

10 YEARS, 10 TRUTHS

What I Know MUST Be True

for You to Achieve the Firm of Your Dreams!

#1

Human Capital is the #1 key to your success or failure – PERIOD!

#2

You must have a Strategic Plan and be held accountable to it

#3

You must “work on your firm” or you just have a job

#4

You must “Build Your Franchise”

#5

You must have weekly staff meetings

#6

You must empower your staff to do their jobs

#7

You must have deep, meaningful relationships with your clients – if you do, they will never leave you

#8

Clients will not come “flying in the windows”. You must market but it doesn’t have to be painful.

#9

DO NOT wait until you are ready to retire to have a succession plan in place.

#10

Spend money on technology and then spend money on an expert to help you learn it, integrate and get the most from it



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