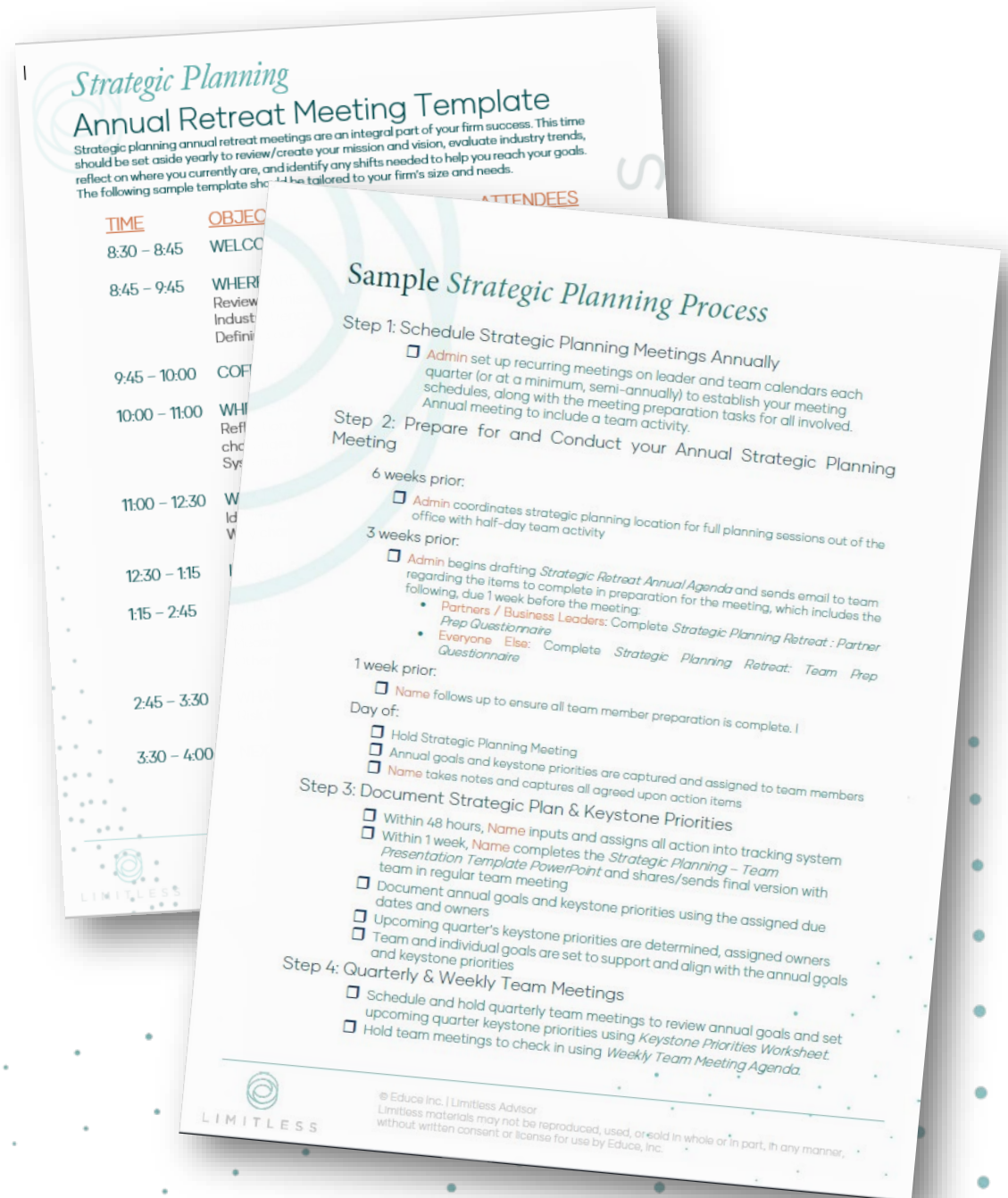


MANAGE PLANS &
MEASURE PROGRESS
WITH A QUARTERLY
ROUTINE

- Quarterly meetings set priorities for upcoming qtr
- Bi/weekly check-ins
- Track progress
- Address and resolve issues
- Set next quarter's priorities

STRATEGIC Planning Retreat

- Clarifies vision, goals and outcomes
- Creates clarity, investment and shared accountability
- Focus on a 3-year time horizon
- Captures in Vision Document
- Organize into 1-Pg Business Plans (annual)
- Implement through Quarterly Business Reviews (LAUNCH process)
- Tailor to your situation and needs



OPPORTUNITIES...

BREAK DOWNS...

Strategic Planning Partner Pre-work

Have all partners fill out this form in preparation for your meeting.

1. What is the one thing the firm was worst at this year? What single thing most needs to happen to fix it?
2. What is the one thing the firm was best at this year? What do you need to do to turn that success into a repeatable process?
3. What is the one thing you were worst at this year? What single thing most needs to happen to fix it?
4. What is the one thing you were best at this year? What do you need to do to turn that success into a repeatable process?
5. Which department, division, team or function was most responsible for the firm's success this year? What can other teams learn from them?
6. What is the single metric or measurement you least liked hearing about this year? What will you do to prevent the same thing happening next year?
7. What is the single metric or measurement you will measure your success by going forward (not how anyone else will measure your success, how you will measure your own success)?
8. If you fired yourself today and came back tomorrow as a new advisor / partner / dept manager with a clean sheet, what would you do? (See Hymowitz, Carol, 2006, Fire Yourself, Then Come Back and Act Like a New Boss, Wall Street Journal, October 9, 2006.)
9. If a perfect competitor opened up across the street from you tomorrow, what would they be like? (See Seth Godin, Small is the New Big Portfolio Publications, 2006.)

POSSIBILITIES & RISKS
As we look at this next year, what are the possibilities & opportunities (things we want to do) risks & threats (things in our way)?

POSSIBILITIES & OPPORTUNITIES RISKS & THREATS

Strategic Planning Team Pre-work

Our goal is to ensure the entire team is involved in strategic planning. As such, we want you to have the opportunity to prepare your thoughts and feedback regarding this past year in advance.

PLEASE COMPLETE THE FOLLOWING BY DATE.

- Review the provided copy of the Strategic Planning Retreat Agenda
- Complete the below worksheet, send to [insert name here] and bring your copy to the meeting.

CELEBRATING SUCCESSES
As you look back at the past 12 months, what are the "big wins" or successes that the firm and team have achieved?

REFLECTION ON THE BUSINESS
Share your perspective on how the business has performed in terms of systems, processes, teams or anything you think is going well or can be improved.

WHAT'S WORKING WELL	WHAT ISN'T WORKING WELL
WHAT TO KEEP	WHAT TO CHANGE

POSSIBILITIES & RISKS
As we look at this next year, what are the possibilities & opportunities (things we want to do) risks & threats (things in our way)?

POSSIBILITIES & OPPORTUNITIES RISKS & THREATS

2. Which core area of business do you believe this breakdown falls under? (Select One) *

- Business Strategy
- Culture & People
- Operations, Finance, & HR
- Client Service & Experience
- Investments & Financial Planning
- Compliance, Security, & Legal
- Marketing & Business Development
- Technology

3. What's the breakdown?

Enter your answer

4. Who is involved? (team members, clients, C...)
*feel free to be as general or specific as you want

Enter your answer

5. What technology platform(s) are involved?

Enter your answer

Breakdowns & Band-Aids

As we grow as a firm and navigate change, we wanted to create a way to help us normalize internal task and process conflict. This form is meant to become a new place for these things to land conveniently and quickly throughout your day as issues come up. This will also help us drive the Ops Manual Collaboration, hopefully identifying areas where we need to up-level our processes, workflows, training, and communication.

Examples of Breakdowns:

- Frustration with technology
- Lack of clarity around a firm initiative
- Miscommunication about who is supposed to be doing what
- Thinking that something would be better handled in a different way than it was
- A ball that was dropped
- A process you're involved in that feels clunky

Guidelines:

- This is a no-judgement zone
- Be curious about why the breakdown has occurred
- Focus on the process, not the person
- Step into a solution-oriented mindset
- Nothing is too small (maybe you're wondering why the conference room chairs are never pushed in)

Next Steps:

- Your Breakdown Brief submissions will land in a safe space
- Tiffany and Jarrod will lead the prioritization and resolve of each Breakdown
- Weekly check-ins during All Company meetings on Mondays



DESTINY CAPITAL

IN-PRACTICE "FIRM" EXAMPLE

FOUNDERS /
SENIOR PARTNERS

Full day annual
meeting
Align on weekly meetings

PARTNERS

Strategic annual meeting

PARTNERS

1 hr. biweekly meeting

TEAM

1 hr. annual meeting
Emphasized quarterly & weekly

DESTINY CAPITAL
entrepreneur aligned

ANNUAL STRATEGIC PLANNING AGENDA
All Day - Off Site

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

800-930 Level setting

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

990-11- Where are we going

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

11-1200 - Staffing and hiring

- What allows us to effectively onboard 30 clients in 2022 and run our original normal workload across the board?
- [Leadership Crosswalk November 2021.xlsx](#)
- Client service team - Hires and When
 - Planner #2 - Complete Diamond
 - Planner #1 - Complete Diamond
 - Planner #3 - Complete Diamond
 - Planner #4 - Complete Diamond
 - Planner #5 - Complete Diamond
 - Planner #6 - Complete Diamond
 - Planner #7 - Complete Diamond
 - Planner #8 - Complete Diamond
 - Planner #9 - Complete Diamond
 - Planner #10 - Complete Diamond
 - Planner #11 - Complete Diamond
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 - Planner #24 - Complete Diamond
 - Planner #25 - Complete Diamond
 - Planner #26 - Complete Diamond
 - Planner #27 - Complete Diamond
 - Planner #28 - Complete Diamond
 - Planner #29 - Complete Diamond
 - Planner #30 - Complete Diamond
- Operations
 - Role del
- Order of recruit
- Total cost and r

1200-100 Lunch 2022
[2022 Firm Master Calc](#)

100-200 EA Value Pro
[EA - Updated Onboar](#)

PARTNER MONTHLY MEETING

Review: [EQS Quarterly](#)

Review Breakdown and Band-Aids
Anything urgent?
What's resolved?
What's new?

Red Flag Check In

What has you worried?
Who is frustrating you?
What problem are we seeing over and over?
Where are you depending on someone, but you're not clear they're going to deliver good work on time?
What problems/situation are we letting slide?
What issues do you KNOW you need to address, but haven't had time for?

Rock Review

Progress - ending 12/31/21
JM - Hire Planner
Next step: 3 pipeline needing initial call / 1 at 2nd Meeting
JM - 5 new clients to sign on
Next step: 5 moving to deep discovery meeting
TC - MSP hired and cyber risk assessment complete
TC - Office sublease complete and onboarding
Next step: Set up...

COMPANY AGENDA



Values Shout Out (Monthly Meeting Lead)

Ops Manual Collaboration (Tiffany/Charissa/Renee)

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

Big Rocks (Team Lead)

- Custodian Change - Completion Goal: 12/31/2021
- FIDELITY
 - UPDATE - See [Fidelity Spreadsheet](#) & OneNote: [Fidelity Transition](#)
 - You can review [Fidelity Spreadsheet for updates](#)
 - PROJECT UPDATE - eMoney, portfolio connections, Albridge, Riskalyze
 - Wealthscape Training - Learning Hub
- Mutual Securities and Remove RR
- Brokerage account closing updates!
 - [Review Spreadsheet - We are getting there!](#)
- Pershing Close Out

Broker Dealer Withdrawal - Filed 12/31/21

Advisor Platform

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

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

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

Setting Priorities & Managing the Plan

What's the
BIG WHY

What are the
GOALS & OUTCOMES
you want to create

What needs to happen/change to
ACHIEVE THE GOALS



ALSO WATCH:
MANAGING FIRM PERFORMANCE LESSON

CLARITY > CONFUSION

WHAT IS YOUR
BIG WHY

WHAT 3 OBJECTIVES DO YOU NEED TO ACHIEVE
GOALS

WHAT ARE YOUR TOP 3 'MOVE THE NEEDLE' DECISIONS
PRIORITIES

WHERE DO YOUR GOALS SHOW UP IN YOUR
CALENDAR

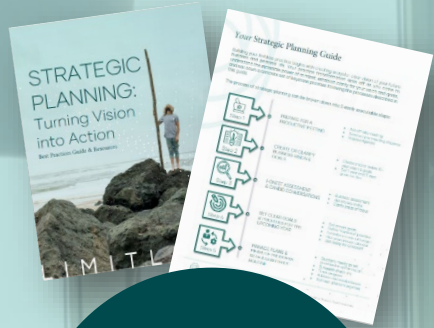
Annual Goals & Keystone Priorities

ANNUAL GOALS	Owner	Measurement	Keystone priorities to reach our goals
+ Expand into digital marketing strategy	Jim	# Followers	<ul style="list-style-type: none">Hire digital marketing firm (Jim, Q1)
Build a COI Referral Network to increase new client growth	Seth	# of Referring COIS # of COI Referrals	<ul style="list-style-type: none">Build COI Touchpoint Calendar (Q1, Seth)Implement the COI Referral Roadmap System (Seth, Q2)
Create a systematic client experience that results in NPS of 70 and client satisfaction 9+	Seth	NPS Score (70) Client satisfaction (9+)	<ul style="list-style-type: none">Move to new office space (Jim, Q4)Implement client preference form (Seth, Q3)Review and improve client review process (Jim, Q2)
Establish a new minimum that aligns with firm 3-year goal	Jim	% of clients that meet minimum	<ul style="list-style-type: none">Client segmentation & fee analysis (Jim, Q1)Establish and complete a client transition plan (Seth, Q2)
Define and only work with clients who meet our ideal client profile	Jim	% of client that meet ideal client profile	<ul style="list-style-type: none">Define ideal client (Jim, Q2)Establish and complete a client transition plan (Seth, Q2)
Improve adviser capacity and align with partner personal time-off goals	Jim	# Partner Days Off	<ul style="list-style-type: none">Establish time management model and annual calendar (Jim, Q1)

CURRENT QUARTER PRIORITIES	Owner	Status	Issues
Hire digital marketing firm	Jim		
Build COI Touchpoint Calendar	Seth		
Client segmentation & fee analysis	Jim		
Establish time management model and annual calendar	Seth		

LIMITLESS Q&A





- The Formula for Change
Stephanie Bogan
- Take the Uncomfortable Leap
Stephanie Bogan
- Harnessing your Head Trash
Stephanie Bogan
- Mindset: New Psychology of Success
Carol Dweck
- How to Unf*ck Yourself
Gary John Bishop
- Think & Grow Rich
Napoleon Hill

- Watch
Mindset Mastery Learning Path
- Review
7 Mindsets Guidebook
- Complete
Lesson exercises/resources



- Use Success Shifter to define and reinforce new, empowering habits
- Start AM/PM Routines & Rituals
 - Morning Practice how you start your day sets your day; 10 mins day to big shifts
 - Mindfulness or meditation practice
 - Journaling
 - Vision, Goals, Big Why reflection
 - Set daily intentions
 - Evening review & reflection
- Practice "Catch & Correct"
- Attend Mindset Coaching calls