Using dashboards…
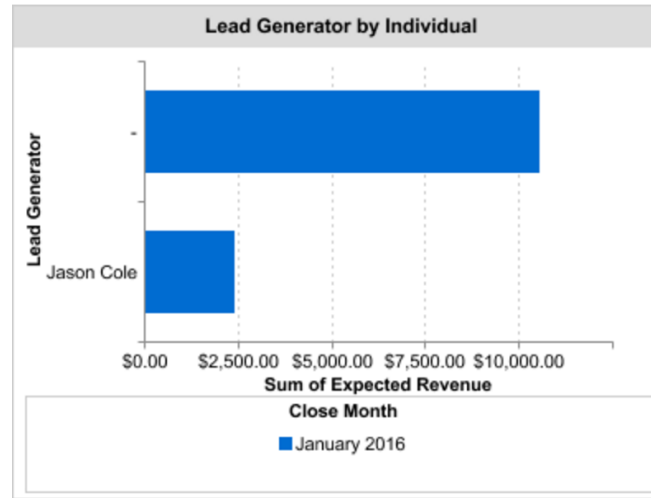
…to create a self managing team

J.D. Bruce
President - Abacus Wealth Partners

What is a dashboard?
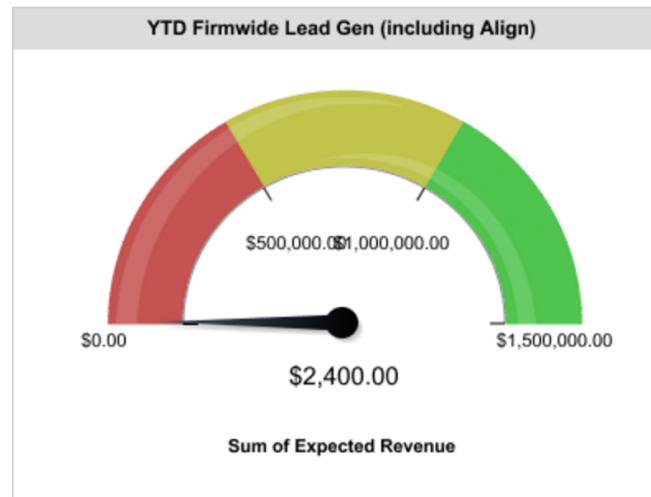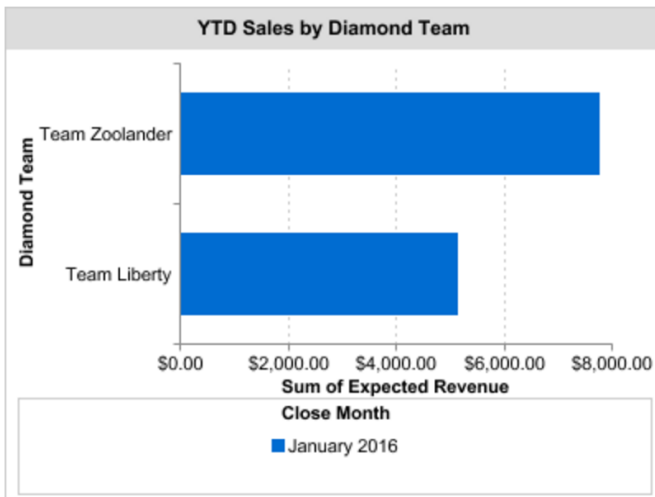
What goes on a dashboard?

What future decision will be different based on the metric?

Employee 1
Employee 2
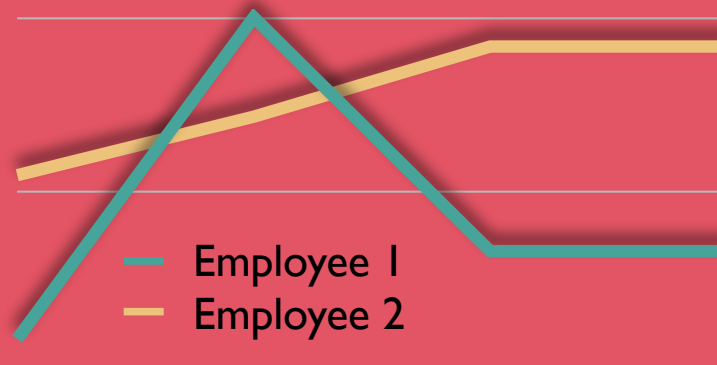
Does this person get fired now?

What strategic goal does the metric help you meet?

Company Goal: Add $100,000 in New Client Revenue

But you track...

10M

Net New Assets

Who is the audience?

Your dashboard shows: *Firmwide* Close Rate
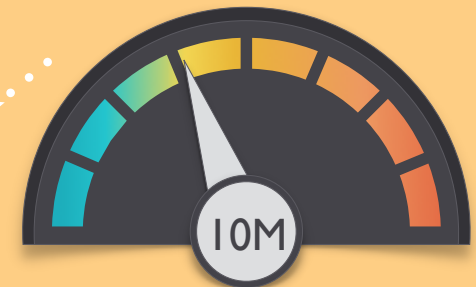
78%

But the dashboard is for your advisors. They need their own rate.

Two types of dashboards

YTD Firmwide Sales (Including Align)

$700,000.00

$1,500,000.00

$0.00

$2,000,000.

$12,350.00

Executive Dashboard

KPIs, Financial Ratios, Strategic Metrics

Operational Dashboard

Easy Access to Information

Clients by Team

Diamond Team	Sum of Annual Recurring Revenue	Record Count
Team Rainman	$2,777,486	156
Team Liberty	$2,697,606	297
Team Zoolander	$1,310,693	270
Team Redwood	$1,186,267	151
Team Beach	$936,033	153
Team Good Vibes	$774,915	164
Team Silicon Valley	$629,986	42
Team Awakening	$419,443	126
Team TAMP	$34,987	21
Team Align	$21,274	10
Error	$0	1
Total	**$10,788,690**	**1,391**

Client Receiving Paper Statements

Diamond Team	Sum of Annual Recurring Revenue	Record Count
Team Liberty	$1.7M	210
Team Zoolander	$385K	112
Team Rainman	$1.4M	91
Team Awakening	$229K	83
Team Good Vibes	$673K	62
Team Redwood	$520K	58
Team Beach	$649K	55
Team Silicon Valley	$77K	24
Team TAMP	$35K	21
Error	$0	9
Team Align	$1K	1
Total	**$5.7M**	**726**

Self managing teams?

The Three Cs

Completion

$700,000.00
$1,500,000.00
00
$2,000,000.

Competition

47%

75%

Create Fear

$800,000.00

$792,000.00

Sum of Potential Revenue

$600,000.00

$406,700.00

$400,000.00

$234,390.00

$200,000.00

$55,000.00

$0.00

| 2016 1 | 2016 2 | 2016 3 | 2016 4 |
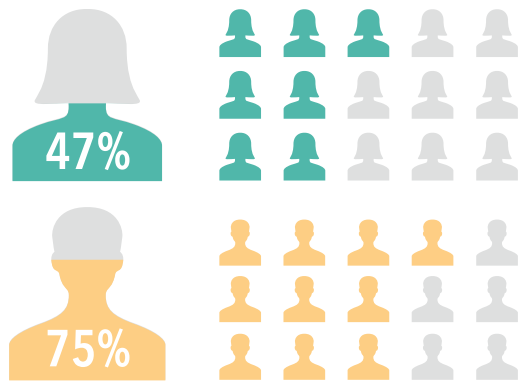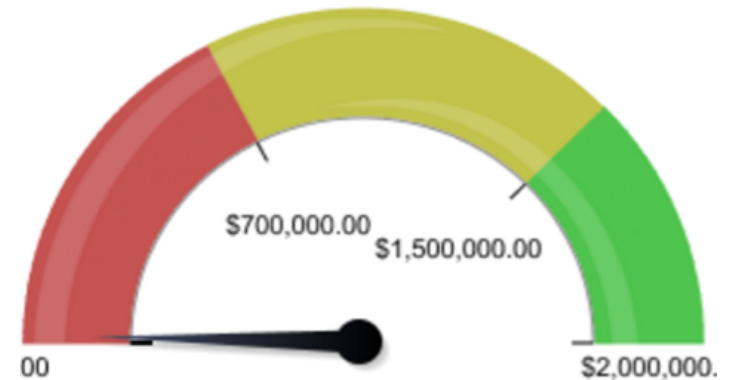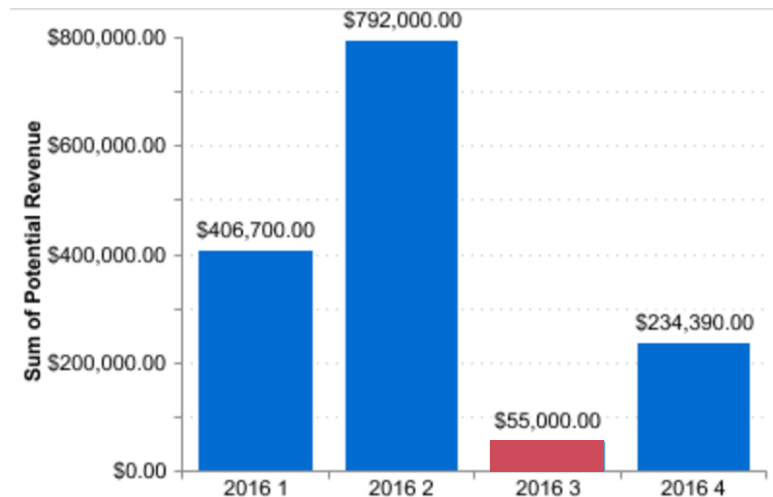
Three steps to start

Start with only FIVE metrics

Find the Data

"It's on the Dashboard"