

Coaching Scorecard In-Depth Analysis Tool



Coaching Scorecard

The Coaching Scorecard is an in-depth analysis and planning tool used by advisors and Carson coaches. It measures results, determines goals and identifies areas that can impact future outcomes. It should be completed annually and utilized throughout the year.

Advisor Name:

Date:

Summary Notes:

Advisor Metrics

The Metrics section of the Scorecard is used to establish current data in critical areas and to identify potential trends and opportunities. The coach will also use the information to guide coaching conversations.

METRICS:	20	YOY	20	YOY
Individual 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 appreciate/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

Personal Evaluation

The Personal Evaluation is designed to determine how the coaching relationship can best benefit the advisor by exploring the answers to specific questions.

How is your business better than it was a year ago?

How do you effectively and consistently work ON your business?

How are you growing as an effective Leader and CEO?

How do you utilize Carson Coaching Online?

Are you spending the majority of your time doing what you do best and enjoy most? How so?

Are you fulfilled and achieving balance? How so?

What can your Coach do to help you be more successful this year?

Practice Management

The Practice Management section will identify the level of understanding and implementation in specific areas of that impact the success of an advisory firm and advisor. The Advisor should go through the following areas and determine a grade based on the previous 12-month period. Only score each category shown in bold. The underlying boxes should be used to help gauge an accurate grade. Check the box of those that have been consistently implemented. **GRADE ON A SCALE OF A, B, C, D, OR F.**

CLIENT EXPERIENCE

Advisory Councils meeting done at least annually

Clear service model exists (Client Contact Breakdown)

Random Acts of Kindness

Review meeting agenda

Client survey done annually

BUSINESS MANAGEMENT

Continuity Plan - written

Succession Plan - written

Key Metrics identified and monitored regularly

Clearly established goals that are monitored regularly

Segmentation current and thorough (Segmentation Spreadsheet)

Current valuation done

Relevant fee structure

Break-even point calculated

PROSPECTING

Written/Executed Prospecting Plan

Referral Strategy and Success (A+ Action Plan)

Clear Value Proposition/Story

Passion/Social Events

Wealth Management

Articulated Investment Management process

Financial Planning process

EVENTS

Appreciation

Education (Forecast/Half-Time)

Passion/Social Events

MARKETING

Competitive Website

Social Media presence

OPERATIONS

Thorough written systems

Technology efficiency (CRM, fp software, etc...)

PRODUCTIVITY

6 Most Important & Vital One

Delegation (100 Items to Delegate)

Time Management (Productivity Management System)

HUMAN CAPITAL

Accurate Job Descriptions

Performance reviews conducted annually

Results-based or Activity-based bonus structure in place

Team Retreat or Planning meeting conducted annually

Thorough Hiring System in place

PERSONAL DEVELOPMENT

Blueprinting

Vision - written

Mission Statement

Goals

Leadership

Clearly-articulated Value Story

OVERALL GRADE

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CARSON
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Carson Group
13321 California Street
Dodge Plaza, First Floor
Omaha, Nebraska 68154

carsongroup.com
800.514.9116
coaching@carsongroup.com