

Executive Business Plan

Firm Name

Date

Vision

What is your vision for your firm?

Ideal Client Profile

How do you describe your ideal client?

Service Model

How do you serve your ideal clients, and what do you charge for that service?

Value Proposition

How do you add incredible value to your clients? How do you differentiate your firm? What is your brand?

Metrics

Complete your metrics for last year, this year, and your goals for next year.

20____

20____

20____

Gross Revenue
AUM - Advisory
AUM - Brokerage
AUM - Total
Advisor HHs
Firm HHs
New Client NNA
Existing Client NNA
% Rev. Advisory
Adv. Rev. Per Team Member
Profit Margin
Break-Even Pt. Adv.
Total Referrals
Converted Referrals

Definitions

- » **Individual Gross Revenue:** Your personal gross revenue
- » **AUM - Advisory:** Assets under management that include an advisory fee
- » **AUM - Brokerage:** Assets under management that do not include an advisory fee
- » **HHs:** Total households with firm accounts
- » **NNA:** Net New Assets (assets added less outflows). Does not include market appreciation/depreciation
- » **% Rev. Advisory:** The percentage of total revenue that is fee-based, advisory revenue
- » **Adv. Rev. per Team Member:** Annual advisory revenue divided by # of support team members
- » **Profit Margin:** Net Income (total revenue less expenses) divided by revenue
- » **Break-Even Pt. Adv.:** Total costs for advisory business divided by advisory households, then divided by average advisory fee
- » **Total Referrals:** Introductions from clients that have resulted in a meeting
- » **Converted Referrals:** Referrals that have become clients

Goals & Priorities

We recommend setting balanced goals for your business—consider setting at least one goal or strategic initiative in each of the following:

- » **Financial & Growth:** Revenue, AUM, Net New AUM, Profit Margin, M&A, New clients, etc.
- » **Client Experience:** Services provided, Client-facing technology, Onboarding, Satisfaction, etc.
- » **Impact and Legacy:** Philanthropy, Community engagement, Charitable work, etc.
- » **Team Engagement:** Compensation, Benefits, Perks, Satisfaction, etc.
- » **Scalability:** Efficiencies, Team expansion, Leadership, Technology, Structure, etc.
- » **Lifestyle:** Days off, Stress levels, Balance, Time spent on personal hobbies and interests, etc.

3-Year Goals & Priorities

1-Year Goals & Priorities

Top Three Priorities This Year

From list of the above goals & priorities.

1

2

3

Goal Achievement Strategy & Tactics

Complete for each goal or strategic initiative:

Goal/Initiative #1

Why Important:

Current Situation:

Potential Obstacles:

Strengths & Resources Available:

Skills, Resources, or People Needed:

Sub-Goals To Achieve:

GOAL	DEADLINE	PERSON ACCOUNTABLE
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Goal Achievement Strategy & Tactics (cont.)

Goal/Initiative #2

Why Important:

Current Situation:

Potential Obstacles:

Strengths & Resources Available:

Skills, Resources, or People Needed:

Sub-Goals To Achieve:

GOAL	DEADLINE	PERSON ACCOUNTABLE
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Goal Achievement Strategy & Tactics (cont.)

Goal/Initiative #3

Why Important:

Current Situation:

Potential Obstacles:

Strengths & Resources Available:

Skills, Resources, or People Needed:

Sub-Goals To Achieve:

GOAL	DEADLINE	PERSON ACCOUNTABLE
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Goal Achievement Strategy & Tactics (cont.)

Goal/Initiative #4

Why Important:

Current Situation:

Potential Obstacles:

Strengths & Resources Available:

Skills, Resources, or People Needed:

Sub-Goals To Achieve:

GOAL	DEADLINE	PERSON ACCOUNTABLE
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Goal Achievement Strategy & Tactics (cont.)

Goal/Initiative #5

Why Important:

Current Situation:

Potential Obstacles:

Strengths & Resources Available:

Skills, Resources, or People Needed:

Sub-Goals To Achieve:

GOAL	DEADLINE	PERSON ACCOUNTABLE
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Goal Achievement Strategy & Tactics (cont.)

Goal/Initiative #6

Why Important:

Current Situation:

Potential Obstacles:

Strengths & Resources Available:

Skills, Resources, or People Needed:

Sub-Goals To Achieve:

GOAL	DEADLINE	PERSON ACCOUNTABLE
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