100 Tasks Every Advisor Should Delegate

Instructions: Next to each item, place an "X" in the box that represents who performs the task. Please total the number of boxes containing an "X" in each column.

W – Wealth Advisor **T** – Team Member **N** – Not performed in practice

Clerical

W	T	N		W	T	N	
☐	☐	☐	Answering most calls prior to advisor	☐	☐	☐	Making coffee
☐	☐	☐	Scheduling appointments	☐	☐	☐	Making cookies
☐	☐	☐	Composing letters and requesting paperwork	☐	☐	☐	Washing dishes
☐	☐	☐	Opening incoming mail	☐	☐	☐	Taking out the trash
☐	☐	☐	Completing new account paperwork	☐	☐	☐	Typing agenda for staff meetings
☐	☐	☐	Following up on paperwork	☐	☐	☐	Creating minutes for staff meetings
☐	☐	☐	Resolving compliance requests	☐	☐	☐	Typing agenda for staff retreat
☐	☐	☐	Getting compliance approval of letters	☐	☐	☐	Writing minutes for staff retreat
☐	☐	☐	Filing accurately	☐	☐	☐	Typing agenda for Advisory Council meetings
☐	☐	☐	Updating home office contact list	☐	☐	☐	Typing minutes from Advisory Council meetings

Totals: **Wealth Advisor** ☐ **Team Member** ☐ **Not Performed** ☐

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Administrative

W	T	N		W	T	N	
☐	☐	☐	Tracking licensing and CE requirements	☐	☐	☐	Contacting clients about RMDs
☐	☐	☐	Tracking transfer process	☐	☐	☐	Contacting clients on account debits
☐	☐	☐	Processing trades accurately	☐	☐	☐	Handling clients' check requests
☐	☐	☐	Researching securities	☐	☐	☐	Making deposits to bank
☐	☐	☐	Rebalancing portfolios	☐	☐	☐	Sending overnight packages
☐	☐	☐	Resolving A, B and C client issues	☐	☐	☐	Improving appearance of office
☐	☐	☐	Preparing updates or reviews	☐	☐	☐	Providing feedback on mission statement
☐	☐	☐	Mailing follow-up letters to clients	☐	☐	☐	Re-enforcing account minimum
☐	☐	☐	Updating outside vendor contact list	☐	☐	☐	Creating newsletter for clients
☐	☐	☐	Tracking commissions	☐	☐	☐	Sending random acts of kindness

Totals: Wealth Advisor ☐ **Team Member** ☐ **Not Performed** ☐

Marketing

W	T	N		W	T	N	
☐	☐	☐	Calling A and B clients quarterly	☐	☐	☐	Creating invitations for client events
☐	☐	☐	Obtaining hobbies and personal information from clients	☐	☐	☐	Obtaining compliance approval for events
☐	☐	☐	Sending annual client survey	☐	☐	☐	Finding location for client events
☐	☐	☐	Scoring on annual client survey	☐	☐	☐	Negotiating prices for client events
☐	☐	☐	Sending referral letters to A+ and A clients	☐	☐	☐	Printing nametags for client events
☐	☐	☐	Sending gifts (birthday, anniversary)	☐	☐	☐	Removing advisor distractions at events
☐	☐	☐	Scheduling calls (birthday, anniversary)	☐	☐	☐	Having sign-in and evaluations at events
☐	☐	☐	Obtaining driver's license numbers	☐	☐	☐	Recommending additional staff to assist at events
☐	☐	☐	Resolving home office issues	☐	☐	☐	Compiling event evaluation scores
☐	☐	☐	Updating account forms every 36 months	☐	☐	☐	Researching client gift ideas

Totals: Wealth Advisor ☐ **Team Member** ☐ **Not Performed** ☐

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Office Management

W	T	N		W	T	N	
☐	☐	☐	Maintaining office equipment	☐	☐	☐	Reviewing staff performance
☐	☐	☐	Maintaining office space (heat, air)	☐	☐	☐	Setting goals for results-based pay
☐	☐	☐	Making copies	☐	☐	☐	Hiring payroll service
☐	☐	☐	Purchasing postage	☐	☐	☐	Creating job descriptions
☐	☐	☐	Ordering supplies	☐	☐	☐	Interviewing potential new hires
☐	☐	☐	Ordering prospectuses	☐	☐	☐	Creating new hire checklist
☐	☐	☐	Ordering applications from external vendors	☐	☐	☐	Writing employee handbook
☐	☐	☐	Ordering forms from home office	☐	☐	☐	Keeping Advisor on schedule
☐	☐	☐	Ordering letterhead and business cards	☐	☐	☐	Tracking employee satisfaction
☐	☐	☐	Keeping closed account files organized	☐	☐	☐	Researching benefit options

Totals: **Wealth Advisor** ☐ **Team Member** ☐ **Not Performed** ☐

Systems and Technology

W	T	N		W	T	N	
☐	☐	☐	Writing system for prospects and referrals	☐	☐	☐	Performing financial planning data entry
☐	☐	☐	Writing system for new clients	☐	☐	☐	Becoming expert in data management (CRM)
☐	☐	☐	Writing system for transfers	☐	☐	☐	Segmenting clients in CRM
☐	☐	☐	Writing system for trading	☐	☐	☐	Researching software alternatives
☐	☐	☐	Writing system for customer service	☐	☐	☐	Keeping records of client contacts
☐	☐	☐	Writing system for updates	☐	☐	☐	Editing letters from clients
☐	☐	☐	Writing system for client appreciation	☐	☐	☐	Emailing Market Commentary
☐	☐	☐	Writing system for office procedures	☐	☐	☐	Creating password list
☐	☐	☐	Writing system for human resources	☐	☐	☐	Resolving technology issues
☐	☐	☐	Updating existing systems	☐	☐	☐	Backing up computers

Totals: **Wealth Advisor** ☐ **Team Member** ☐ **Not Performed** ☐

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TOTAL NUMBER OF ITEMS WEALTH ADVISOR HASN'T DELEGATED:
(Total number of sections containing an "X" in the "W" column)

What to Do Next

1. Now that you are aware of the items you haven't yet delegated, determine one or two activities you wish to delegate.
2. When delegating to a team member, remember to do the following:
   a. **Train** – Train the team member on how the task is performed.
   b. **Observe** – Team member should observe you performing the task.
   c. **Watch** – Team member should be watched as they perform the task.
   d. **Release** – Fully release or delegate the task to the team member.
   e. **Verify** – Periodically verify adherence to the system.
3. As you are training your team member, have them take meticulous notes so a system can be written for the steps needed to successfully do the task.
4. Delegating tasks to team members also makes great goals for results-based pay.