

# DYNAMIC GAME PLAN



Advisor Name: \_\_\_\_\_

Fill in each box with your answers:

Vision

Values "To Be" List

SWOT Analysis  
Strengths

"Stop Doing" List

Weaknesses

Goals to Achieve  
(non-numerical)

Delegation List

Opportunities

"Start Doing" List

Threats

# This Year's Measurements

Worst Case      Most Likely      Best Case

Total GDC			
Net Profit			
Equity			
AUM			
Net Flows			
New Clients			
Total Clients			
Fin. Plans			
Av. Plan Fee			
Managed AUM			
Ins. Contracts			
Asset Velocity			

• Worst Case: Your minimum numbers to survive • Most Likely: What you think you can achieve • Best Case: Realizing your full potential

## This Year's Key Initiatives

- 1.
- 2.
- 3.

## This Year's Wildly Important Goal

## This Year's Marketing

New HVC Acquisition	
Number of Large Events	
Number of Targeted Events	
Number of Informational Seminars	
Marketing Investment (Net)	

## List Types of Marketing Events

## 3 Year Goals (numerical)

Total GDC	
Net Profit	
Equity	
AUM	
Net Flows	
New Clients	
Total Clients	
Fin. Plans	
Av. Plan Fee	
Managed AUM	
Ins. Contracts	
Asset Velocity	

## Key 3 Year Initiatives

- 1.
- 2.
- 3.

## Priorities Key Indicators

- 1.
- 2.
- 3.

## Quarterly Goals for This Year

First Quarter

Second Quarter

Third Quarter

Fourth Quarter



# DYNAMIC GAME PLAN

## TEN YEAR



Advisor Name: \_\_\_\_\_

**Profile:** What will your business profile be in 10 years? What service will your business provide, how long will you have been in business, how many employees will you have, what will your reputation be in your community, how will prospective clients view you, etc.?

**Role:** What will your role in your business be in 10 years? How is that different than your current role? What needs to change for that to happen?

### Measurements in Ten Years

Worst Case      Most Likely      Best Case

**Revenue:** What kind of revenue will you be bringing in 10 years from now? How is that different? How will you get from here to there?

	Worst Case	Most Likely	Best Case
Total GDC			
Net Profit			
Equity			
AUM			
Net Flows			
New Clients			
Total Clients			
Fin. Plans			
Av. Plan Fee			
Managed AUM			
Ins. Contracts			
Asset Velocity			

### Clientele

Write a description of what your client base will look like 10 years from now. Define this in two ways:

Quantitatively – Use relevant measures such as revenue per client, assets under management, etc.

Qualitatively – What five adjectives would you use to define what your future client base will look like?

### Organizational Chart

What will your organization look like in 10 years?  
How many team members will you have and in what roles?

What do I need to start doing to make my 10-year plan happen?

What do I need to stop doing?

What do I need to unlearn?

What are the three biggest challenges that could keep you from enacting your 10-year plan?

What are the three biggest opportunities you need to capture to help you achieve your 10-year goals?

What are the three biggest risks you need to manage as you pursue your 10-year plan?

## Lifestyle

How many weeks do you plan to take off per year?

What are your plans for those weeks off?

How many hours will you work per week?

What will be going on personally and family wise that you plan to spend time pursuing?  
(Name each activity and what you plan to be doing.)

What community involvement activities and organizations do you plan to be involved with,  
and what role will you play in each one?