



## Case Study: High Performing RIA Wealth Advisor and Firm

### Background

JC is the CEO of a 19-person wealth management firm. Additionally, he works directly with his own clients, totaling 130 households with an average client account of \$1.2 million. His firm is comprised of 14 financial advisors, 4 administrative assistants, and 1 licensed paraplanner. JC's biggest challenge was balancing his time between managing and growing his own firm versus managing and growing his

own individual client base. Additionally, JC was looking for a better map for his career path. He wanted another set of eyes to consider his firm, its issues and opportunities. "Even though I had achieved quite a bit of success in my career, I really didn't know what to make of it all. And to be honest, I didn't know exactly what coaching would yield, but I knew that I was looking for more clarity in my career path."

### How Coaching Worked

"JC and his coach spend one hour biweekly in their coaching sessions. JC says that getting started was more like picking up the conversation between two friends. At the very first, his coach conducted an in-depth interview and assessment, making sure that JC was ready for coaching and committed to making real change. They always have clear goals for each session, beginning the hour by saying how much

time they will allocate to each item on their agenda. Often, there is an action item from the previous week that they review. Of course, they discuss the next steps and forward action for the coming week. "Sometimes my coach is more on top of things than I am, and he holds me accountable to my goals. I sometimes forget where we left off, and he always knows exactly where to pick up the conversation."

### Results

JC has been working with his coach for more than one year, and is still being coached. His results include: Becoming clear, and focused, about what he really wants, Making the hard choice of letting two of his advisors go, thereby creating more capacity for JC to

work with the other more productive advisors in the group, Increasing the revenues of the group and of JC individually. As a firm, they are now one of the top 10 offices in the country within their broker-dealer, and JC is now one of their top 100 advisors nationwide.

*"Three years ago I don't think I would've been a great candidate for coaching. For me the turning point was realizing that I'm capable of doing more than I am doing, and I could be doing things more efficiently than I have been. I would absolutely recommend coaching to others, but only if you're open and ready for it."*