# Registered Investment Advisors (RIA)

## Coaching to Optimizing Your Enterprise Value


To scale a Registered Investment Advisor (RIA) firm from an advisor-dependent practice into an enterprise business, we help you focus on optimizing three core pillars: **Practice Management**, **Team Development**, and **New Client Acquisition**.

We offer Leadership coaching programs tailored specifically to the fiduciary RIA model provide the strategic playbooks, systems, and accountability required to institutionalize these drivers of cultural growth.

## Core Pillar Breakdowns & Coaching Deliverables

### 1. Practice Management: Institutionalizing Operating Systems

Our coaching focuses on transitioning firm owners ***"mindset & methods"*** from client-facing advisors and producers into **enterprise-level** CEOs. To do this well, we help you replace ad-hoc routines with an infra-structure built on standards and repeatable processes that are designed to maximize advisor capacity and protect your profit margins. We help you co-create and "stress test" key areas via:

- **Client Segmentation, Service Tiers & Value-added Deliverables**: Grouping the client base beyond merely revenue tiers but by a deeper value analysis that defines each clients ***"cumulative lifetime value"*** to your enterprise. This then is directly linked to each clients exact meeting frequencies, communication
- **Repeatable Meeting Architecture**: Implementing standard pre-meeting prep checklists, fixed agendas, and automated CRM post-meeting workflows and client standard of care.
- **Technology Stack Optimization**: Streamlining core RIA tech integrations—including CRM automation (e.g. Salesforce), portfolio billing/reporting tools, and secure client portals.
- **Management Cadences**: Instituting weekly execution workflow, workload tracking scoreboards / dashboards, and key performance indicator (KPI) scorecards.

  

## 2. Team Development: Creating Role Clarity & Leadership

For an RIA to scale up, it must eliminate isolated individual silos and adopt the methods of an integrated ensemble or team-based infrastructure. Our coaching focuses on optimizing labor capacity, growing your cultural “skills & will” and building an internal succession pipeline.

- **Defining Organizational Structure**: We define distinct role clarity and clear handoff protocols between senior advisors, associate planners, analysts, client service associates (CSAs), and operations staff.

- **G2 Leadership Pipelines**: We help you prepare younger or mid-career advisors into lead advisor roles, management roles, by coaching them through organizational design and operational execution competencies.

- **Accountability & Incentive Alignments**: Structuring corporate compensation plans, career tracking paths, and objective performance metrics, including your non-revenue generating staff.

- **Continuous Skill Development and Career Development**: Creating structured new team talent onboarding tracks and specialized education blueprints.

## 3. New Client Acquisition: Engineering Predictable Growth

Elite RIA’s enterprises grow by design, with self-directed, integrated new client acquisition systems. They bristle at relying on passive "hope-based" growth. They execute an organic, multi-channel business development system. To do this well, we help you:

- **Ideal Client Profile (ICP) & Niche Definition**: Formalize a well-defined ideal client target audience to differentiate your value proposition against generic competitors.

- **Centers of Influence (COI) Integration**: Develop a formal referral networks and 2-way collaborative framework with strategic CPAs and estate attorneys.

- **Re-price Your Value and Enhance Your Fee Conversations**: We provide training to your advisors to confidently move upmarket to land Ultra High Net Worth clients, handle complex wealth scenarios, and clearly & compellingly communicate your fee structures.

- **Digital Marketing Engines**: Define and deliver a comprehensive marketing & branding system: educational webinar systems, targeted local campaigns, and inbound new prospect marketing architecture to generate consistent ideal prospects.

## What Level of Coaching Fits Your Need Best?

| Program Type | Best For | Core Delivery Method | Primary Focus Area |
|---|---|---|---|
| **Executive 1:1 Coaching** | Firms with >$3M in revenue and complex leadership needs | Tailored individual strategy sessions | Strategic organizational design, succession, and scale |
| **Hybrid Cohorts & Bootcamps** | Solo practitioners or mid-tier firms looking for best practices | Group accountability mixed with 1:1 touchpoints | Business development systems and pipeline velocity |
| **Role-Based Group Training** | Multi-advisor firms with evolving support teams | Structured modular paths and team workshops | Service delivery standards and operational playbooks |