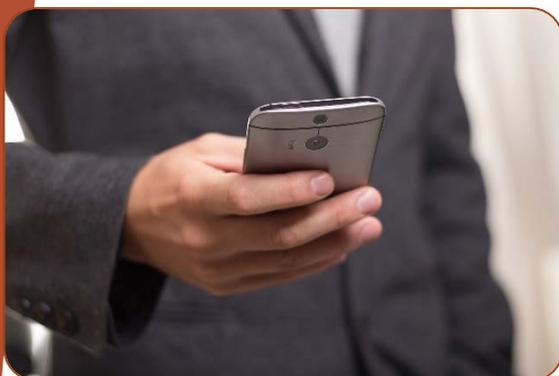


FINANCIAL PROFESSIONAL CASE STUDY*

Regional Vice President: Stan



Stan is the #1 Regional Vice President in the history of Rock Wealth Planners, the legacy firm he started with right out of college. Now 30 years later, Stan enjoys the respect—and income—of being Top Dog.

All of Stan's direct reports, the Managing Principals working under his leadership, know he has extremely high expectations.

During his weekly one-on-one calls with them, Stan's MPs answer his questions and report on what's happening in their Divisions. But it seems like he is always able to talk them into doing more: a new tracking tool, a new initiative...more work.

- Reserved
- Intense during 1-on-1s
- Aloof and disengaged in a group
- Tracks metrics with laser focus
- Calculating
- Mentors very few, very well
- Has high expectations of others

STAN'S PRIMARY GOALS:

1. Maintaining his status as #1
2. Mentoring exceptional leaders
3. Increasing the company's stock price

Stan is the poster child for ultimate success in his firm. Straight out of college, he began as a financial professional in western Montana. Not the best place to launch a career! Within a short time, he was promoted to into the role of District Manager. Not long after that, Stan was placed into the Managing Principal position. And not many years after that, he accepted the ultimate promotion: Regional Vice President. His leadership style was intense but rarely harsh. Stan, according to many of his Managing Principals, had a Jedi-like quality. As if by a slight wave of his hand and a few carefully chosen words, he could get them to do his bidding with no discussion.

Stan has enjoyed *decades* as the company's best RVP. But he can see trouble on the horizon. Several of his contemporaries have retired. Their replacements are young, smart, ambitious and are gunning directly at bumping Stan out of 1st. Based on the company's quarterly metrics for each region, Stan thinks one of these young guns might succeed. And soon.

He wants to go out on top, not as #2. Or worse. Stan needs a powerful tool to add that crucial 1^o...something that will get his region back to a full boil at 212 degrees.

OUTCOME:

Stan has a legacy to protect. There has to be something new in the business community—truly innovative—that he can apply to his region.

"We need a go-to-market strategy that crushes the competition."

* Each case study is based on an actual professional we have worked with. None are hypothetical.

WHAT WENT WRONG?

Stan's Story

- ▶ Stan's predominant entrepreneurial DNA is **Builder**. Although the other 3 eDNA types are present in Stan, it's **Builder** eDNA that is the lens through which he makes *all* business decisions.
- ▶ The strong **Builder** eDNA in Stan is why he's always "checking the numbers." *Which of his Managing Principals is doing the best? Which is struggling? How can I get everyone better? How many square feet of office space is in my region? Are we growing or shrinking? How can we bring on better recruits?*
- ▶ Stan's strong **Builder** eDNA also makes him seem like one of the Jedi Knights from Star Wars. Stan's Managing Principals often shake their heads after a phone call with Stan. They can never quite identify the moment Stan "talked them into doing something" they hadn't even considered before. It wasn't on their radar before the call. And now, since talking with Stan, it's their highest goal. "How did he do that?" they complain.
- ▶ The rank and file financial professionals in Stan's region think he is aloof. They are intimidated by him. It is not a happy announcement that he will be visiting their office. Many schedule appointments outside the office during his visit.
- ▶ Truth be told, many of Stan's team of Managing Principals feel the same way. They hope the weather gets bad enough he can't fly out to visit.
- ▶ Stan's nearly exclusive **Builder** eDNA makes him doubtful that anyone can help him succeed more than he can. He has decades of proof, after all. Still, he's curious—and hopeful—that something out there can help him add jet fuel to his region's leaders. He absolutely doesn't want to lose his status as #1.
- ▶ But will Stan entertain a new approach long enough for it to accomplish what he needs?

FORMULA FOR SUCCESS = Playing to your *natural* business strengths. But first you must know what your entrepreneurial strengths are.



Discover your entrepreneurial DNA. Click here: [MyE-DNA](#)
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