

# Business and Technology Consulting Workshops

SCHWAB BUSINESS CONSULTING AND EDUCATION

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You do so much to position your firm for success. Our consulting workshops and engagements are designed to support your efforts with actionable insights that make a real difference for your future.”

**Brad Losson**

Vice President, Schwab Advisor Services



Position your business for even greater levels of success with consulting workshops and engagements that help you address the core challenges of growing advisory firms. Designed specifically for Registered Investment Advisors (RIAs), these practical programs help you generate the actionable insights you need to reveal opportunities, drive business results, and promote your competitive edge.

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## Working with you step by step to advance your goals

Our approach is different—and it makes all the difference. Other programs start and stop with a one-time event, leaving you to wonder what to do with the information. Schwab's Insight to Action Consulting Programs offer a guided, collaborative process that starts before you attend your workshop and continues after you implement new processes and ideas within your firm.

Insights don't mean much unless you put them into action. That's why we work with you step by step as you take what you've gained from the program and put it to work for your firm.



### Workshop prework

(2 hours)

Exercises that can help prepare you for the interactive workshop.

### Interactive workshop

(6 hours)

A one-day, hands-on session that can help you evaluate your business in a specific area, identify opportunities to improve, and develop ideas you can put into action.

### Planning and implementation

(8 to 12 weeks)

With ongoing guidance and one-on-one coaching, you can align your priorities and values so that the next step you take will make a lasting difference for your firm.

## Helping you build lasting value for your firm

Insight to Action Consulting Programs draw on knowledge, best practices, and management strategies gained from more than 20 years of working with top-performing firms. These multi-week, hands-on engagements are designed to uncover and clarify what's most important to your firm's success.

Your relationship manager will be your guide throughout the 8- to 12-week program—helping you stay on track toward completion, coordinating with Schwab's consultants, and working with you as you develop strategies for seizing new opportunities. With your relationship manager at your side, you have support to address your key business needs.

The programs consist of:

- A custom-designed curriculum developed from Schwab's experience with thousands of RIAs
- An interactive workshop to help you assess your firm's current situation and set strategic goals
- Opportunities to exchange experiences and ideas with peers
- Hands-on tools and interaction with consultants to refine a strategy to meet your goals
- Practical exercises to help you think through your options and implement change in your organization
- One-on-one coaching focused on your goals

## Insight to Action Consulting Programs

The Business Consulting and Education team offers a wide array of actionable programs focused on the key business challenges facing RIAs. Talk with your Schwab Relationship Manager to learn more about these consulting engagements.

### Creating a Referral Culture

Generating a steady stream of qualified referrals takes more than outstanding client service—it takes a strong referral culture within your firm.

- Train your team to recognize, create, and capitalize on referable moments.
- Empower your staff to bring your firm's value proposition to life through authentic conversation and repeatable narratives.

### Leveraging Centers of Influence

Engaging key centers of influence can help you expand your referrals. A well-crafted strategy can enable you to institutionalize your approach and activate your networks.

- Discover how to build mutually beneficial relationships with CPAs, attorneys, and other trusted sources.
- Create a blueprint for engaging your most important centers of influence to generate high-quality referrals.

### Managing Client Profitability

As your practice expands and your client base grows more complex, it can be difficult to maintain the right level of service for each client. A segmentation strategy may help better meet client needs and create capacity.

- Understand your firm's profitability at the client level.
- Learn how to increase productivity and enhance profitability while maintaining an exceptional experience for clients.

### Mastering Strategic Planning

Helping your firm thrive requires strategic planning. It's about identifying a vision for the future, creating a road map to achieve that vision, and engaging your team.

- Define your firm's purpose, core values, and vision.
- Align your leadership team on your firm's strategic goals and priorities.

### Transition on Your Terms

Regardless of your firm's life stage, transition planning can expand your options and mitigate risk. It can help you plan for a comfortable retirement or second act, while supporting the needs of your employees and clients.

- Learn about valuation, value drivers, and deal structuring.
- Craft a succession plan that supports the unique goals of firm owners and the well-being of employees and clients.

### Cybersecurity

With cyber threats growing, it is more critical than ever to make sure your clients and your firm are protected. Understanding the current cybersecurity and regulatory landscape will help you build a robust program.

- Uncover potential gaps in your cybersecurity program through a detailed assessment.
- Build an action plan using our step-by-step approach to help strengthen and maintain your program.

### Optimizing Your CRM

Creating a CRM-centric work environment will help you use your CRM as a tool to support growth, drive productivity, and enhance the client experience.

- Assess where your firm stands on the continuum of CRM use.
- Create a well-defined tactical plan to build a CRM-centric environment.

### Transforming the Client Experience

Fully leveraging Schwab's platform can help you increase operational efficiency, streamline processing, and simplify interactions—all while enhancing your client experience.

- Learn about employing both new technology and existing solutions to simplify workflows.
- Create a technology strategy and action plan to support your priorities and goals.

## 2018 Workshop Schedule

Insight to Action Consulting Program workshops are interactive, one-day sessions that help you immediately identify opportunities to enhance your firm's success and provide an introduction to the consulting engagement.

### Managing Client Profitability

Kansas City, MO ..... May 23	Denver, CO .....September 26
Nashville, TN ..... June 20	New York City, NY..... October 3

### Mastering Strategic Planning

Washington, DC ..... March 14

### Transition on Your Terms

Milwaukee, WI ..... June 20	Radnor, PA.....October 9
Miami, FL..... September 26	Boston, MA..... October 11
Seattle, WA ..... October 3	

### Cybersecurity

Indianapolis, IN ..... March 28	Baltimore, MD ..... June 6
Hartford, CT .....May 9	San Francisco, CA..... September 12
Los Angeles, CA ..... May 15	Rochester, NY..... December 5
Newport Beach, CA..... May 17	

### The power of insight

For more than 20 years, the Schwab Business Consulting and Education team has been working hand in hand with RIAs, leveraging our deep expertise in core business issues to help independent advisory firms achieve their goals and gain competitive advantage.

### Achieve tangible results

Gain meaningful insights through in-depth consulting workshops and engagements.

Turn ideas into actions that will help your business thrive.

**Contact your Schwab Relationship Manager to discuss availability.**

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