

Action Planning

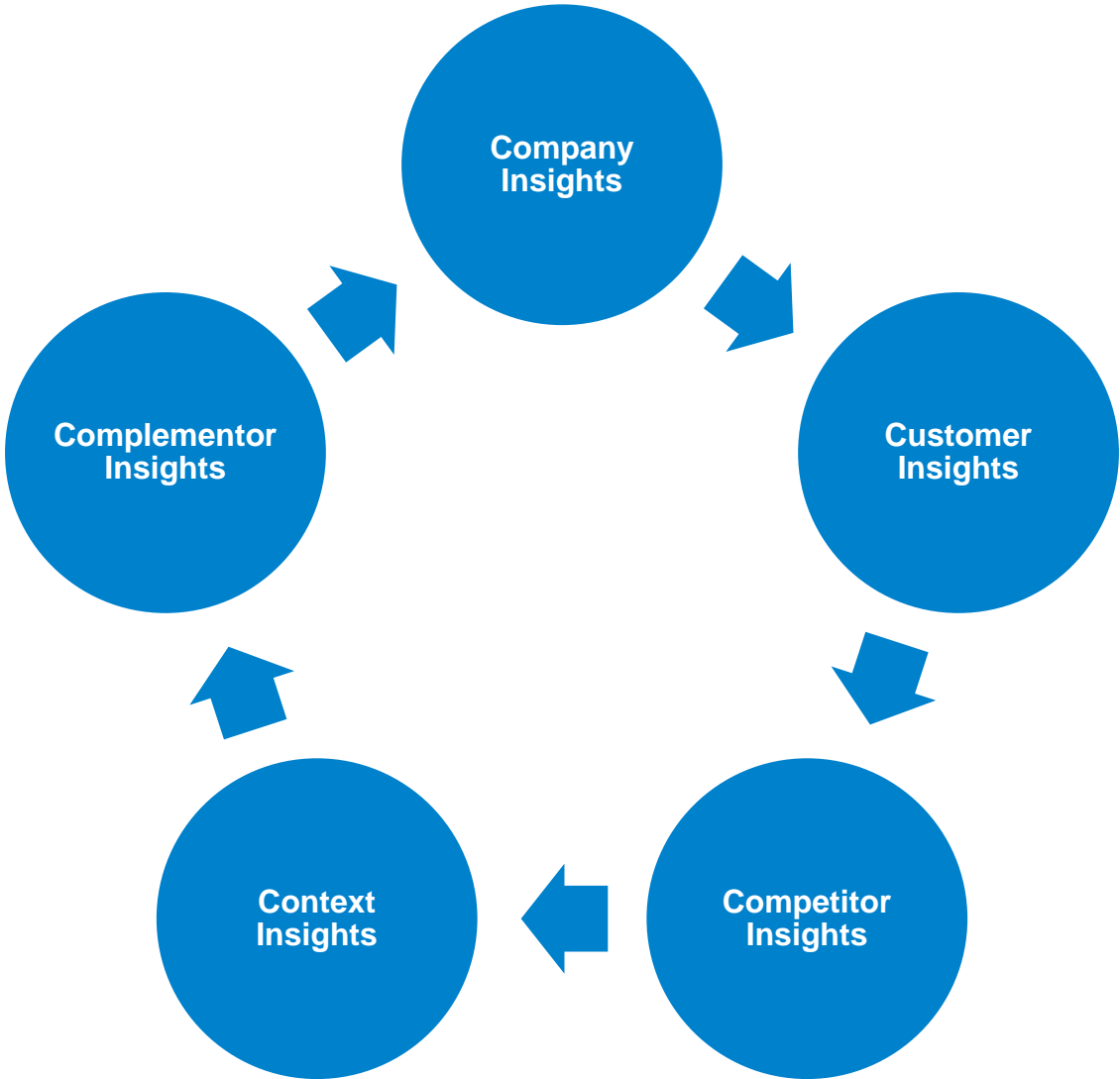


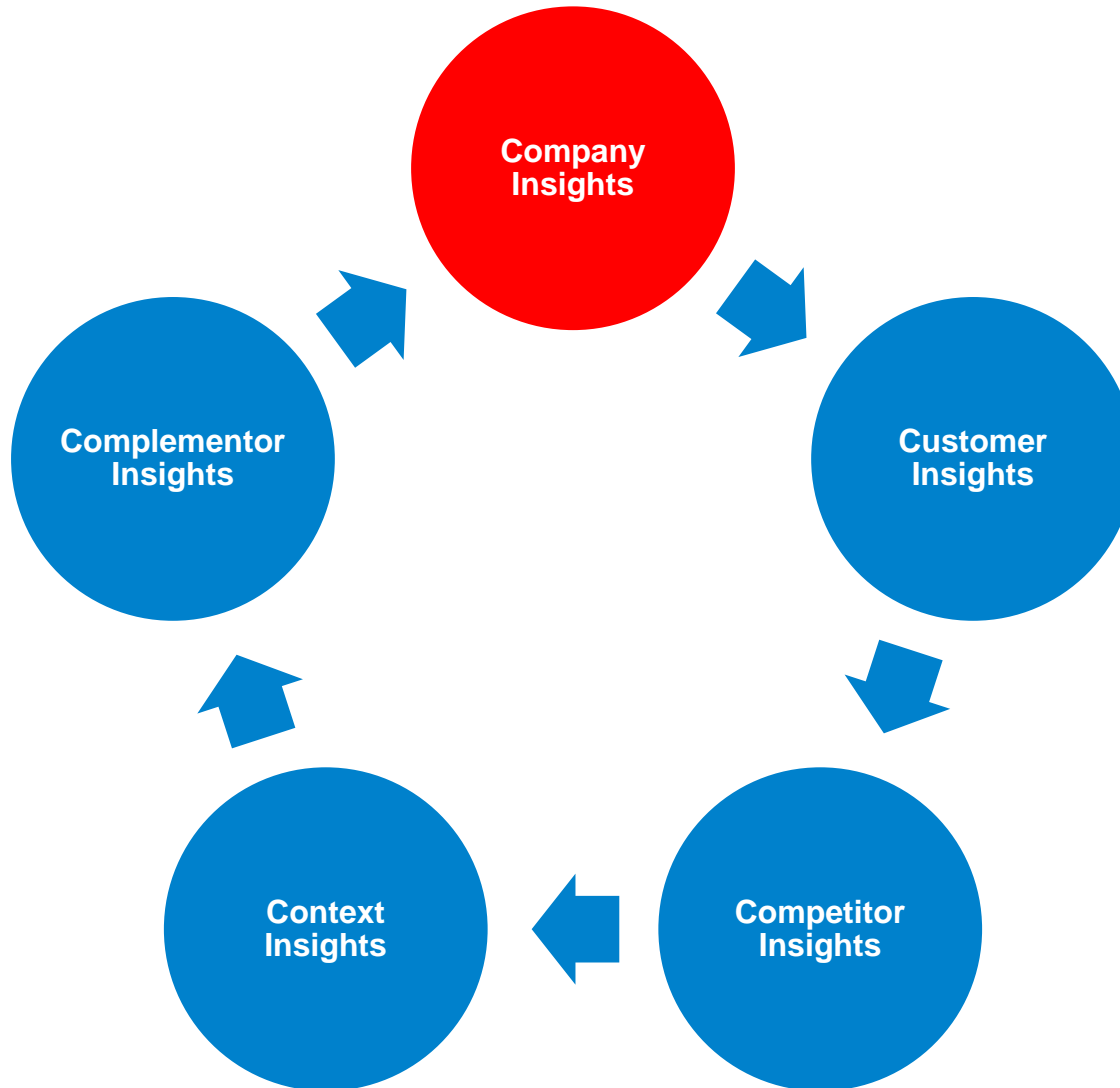
Professional Investment Services

Situation Analysis

- The task: Identify trends and patterns in 5 different facets of your industry
 - Customers, Competitors, Company, Complementors, Context
 - Trends tell the story - snapshots never do
- The goal: Winning The Battle For Insight
 - Recognizing what's important first
 - Recognizing what's important better
- Why?
 - To develop a robust action plan next

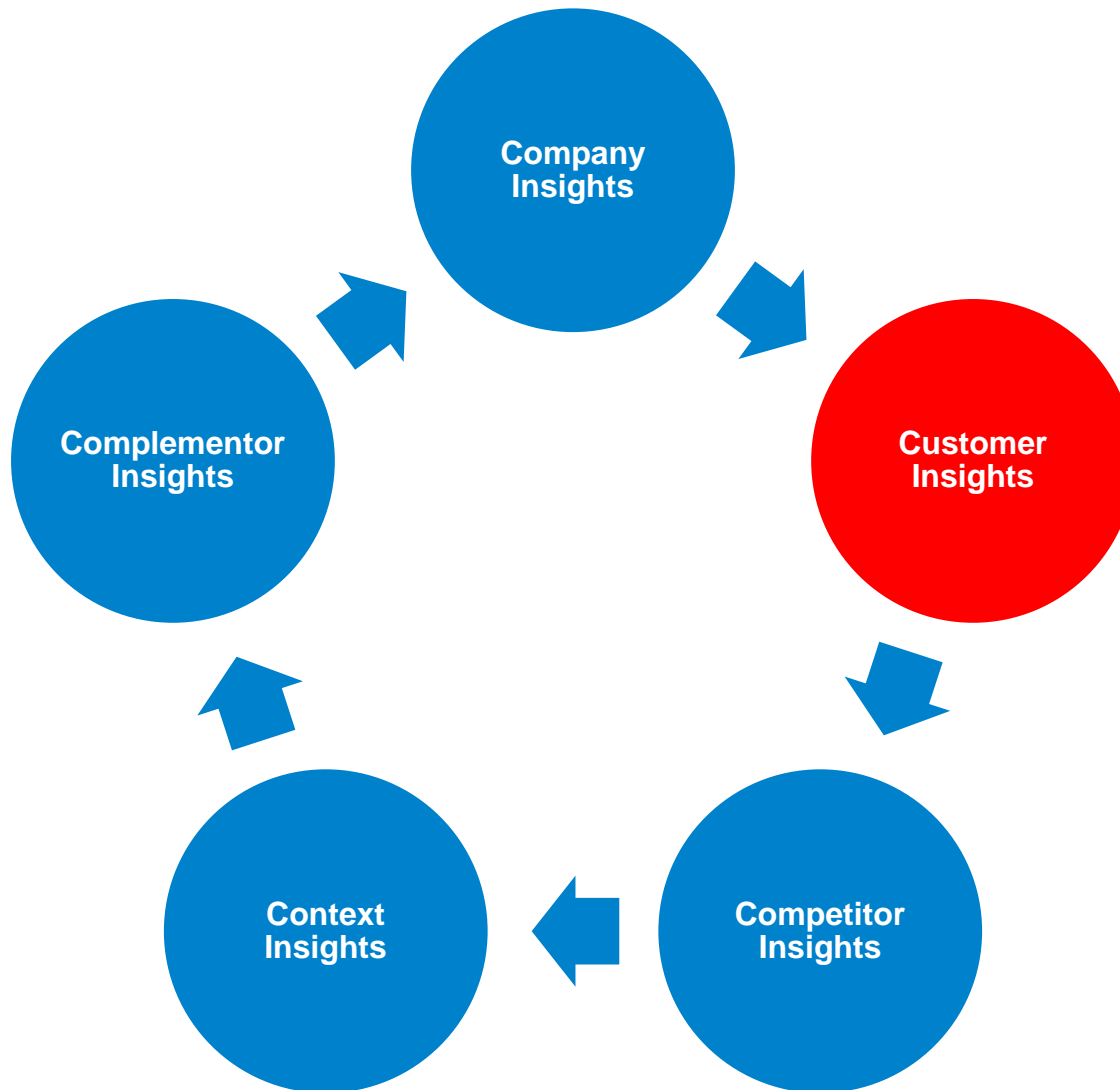
The Situation Analysis Framework





- **What are our unique abilities and competences?**
- Australian who use financial planner's service rank them in trustworthiness only after there healthcare professional.
- Your customers want to deal with a real person, especially if they are a likeable, not a faceless institution.
- You can build a thick relationship, as a trusted advisor; provide a basket of financial products customized to your client.
- You can be proactive in getting customers by word of mouth, through networks of personal relationships. You don't have to wait until customers come to you.
- You can build a network of relationships with allied professionals: Lawyers, Bookkeepers, Accountants and so on, and provide special IT, questionnaire tools to help your customers.

Customers



Customer Insights

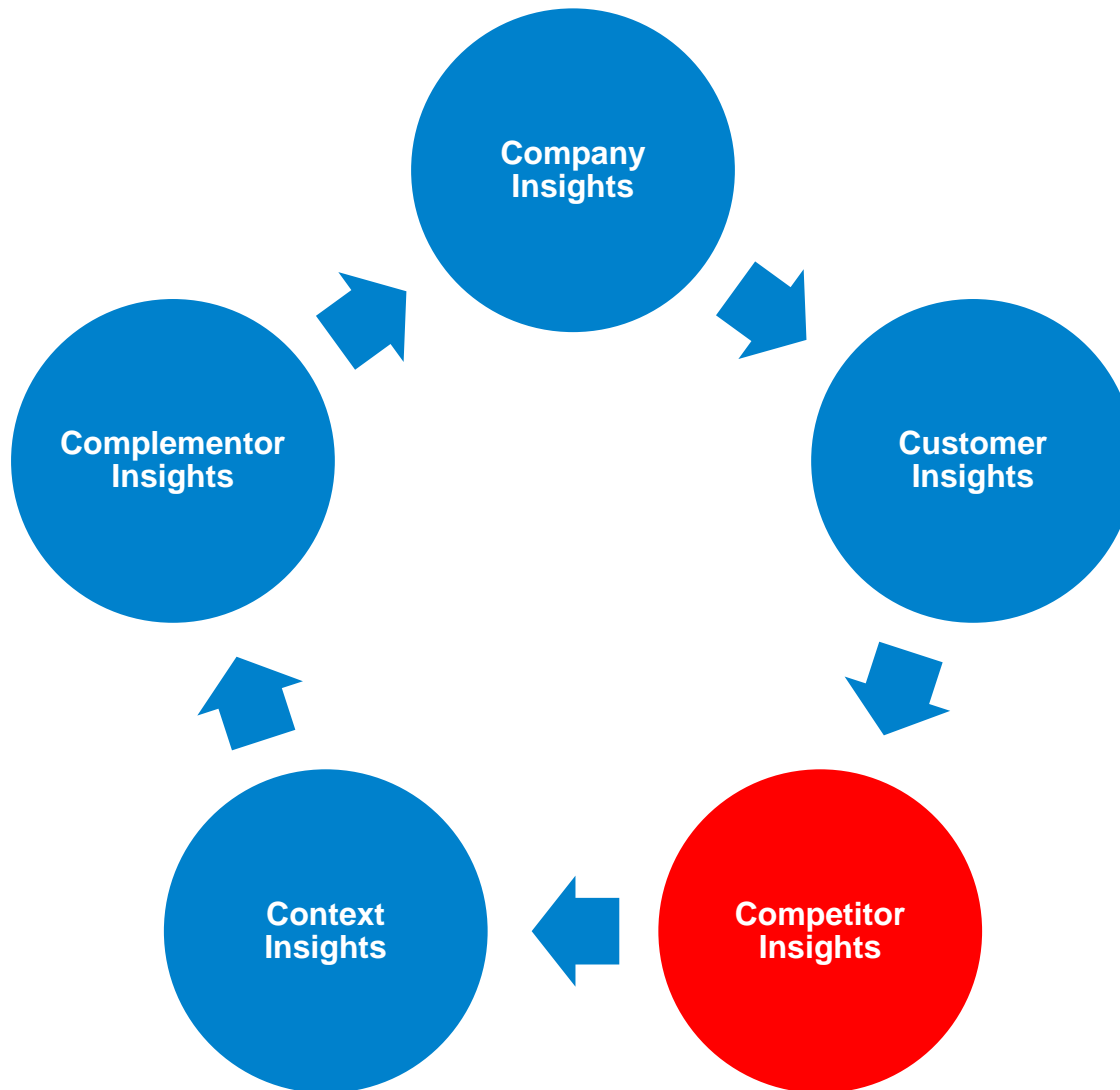
- **Which customer segments do we seek to serve? Why do they take their business to us? How do we capture value?**
- Clients or potential investors are gun shy in the post-GFC environment; they are holding onto any cash they might have rather than invest it, even though investment theory says 'buy' when markets are depressed.
- Are there some tremendous opportunities created by the GFC's impact on your customers that you should aggressively pursue?
- What do they want? One-stop financial advice, which is trustworthy, and personalized to their needs.
- Any new ways of segmenting your customers so you can focus better, develop better focusing tactics, select resources to attain these customers?

Segmentation Schemes

	Investment	Retirement	Insurance	Lending	Estate Planning
A					
B					
C					
D					

A and B	Investment	Retirement	Insurance	Lending	Estate Planning
Rich Immigrant communities					
Disability victims					
Professions: ???? --Healthcare --Agricultural --Financial Services					
Wealthy inheritors					
Lottery Winners					

Competitor Insights



Who are they? Can we protect our position? Can we anticipate their moves?

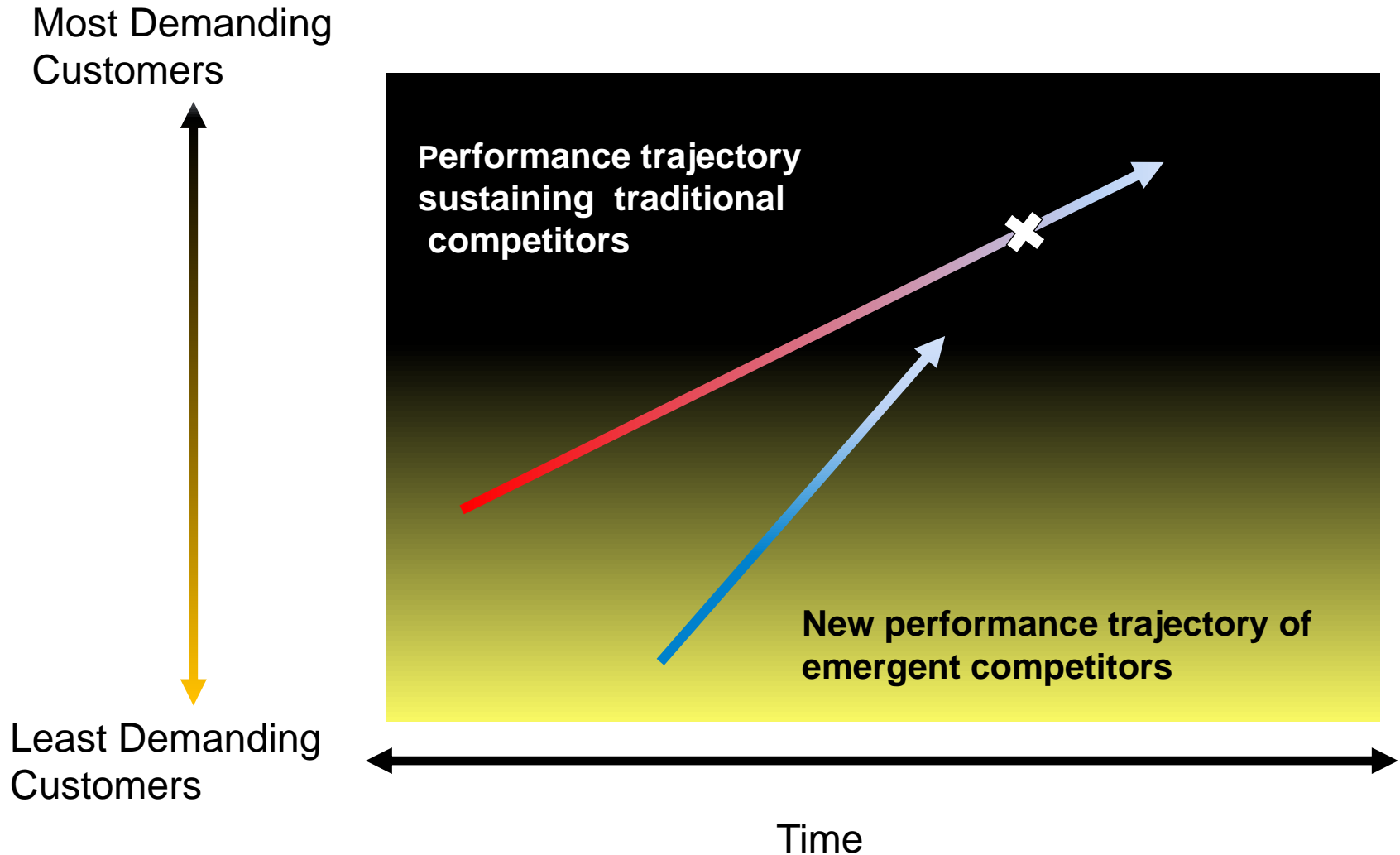
Industry funds. They are aggressive competitor. They are engaging in aggressive TV campaigns debunking financial planners. But, do they have a relative advantage? Do they offer price over quality?

Major Banks and multinational insurance firms. Consolidation. As a result, there are only two financial services companies in the top 20 that are not owned by a major bank or multinational insurance firm. How good is their service? Does it meet customer needs?

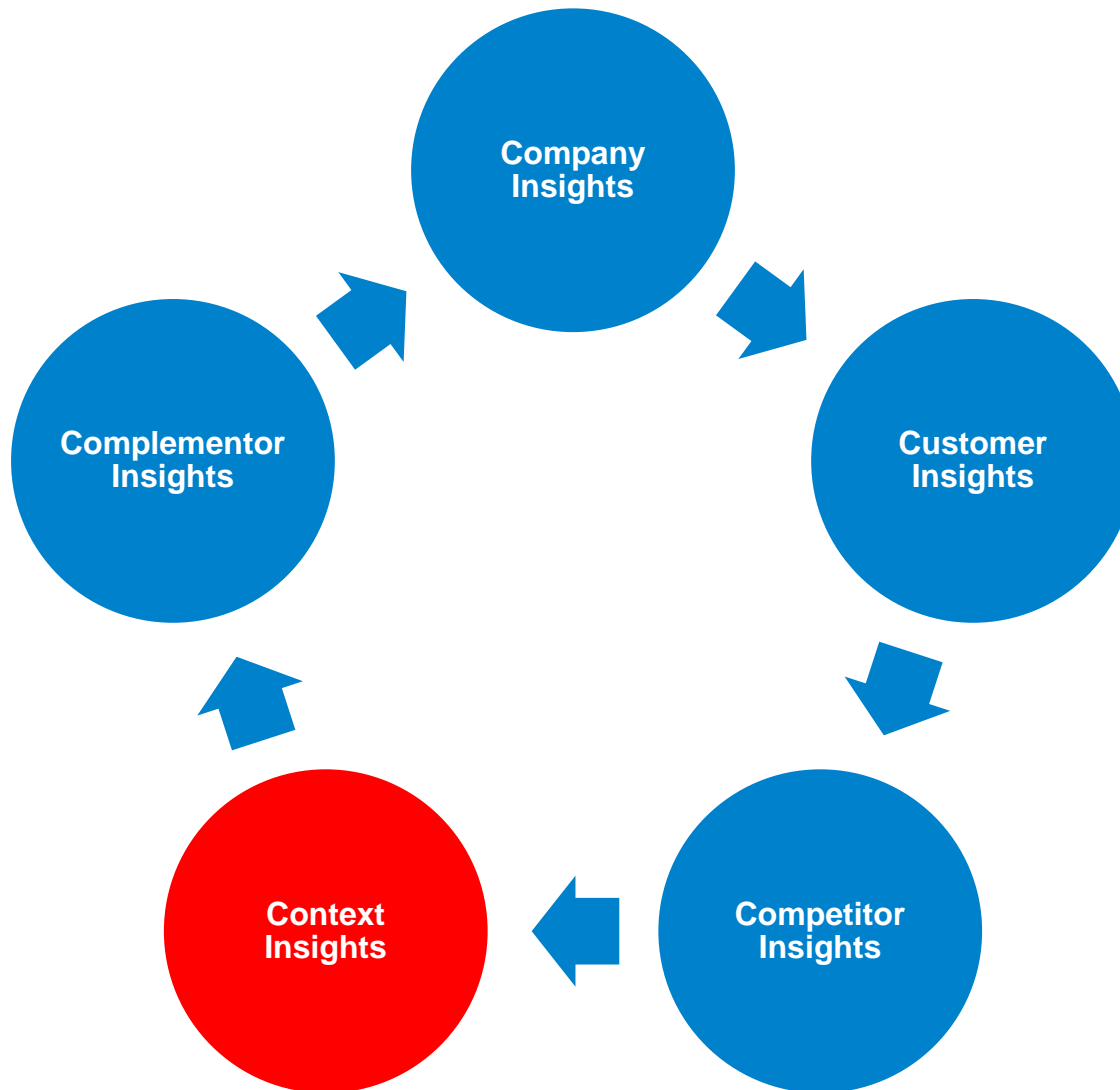
SMSFs. They are smaller? Do they present a threat?

Emergent competitors?

Possible Dynamic of Competition and Customer Demand



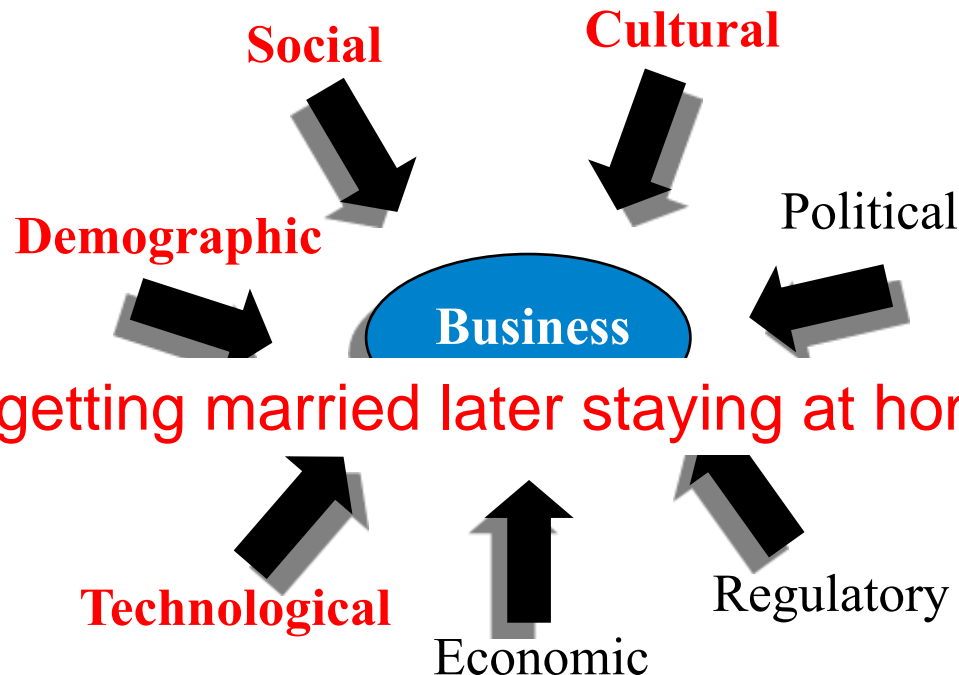
Context Insights



Can You See and Capitalize on Some New Trends Before Competitors

Second, third, ... fourth? Marriages.

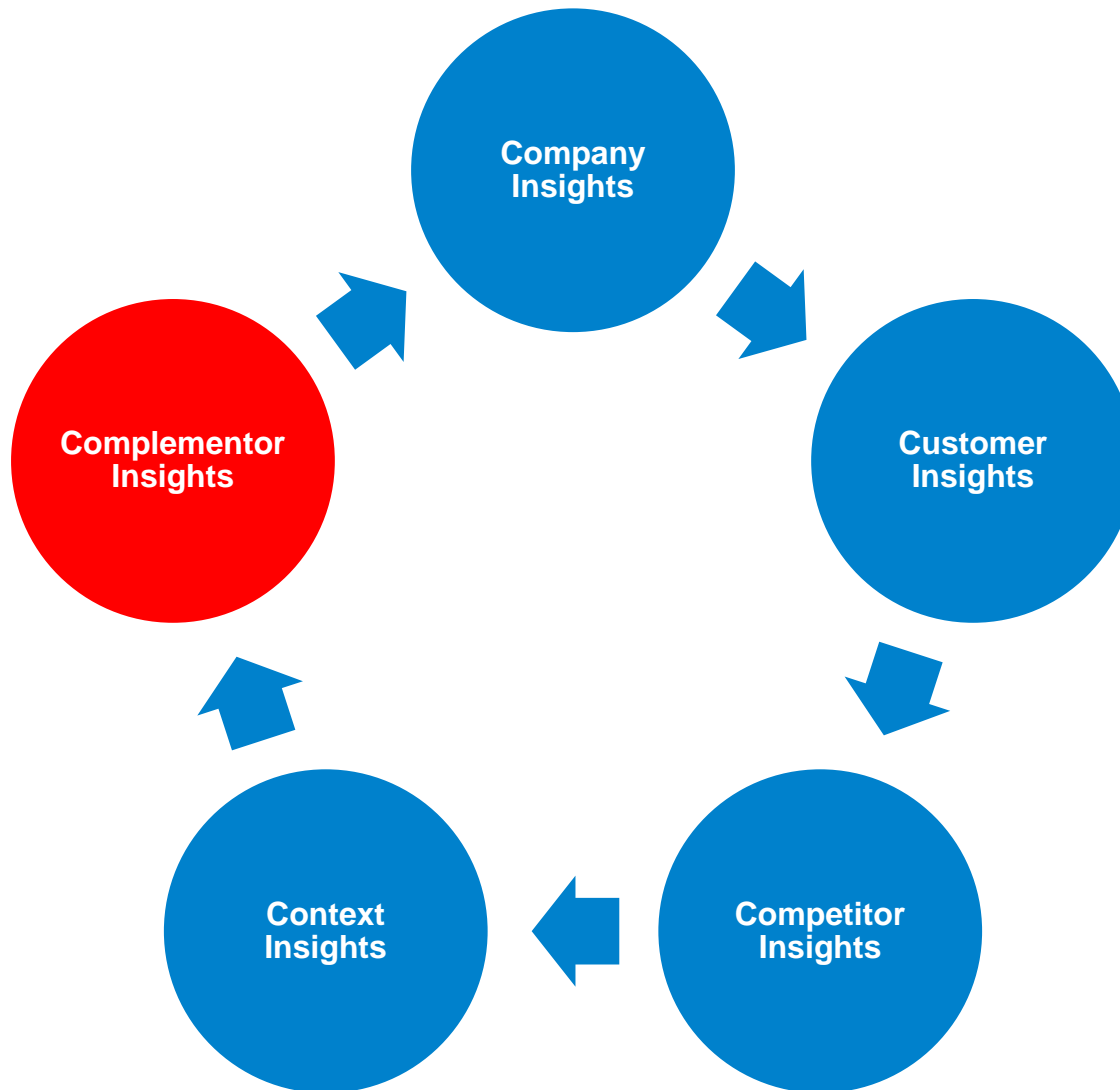
I want my HDTV, Ipad, vacation to X costing Y, **NOW!!!**



Children getting married later staying at home longer.

Will technology revolutionize the industry like it has others?

Complementor Insights



Networks of Allied Professionals



If you have no idea where you are trying to go you probably won't get there



Gap Identification

What are my goals?

Performance
Gap



How can I reach them?

What are my aspirations?

Opportunity
Gap



What is possible?

Less is More: Too Many Potential Gaps?

Don't aim to either boil the Ocean or Just Pick Up the Phone
Too many gaps?

Gap 1

Gap 2

Gap 3

Gap 4

Gap 5

Articulating a Gap Statement

- My or my team's goal is:
- Of closing gap X (quantified)...
- By time Y ...
- While maintaining Z constant.

We will do 1, 2, ... n

Over the next 45 minutes articulate some key gaps and remedial actions.

Be prepared for 7 minute presentations to the room.