

Advisory Firm Annual Plan

Firm Name:

Year:

Goals

What are your quantifiable goals for the year?

Metric	Goal
AUM	
Revenue	
# Referrals	
Net New Assets	
Client Retention	

Vision

What's your vision for what the firm looks like at the end of the year?

Client Profile

What are your ideal client profiles and/or buyer personas?

Client Experience

What are your client experience initiatives this year, and who is ultimately responsible for each of them? How will you measure success?

Initiative	Person Responsible	Success Measures

Team

What are you doing this year to improve your employee experience, and who is ultimately responsible for each initiative? How will you measure success?

Initiative	Timing	Person Responsible	Success Measures

What new hires/promotions do you anticipate making this year?

Position	Timing	Compensation	Manager

Team (continued)

What other organizational changes do you anticipate making this year?

What future hires or organizational changes do you need to be thinking about this year?

Business Development

What business development strategies will you be using this year? What does that specific plan look like, and who is ultimately responsible for each activity? How will you measure success?

Initiative	Timing	Person Responsible	Success Measures

Marketing

What is your high-level marketing plan for the year, and who is ultimately responsible for each activity? How will you measure success?

Initiative	Timing	Person Responsible	Success Measures

Operations

What are your operational initiatives this year, and who is ultimately responsible for each activity? How will you measure success?

Initiative	Timing	Person Responsible	Success Measures

Business Strategy

What other strategic initiatives are you working on this year, and who is ultimately responsible for each of them (M&A, strategic partnerships, COI relationships, leadership development, etc.)? How will you measure success?

Initiative	Timing	Person Responsible	Success Measures

Financial

Have you completed a budget and forecast for the year? Yes No

Projected revenue:

Source	Annual Revenue
Advisory Fees	
Financial planning/consulting fees	
Brokerage commissions	
Insurance commissions	
Other	
TOTAL PROJECTED REVENUE:	

Projected expenses:

Expense Category	Total Annual Expense
Cost of Revenue (COGS)	
Advertising and marketing	
Employee compensation	
Fees and interest expenses	
Rent	
Other	
TOTAL ANNUAL EXPENSES:	

Financial (continued)

What changes from last year do you anticipate?

Additional Notes



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