THINK COUNTER INTUITIVE & FUTURE PROOF YOUR PRACTICE

After thirty years of training and coaching in the Financial Service industry, I have learned that two skills stand out as the most important to the success of any advisor and their practice. Not knowing these skills can not be held against them because the skills are not taught by their firms and only a few advisors ever discover the great importance of the skills, master them, and rise to the elite ranks of the Chairman's and Director's clubs.

Every practice must contend with two time frames that are vital to success. The present, full of its myriad distractions, and the future, where the hope of greater success resides. The past no longer exists, but for too many it remains a constant interference. Advisors who place the past in its proper sphere as tutor, and learn its lessons, are able to concentrate time and effort in the work of understanding the present and preparing for the future.

Each of these two times frames corresponds to a specific aspect of a financial practice. The present is handled by the Consulting and Relationship Management division of your business. The future is the focus of the Administration and Operation division. Whether a practice is managed by a large team or a single advisor, both divisions must be in operation. Even though an advisor's primary focus is the present, they must also place attention on the future and this becomes difficult.

Immoderate attention to the present leaves a practice open to being blindsided by changes in the world around them. Excessive focus on the future undermines a practice from within. Though an advisor should delegate as much as possible, the skills necessary to balance the present and future must reside in their own toolbox, otherwise the team will flounder.

A practice must protect and grow client assets and reduce risk in the present, that is the purpose of Consulting and Relationship Management. Simultaneously, they must prepare and plan for the future changes necessary to steer the practice through obstacles ahead, that is the purpose of Administration and Operation.

The present and the markets are not intuitive, otherwise everyone would be successful investing and avoid the losses that frequently occur. For this reason only advisors who master the art of thinking counter intuitively succeed in the present and the markets.

At the same time, change is a constant and requires continuous adaptation, otherwise you could keep doing things the same way forever. Those who do not change eventually discover their mistake. An advisor must future-proof their practice or risk being blindsided or left behind.

Your ability to think counter intuitively in the present and adapt your practice in the future, will allow you to exceed your client expectations in the present and future proof your practice for what lies ahead.

The following workshops will give you the capability to develop these two skills. Space is limited, register now.

THINK COUNTER INTUITIVE

Step Outside the Herd in Your Industry

Clients today are looking to trust an advisor that stands head and shoulders above their peers. Turn your unique skills into a sustainable Edge that attracts prospects and retains clients. The Think Counter Intuitive workshop delivers tangible concepts and ideas you can apply immediately to your practice. Learn the key differences between a Counter Intuitive Practice and a typical advisor. Help your clients through the volatility of the financial markets and be rewarded with an auto-pilot practice that exceeds your expectations.

Sixty-five percent of all success in the markets is directly tied to psychology and these concepts are rarely discussed. Recognize and understand the psychology that holds back most from pulling the trigger and capturing the opportunity they identify.

Each participant will be given a trading psychology assessment so you can maximize your strengths and improve your skills.

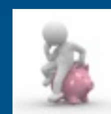
You will gain the tools necessary to analyze your situation, focus on the present, learn from the past and prepare for the future.

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do."

- Mark Twain

AGENDA

Monday 1-5 pm



Understanding the Counter Intuitive nature of the markets and how to apply this knowledge to both your investment process and client relationship.

Professional Money Management is very different from he process employed in retail accounts in the industry today. Learn how to manage your assets like a professional money manager and not a retail advisor.

Tuesday 1-5 pm

Examine the psychology that holds us back from achieving the success you desire and how this same psychology impacts your client relationship and ability to grow your practice.

Compare your current practice to professional advisory services and become the ideal you have always desired. Close the gap and maximize your inherent strengths.

Wednesday 1-5 pm

Create a Unique Portfolio Solution with the same tools used by professional traders and endowments. Protects clients' assets and simplify daily management of your process.

Determine your unique EDGE and integration it into your practice to attract more clients and separate your practice from the herd.

Deliverables

Participants leave with deliverables and processes that may be implemented in their existing practice immediately. Concepts and ideas are turned into tangible tools that you use now, not later.

After the Workshop

Each participant has access to further audio and video training, updates to the content, and discount on future workshops.

THINK COUNTER INTUITIVE

Outline

MONDAY 1-5 pm

Introduction

Money Management Overview

- History of money management - historical perspective for context
- How management has changed since 2007 - unrealized difference in management
- Retail Advisor vs Professional Manager - comparison of features and distinctions
- Why the markets changed - explanation that is easy for clients to understand

Money Managements role in the practice

- Anatomy of an Investment Management Practice - the four major components
- Need for combining professional tools and processes in practice - The whys and hows
- All the moving parts, processes, and procedures of the best investment solutions - the best managers have specific processes they follow

Counter Intuitive Investing

- The history and development from Dow to Dalio
- Asset Rotation & Asset Allocation - the strengths of each
- Importance of Asset Classes - the overlooked decision
- Relative Strength & Buy and Hold - The tool for professionals
- Offence vs Defence - how to protect your assets in all markets
- Why you have to invest differently since 2007
- Two philosophies working together - investing is not an either/or but a both/and
- Five important Investment questions - asked before an investment is made
- Investing Playbook - rules to stay consistent
- Importance of Model portfolios - scalability for your practice
- Discretionary or not? - understand the reasons for and against
- Building a Unique Client Solution - exceeding a client's expectation
- A daily process that focuses your actions - a short and simple process to gain focus
- Advantages of Counter Intuitive Investing

TUESDAY 1-5 pm

Investing Psychology

- Investing your beliefs - Exercise to identify beliefs and assess their value or hinderance
- Investing assessment - individual assessment to identify skill sets
- Control Grid - what we control and what we do not control
- Threats and Opportunities - importance of knowing both and how to identify them
- What is risk?

Ideal Investment practice

- Components of an ideal practice
- Advantages advisors have over hedge funds and money managers
- Gap between your current practice and the ideal practice

WEDNESDAY 1-5 pm

Design and Create Investment Process

- The Master Sheet - worksheet for each team
- Three Market Conditions - necessary first decision
- Risk Assessment - the step often forgotten
- Model Portfolio - based on each teams unique knowledge, experience, and clients
- Core vs Tactical - know the advantages of each
- Investment strategies - an encyclopaedia of solutions
- Determining Risk - protecting the client from the start
- Instruments - advantages and disadvantages of different investment instruments
- Volatility - common misunderstandings and clarity
- Price Action and Setups - how professionals invest
- Entry and Exit strategies - management where it is most important
- Targets and Alerts - capturing profit
- Risk Management - reducing risk
- When and How to add new money to the market
- Investing Tool box - skills and concepts necessary for success

Investment Process review

- Managing your model - the mental prep
- Weekly prep
- Morning prep
- Checklists - templates that can be modified
- Trade management
- Post Trade review - the forgotten step
- Integration of systems and tools - using the tools you have

Your Edge - that which separates your practice from the herd

- Finding your edge
- Executing it flawlessly

Integrating the entire practice

- Five truths about the market - what professionals know
- Seven beliefs of consistency - how to build consistency
- Patience, discipline, & focus
- Roles and responsibilities

Next Actions - next physical actions to implement

FUTURE PROOF YOUR PRACTICE

Avoid Being Blindsided by Outside Forces

Here we consider all three time frames and examine the beliefs, habits and practices that got us here, but will not get us to the next level. Through the use of various business planning exercises you will create a sustainable review and planning process to use for the rest of your career.

We do not spend enough time thinking before we act and too often must backtrack or repeat a process. Because planning seems unproductive, we jump in early to the action and often receive less than we desired.

You will learn a simple easy to execute process to analyze your business, review your results, and better prepare for the future. Take less time and create greater results.

The best practitioners in any industry have mastered Future Proofing their practice and have achieved outstanding results because of their mastery. The herd fails to prepare and stumbles up the hill of success. You will practice this skill live during the workshop and learn to apply it to all your decisions.

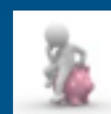
But just as important as the planning process is, implementation is critical. We will examine how to properly execute, so that all the value gained in planning is leveraged throughout implementation.

" Give me six hours to chop down a tree and I will use the first four to sharpen the axe."

-Abraham Lincoln

AGENDA

Thursday 1-5 pm



Client presentation to overcome their greatest fear and build trust. The four myths of the market and how to avoid the negative influence

Create a Unique Portfolio Solution with tools that protects clients' assets and simplifies daily management of your investment process.

Friday 1-5 pm

Learn the mastery level habits needed to build a multi-million dollar practice. Simplify model portfolio design and management.

Fuse together a Unique Team that exceeds expectation, a Unique Relationship for advocacy, and a Unique Solution that grows assets.

Deliverables

Participants leave with deliverables and processes that may be implemented in their existing practice immediately. Concepts and ideas are turned into tangible tools that you use now, not later.

After the Workshop

Each participant leaves with access to audio and video training, client seminar content, and a free trial to SIA Action Sheet.

FUTURE PROOF YOUR PRACTICE

Outline

THURSDAY 1-5 pm

PAST: beliefs, habits and business practices - rethink your business from the ground up

- Accomplishments - review past 90 days
- Need Less analysis - what are you primary needs
- Top Values in Life - identify your primary values
- My top 5 values - a shortcut to top goals
- Audacious Outcome - visualize a desired outcome
- Frustration or bottlenecks - review past 90 days
- The Control Grid - What you do and don't control
- Decision Matrix - a tool for decision making
- Idea Meritocracy - improve your decision-making process
- SWOT analysis - strengths, weaknesses, opportunities, threats
- Calendar Review - how you allocated time
- Average perfect day - exercise to reveal differences
- Two basic functions of a business - knowing the differences
- Questions to consider

PRESENT: better analysis, systems, tools - examine current business in light of latest trends and technology

- Hierarchy of decisions - what is important
- Staying proactive and ahead of the herd
- Reimagine the Organization - future orientation
- Innovation Strategy - maximizing the present
- Business Model vs Business Plan - the differences
- Business Model Canvas - a simple tool to create a better business
- Business Model Design Kit - building a value proposition
- Clients Jobs, Gains, and Pains - knowing our clients
- Teams Products & Services, Gain Creators, and Pain Relievers - delivering what they need
- Value Proposition Template - worksheet exercise
- Business Model Design - create a workable unique model

FRIDAY 1-5 pm

FUTURE: assessing, focusing, engaging - learn to test new markets simply and safely

- Marketing to Millennials - the next millionaires
- Your Story - create a compelling story
- Others Stories - learn from the other participants
- An Investor's Greatest Threat - A story for today
- Your Retirement Dinner - Visioning exercise
- Retirement Score - rate yourself and improve your future
- Double Your Business Value - easiest way to leverage your practice
- The Three Business Splits - the real nature of partnerships
- Models - the way to control process
- Most important projects - decision matrix
- Checklists - turning decisions & processes into algorithms
- Unique Client Experience - service model review
- End of Day Routine - A checklist to set up tomorrow
- Start, Stop, Continue - exercise to create time

PLAN OF ACTION - bringing it all together

- Next actions
- Integrating change into your existing practice
- Funding change and finding resources
- Merging everything with your identified Edge

Comments from Previous Attendees

- *"More value added than the 27 years in the business"*
- *"Revolutionary, if offered the chance, do not hesitate"*
- *"Career changing"*
- *"Huge opportunity to add value"*
- *"Lloyd provided many valuable tools to help us dissect our existing practice and make it more valuable."*
- *"I knew I would find a few gems/tools that I could apply, that delivered value, that was a multiple of the ticket price, and we're taking home more than that"*
- *"Gave me insight on how to streamline and enhance functions in the office procedures. Look forward to increasing productivity among staff with new ideas on how to do our jobs."*
- *"Time well spent, pulls together Business Planning Process"*
- *"Prioritized what is really important to the practice"*
- *"Allowed me to step outside my practice and reevaluate it as if I was starting up again. I believe this will propel my business forward in an effective way."*
- *"Experience was extremely informative and will give our team a better edge"*
- *"Great experience."*
- *"Very enlightening on how we can better manage our clients' portfolios"*

2018 Schedule of Workshops

All workshops are conducted from 1 pm - 5 pm each day.

FEBRUARY
26-27-28 - Think Counter Intuitive - **SOLD OUT**

MARCH
1-2 - Future Proof Your Practice - **SOLD OUT**
26-27-28 - Think Counter Intuitive - **SOLD OUT**
29-30 - Future Proof Your Practice - **SOLD OUT**

APRIL
23-24-25 - Think Counter Intuitive - **SOLD OUT**
26-27 - Future Proof Your Practice - **2 available**

MAY
22-23-29 - Think Counter Intuitive (split session because of holiday)- **1 available**
24-25 - Future Proof Your Practice - **SOLD OUT**

JUNE
25-26-27 - Think Counter Intuitive - **SOLD OUT**
28-29 - Future Proof Your Practice - **SOLD OUT**

JULY
23-24-25 - Think Counter Intuitive - **SOLD OUT**
26-27 - Future Proof Your Practice - **SOLD OUT**

AUGUST
27-28-29 - Think Counter Intuitive - **1 available**
30-31 - Future Proof Your Practice

SEPTEMBER
24-25-26 - Think Counter Intuitive
27-28 - Future Proof Your Practice - **1 available**

OCTOBER
22-23-24— Think Counter Intuitive
25-26— Future Proof Your Practice

NOVEMBER
26-27-28 - Think Counter Intuitive
29-30 - Future Proof Your Practice

ONLINE INTERACTIVE WORKSHOP DETAILS

Think Counter Intuitive and Future Proof Your Practice are separate, but connected workshops, they may be taken back to back during the same week or split with time between for applying the deliverables.

NOTE*: the video workshop format was chosen to eliminate your need for travel, lodging and time away from your practice, the three reasons many were unable to participate in the original live sessions in 2017. This will save you money and allow your entire team to participate.*

The workshop will be conducted with GoToMeeting. Go to the following link to confirm that your technology is compatible (you may find using your laptop the best option).

Link to Attendee Guide and Audio Video Test:
Windows users Mac users

Further information and pre-workshop materials will be sent to you by email after registration.

REGISTRATION FORM

Each workshop is limited to only a few teams to create a live interactive experience.
Registration is first come, first served, based on receipt of completed registration form.

PLEASE PRINT CLEARLY

Name: ____ Team Size: _____

Firm: ____

Phone: ______________________ Email: ______________________________

Credit Card #: __________________________________ EXP Date: __________

SEC Code: _______ Billing Address: ___________________________________

City: ___________________ St/Prov: ___________ Postal: ______________

Registering for: (check all that apply)
[ ] Think Counter Intuitive workshop - Date: ________________ Alternate: _____________

[ ] Future Proof Your Practice workshop - Date: ______________ Alternate: _____________

Fee paid (20% discount for to 2016 & 2017 workshop alumni):
[ ] Think Counter Intuitive workshop: $2995
[ ] Future Proof Your Practice workshop: $1995
[ ] Both workshop (discounted fee): $4500

[ ] Live Presentation (team) 3 full days: $14,995 plus travel expenses
[ ] Live Presentation (branch) 3 full days: $24,995 plus travel expenses

Please return this last page only for Registration.
Secure fax: 309-294-5519 / Email: wlw3@mac.com