



Life by Design®

This Assessment Tool will be a valuable pre and post benchmarking exercise to track your progress and identify further areas of development.

self assessment tool

nt Future Lifestyle Balance Clarity Focus Freedom Independence Harmony Comfort Success
Success Wellbeing Satisfaction Peace Fulfilment Future Lifestyle Balance
Balance Clarity Focus Freedom Independence Harmony Comfort Success Wellbeing
Wellbeing Satisfaction Peace Fulfilment Future Lifestyle
Lifestyle Balance Clarity Focus Freedom Independence Harmony Comfort
Comfort Success Wellbeing Satisfaction Peace





Rating Scale

Strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly agree = 5

As this is a self assessment it is vital that you be as open and truthful with yourself as possible when completing it.

This New Generation Advisor Assessment Tool is an efficient way of benchmarking how you are currently rating. It will help identify opportunities for improvement as well as highlight your unique strengths and in doing so raise your own personal awareness and business potential.

1. Active listening

- a. I encourage my clients to do most of the talking because I ask questions designed to do so.
- b. I am in the moment with my clients, actively listening. I don't interrupt them or think too far ahead of them while listening.
- c. The questions I ask often challenge clients to think deeper and beyond the basics of traditional financial planning.
- d. I make good eye contact with clients while listening to them and come across as open and sincerely interested in them.
- e. I find people are quite comfortable and really open up to me.

Pre Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =

Post Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =

2. The real bottom line = Lifestyle

- a. I consider a better lifestyle for my clients to be the key objective of financial planning and therefore spend much of my time with clients to get greater clarity about their lifestyle.
- b. I have a clear and easy to understand lifestyle planning methodology with tools and worksheets.
- c. I understand my clients so well that I could talk about the specifics of their lifestyle goals non-stop for 5 minutes.
- d. I have a strong lifestyle based value proposition for my business that is clear to clients.
- e. In plans and reviews for my clients, I link financial data clearly to my clients key lifestyle objectives.

Pre Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =

Post Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =

3. Communication matching

- a. I am very aware of mirroring my tone, words and body language with that of my clients.
- b. I have a clear self-awareness of my own communication strengths and weakness.
- c. I ask my clients what their most appropriate "keeping in touch" style is e.g face-to-face, phone, letter or email.
- d. I keep my client correspondence simple, personal, positive, short, and free of jargon & acronyms.
- e. I have the client consultation environment/room set up with clients in mind.

Pre Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =

Post Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =



4. Courting time

- a. To make my new clients feel valued I invest lots of time early in the client relationship.
- b. I have made calculations on the lifetime value of my clients versus a quick sale that may not have long term benefits.
- c. I give my clients many small experiences that make them feel important.
- d. I keep in touch with my clients with a face-to-face contact or a personal phone call at least quarterly.
- e. I go beyond clients expectations and offer them something extra each year e.g personally relevant newspaper articles or special clients seminar invitation.

Pre Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =

Post Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =

5. Productively proactive

- a. I am proficient with time management and block out time each week to do my most important priorities.
- b. My office is technology friendly and we utilise productivity and efficiency systems well.
- c. I use the relationship enhancing and time saving benefits of a client relationship management system.
- d. I have a 'to do' list and do my tasks in order of priority.
- e. I am good at delegating and use outsourcing intelligently.

Pre Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =

Post Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =

6. Expect expectations

- a. I spend the majority of the client meeting assessing the client's lifestyle goals and expectations.
- b. The client and I clarify expectations of what each of our roles and responsibilities in the client/advisor partnership are.
- c. I discuss with and educate my clients about market fluctuations and cycles to gauge what their expectations will be in these situations.
- d. I conduct an annual client satisfaction survey.
- e. I assist clients to prepare a 12 monthly cash flow on an annual basis.

Pre Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =

Post Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =

7. The "Now Future" principle

- a. I spend enough time forward planning for my personal life, my business and my clients.
- b. I believe in enjoying my current lifestyle but also making sure that I have a good plan for my future.
- c. I am an excellent role model for my clients, have rapidly benefited from lifestyle planning, have a balanced lifestyle and I "walk the talk".
- d. I don't think it is more beneficial to just let life happen rather than have a written plan for life.
- e. I allocate enough time to do the things that are important to me.

Pre Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =

Post Program

- a. 1 2 3 4 5
- b. 1 2 3 4 5
- c. 1 2 3 4 5
- d. 1 2 3 4 5
- e. 1 2 3 4 5

Total =



Rating Scale

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8. Coach & mentor

- a. I mentor and coach more than I advise and tell my clients.
- b. Others say that I am empathetic and non judgmental.
- c. I am positive, supportive and make my clients feel important.
- d. I am able to inspire my clients about their future lifestyle goals.
- e. I encourage my clients to make their own decisions.

Pre Program	Post Program
a. 1 2 3 4 5	a. 1 2 3 4 5
b. 1 2 3 4 5	b. 1 2 3 4 5
c. 1 2 3 4 5	c. 1 2 3 4 5
d. 1 2 3 4 5	d. 1 2 3 4 5
e. 1 2 3 4 5	e. 1 2 3 4 5
Total =	Total =

9. Bias your clients, not your products

- a. I make sure that I am totally loyal in servicing my clients, not the product providers who sometimes provide me sales incentives.
- b. Clients seem to really trust me.
- c. I like to think of myself as a totally independent advisor who only recommends strategies and products that benefit the client in the best way possible.
- d. I predominately have a fee for service model.
- e. I initially focus totally on clients lifestyle objectives and not on which products to sell them.

Pre Program	Post Program
a. 1 2 3 4 5	a. 1 2 3 4 5
b. 1 2 3 4 5	b. 1 2 3 4 5
c. 1 2 3 4 5	c. 1 2 3 4 5
d. 1 2 3 4 5	d. 1 2 3 4 5
e. 1 2 3 4 5	e. 1 2 3 4 5
Total =	Total =

10. Broader service offering

- a. I have established relationships with complimentary professional service providers to offer a more complete service offering to my clients. (e.g. accounts, lawyers)
- b. I believe a more holistic service offering will be the winning business model for the future.
- c. If there is another stock market crash, my business offers a broad enough range of services to be sustainable.
- d. Lifestyle planning allows me to better understand my clients range of needs and therefore the services I provide to increase my yield.
- e. I believe that fee for service is a model that will better serve and benefit my clients.

Pre Program	Post Program
a. 1 2 3 4 5	a. 1 2 3 4 5
b. 1 2 3 4 5	b. 1 2 3 4 5
c. 1 2 3 4 5	c. 1 2 3 4 5
d. 1 2 3 4 5	d. 1 2 3 4 5
e. 1 2 3 4 5	e. 1 2 3 4 5
Total =	Total =

Final Scoring Summary

New Generation Strategy	Pre Program	Post Program	Review
Active listening			
Lifestyle planning			
Communication matching			
Courting time			
Productivity			
Setting expectations			
Now Future planning			
Coach & mentor			
Client bias			
Broader service offering			
TOTALS			

Enhanced Online Assessment

An enhanced version of this Assessment Tool can also be completed online and has the added benefit of graphing and comparing your results with the average advisor population and then giving you a customised report with a summary strategic plan to becoming a New Generation Advisor.

More Information

Contact your preferred Bureau or Event Co-Ordinator