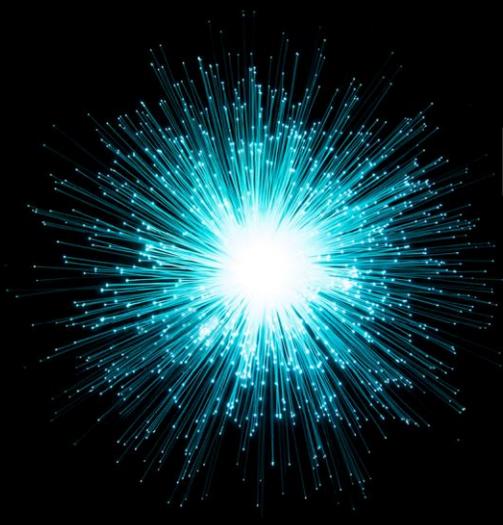


SUCCESS



The Grind – a key ingredient for adviser success

We often get many questions from advisers about perspectives on the market, the future of this business, the next big financial shift or trend...

However, one question we do not often get is “What traits do you think an adviser needs to be successful in this business?”

We believe this question rarely comes up because many advisers believe there is one silver bullet that will help them succeed. It’s like when you ask your doctor what is the best way to lose weight and he advises diet and exercise and you really wanted him to say doughnuts and chocolate!

What is that silver bullet then? Advisers should know that the answer to the question is a simple, one-word reply. **GRIND!**

If advisers want to be successful, they must **GRIND** it out each and every day and for their entire career.

What does **GRIND** stand for, you ask?

Get up every day and put in the work

Repeatable and scalable Investment Philosophy applied consistently

Indifference to clients who do not want help

Never give up on the market

Develop a financial plan for each client

Many of the best advisers reached success by being relentless and passionate GRINDers. Let’s look at each one of these characteristics in turn.

Get up every day and put in the work

Most premier advisers get up every day and love what they do and don’t mind putting in the time. This means putting in the hours and the dedication to be on top of the market and spend the required time to listen to clients and serve them well. For many advisers, these skills—particularly the listening—don’t come naturally at first. How good are you at anything the first time versus the 100th time you prepare and practice? The best advisers will distinguish themselves by setting new goals for

themselves and focusing relentlessly on continuous improvement.

Repeatable and Scalable Investment Process applied consistently

The **GRIND**ers create a repeatable and scalable investment philosophy—and they apply it consistently. Why does an investment philosophy matter? Because it helps the adviser

- Focus on solutions
- **Keep clients invested** no matter the prevailing market environment
- **Achieve scale**

In contrast, non-premier advisors’ lack of a repeatable and scalable investment process typically leads them to focus on *products*, be more distracted and tempted by the latest hottest investment trend or **spooked by market turmoil**, and face growth challenges because their **product inventory** often is out of control.

Indifference to clients who do not want help

Of course, a large part of an adviser’s job is about caring for clients, empathising with them, guiding them and helping them find solutions. However, knowing when to practice strategic indifference is also vital to a premier adviser’s psyche.

Clients who resist your help or do not see value in the service you deliver likely are not a good match. A premier adviser knows when to channel Jerry Maguire and focus on “Who is coming with me?” After all, time is your most valuable resource—so spend it on those clients who welcome a

meaningful relationship. You'll see your stress level go way down.

Never give up on the market

You hear this time and time again, markets have their ups and downs. How many advisers truly believe that you cannot time the market?

If you are constantly thinking you can pick next years' winner or assume from the past... what are your clients thinking? During market volatility advisers that shine during each of those uncertain periods are the ones who stayed the course with clients. Never underestimate the fact that a decision *not* to do something is still a decision to do something.

Developing a plan for each client

Many investors' lives today are simply too complex not to be guided by a thoughtful, professional, long-term plan developed by a professional expert.

That premise then begs two questions:

- How can an adviser meet the needs of their clients without truly knowing everything about them?
- How can an adviser know everything about a client without doing a plan for them?

One adviser we have talked to sums up his discovery and planning approach for clients this way: "I want to know you better than everyone who does not share your last name."

The bottom line

What does this all mean? If you want to be successful in this business you need to GRIND. Each and every day. Because clients need you now more than ever.

In a lower return environment, investors—particularly those who are behind on their retirement savings—will not be able to afford forgoing any potential return. Staying focused on a plan will be key.

In our twenty years of practice management experience we believe that investors are much more likely to be successful in achieving their goals if they're working with an adviser that GRINDs it out every single day. Be that adviser for your clients.

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