



## Case Study: Individual Wealth Advisor

### Background

SR is a senior partner on a team with one junior partner and an administrative assistant. She has been in the business for 23 years, works with 50 clients, and has \$170 million under management.

“One of the challenges I faced prior to coaching was growing the business. I also had some managerial difficulties in terms of effectively nurturing and supporting my team members.”

Despite having been a successful advisor for more than 23 years, SR never developed a network for new client introductions from other trusted advisors, such as attorneys, estate-planning experts and CPAs. She also wanted to work more effectively with her team members. “I wanted to grow my team smarter, and leverage my time better. I also wanted to grow my client base quickly.”

### How Coaching Worked

“In 2004, I worked with the first coach to whom I was introduced. It was just okay, but I didn’t get the results I wanted. More recently, my firm brought in a coach from ClientWise to present a seminar in a group setting. I participated in that and got far more out of it and found it very challenging and productive. As a result, I ended up hiring a ClientWise coach for one-on-one coaching. I’m now very happy with my coaching experience. Part of getting the results I wanted from coaching was finding the right coach for my specific needs and goals.”

“One of the big challenges that I have is that I’ve been very uncomfortable having business development conversations with people I know socially. My coach has helped me see that situation in a new light.” To convert select social relationships to business relationships, SR’s coach has helped her understand her feelings about the issue and work through them. She now feels more confident about communicating her value proposition to people in both her social and professional networks.

### Results

“The results of coaching for me have been very meaningful and tangible. My production is up over 30% this year, while my assets under management have grown by about 30% as well. In addition, I’ve brought in 11 new clients this year. Also, the quality of people working with me is significantly higher than it has been in the past. I run the business in a much more businesslike way.”

SR is starting her second six-month engagement with ClientWise. She and her coach are now working

on how to effectively leverage the book of business and relationships she already has.

“The process of ClientWise coaching is very unique. Particularly because they have the industry knowledge to back it up. Without understanding the industry, coaching can fall flat. It’s been a real breath of fresh air for me to talk with a Coach who truly understands my needs and concerns.”