

## MEMBER RESOURCES – BEST PRACTICES DIVISION 2 BUSINESS DEVELOPMENT TASK FORCE SUMMARY

### **OBJECTIVE:**

Identify best practices and strategies members implement when evolving and developing their business.

### **CHAIR SUMMARY:**

Our committee selection process included potential members from all over the North and Central America as well as countries down under. We pulled from slightly- to very-experienced committee participants and from first-timers alike. As a result, we have solid participation from Canada, the USA, Mexico, Panama and Australia. We also represent a variety of business models from product to fee only.

Each committee member was charged with two tasks: 1) Three to five interviews with fellow MDRT members from a prescribed interview questionnaire, and 2) submission of a sales idea. Deadline was 10/7 or 10/10/2019. Our meeting is scheduled for two weeks from the submission of this report.

So far, we have received almost all of the information required. One committee member has not yet submitted his interviews, so we are pursuing that information daily.

Meeting plan – Our meeting will begin with dinner on Monday night, 11/4/2019. To get and/or keep conversation flowing, I have an icebreaking exercise that has proven successful in previous committee meetings. A preliminary agenda will be provided to me by MDRT staff shortly for my review and editing. We will largely follow their structure, but I have some additional tidbits to contribute throughout the meeting about our committee members, individually. It promises to keep the meeting fun while not detrimentally affecting our productivity.

In my experience, the ideas that will have come from the interviews will be addressed, but they will also create significant additional brainstorming and ideas. With the breadth of experience that we have in these committee members, it will become quite a wide-ranging discussion.

By the end of our meeting, the MDRT staff should have plenty of fodder for dissemination to our membership, each committee member will have contributed significantly, and our relationships both to MDRT and to each other will have deepened in a positive way.

Additionally, our MDRT staff liaisons have been so incredibly on top of things that it should be noted for the record. I cannot say enough good *stuff* about how they have handled their roles and responsibilities.

### **GLOBAL COUNCIL MEMBER COMMENTS:**

Forrest has been a great chair to work with. He put in great effort in committee selection and has worked extremely hard to get back all the assignments on time. He sent out the intro questions and all the task force members have responded resulting in everyone getting to know each other. He has followed up diligently with those who are behind. Forrest's skills as a leader are evident in his communications and follow up. One task force member has been behind in his assignments.

### **CHALLENGES TO CONSIDER:**

- Communication is always a challenge when languages differ.
- Getting those very last pieces of information ahead of time is often a challenge.
- Helping new/first-time committee participants understand this process and our responsibility can be a challenge.

**MEMBER RESOURCES – BEST PRACTICES DIVISION 2  
BUSINESS DEVELOPMENT TASK FORCE SUMMARY**

**OPPORTUNITIES TO CONSIDER**

- Committee members will get to know the MDRT organization better by being on site and by spending time alongside the staff members assigned to us.
- Committee members will get to know one another better, thereby enhancing all future experiences at Annual Meetings etc.
- Committee members will deliver great information and insights to the membership as a result of our meeting.

**PARTICIPANTS**

ExCom Liaison: Peggy Tsai, RFP, CCFP, Taipei, Taiwan  
Global Council Member: Paresh B. Shah, CFP, Hicksville, New York, USA  
Chair: J. Forrester DeBuys III, CLU, ChFC, Birmingham, Alabama, USA  
Members: Leanne Barbara Bull, CFP, Dip FP, Bundaberg, Australia  
Joseph Anthony Hanna, Troy, Michigan, USA  
Terri E. Krueger, Syracuse, New York, USA  
David Meszaros, CFP, Whitehorse, Yukon Territory, Canada  
Mark D. Olson, CFP, MSFS, Austin, Texas, USA  
Julio Enrique Pastor, Ciudad de Panama, Panama  
Fernando Patino Rivera Sr., Puebla, Mexico  
Alain Poirier, Saint-Lambert, Quebec City, Canada  
Adrian Fabricio Villarreal Alfaro, Sr., CLI, FSCP, San Pedro Garza Garcia, Nuevo Leon, Mexico  
GCM Liaison: Colette Kostakos  
Staff Liaison(s): Colette Kostakos and Mike DePilla

## **MEMBER RESOURCES – BEST PRACTICES DIVISION 2 PRACTICE MANAGEMENT TASK FORCE SUMMARY**

### **OBJECTIVE:**

Identify best practices for advisors to implement in their businesses.

### **CHAIR SUMMARY:**

We have polled fellow members using survey interview questions listed at the end of this report. Each task force member was asked to conduct three to six interviews with members who have not recently been interviewed for *Round the Table (RTT)* or have been recently featured on a podcast or the Resource Zone. Each task force member was also asked to take the survey themselves before conducting their interviews so they would be comfortable with the questions. Surveys were done both verbally over the phone and in writing with the subject being able to see the questions and prepare beforehand but with a conversational interview to capture stories and anecdotes for color. These interviews were to be done by October 7 and sent to me and to Colette for distribution to the Content Team. We had almost 100% compliance to date from the task force members.

In addition to the surveys, the task force members were asked to answer a series of questions about themselves, their involvement in MDRT and any stories and mentors that might have brought them into the organization. Most complied with this request and prior to the meeting we will all have a better level of acquaintance. They were also asked to submit a practice management or sales idea. Again, there has been almost 100% response to these requests.

There are two pre-meeting strategies in play right now. I asked the task force members to email the bio questions, self-surveys and interviews using “reply all” so that we can all see the responses. I will ask the task force members to look for commonalities and consistencies in the survey responses. Additionally, Liz from the Content Team at headquarters will be reviewing the responses to build discussion points and conversation starters for the November meeting.

We should be able to come up with many opportunities for *RTT* articles and Resource Zone content for our membership and the fodder for some “best practices” examples, strategies and “ready-to-plug-in” concepts for our members.

### **GLOBAL COUNCIL MEMBER COMMENTS:**

Tom has been a great Chair to work with. He has followed up on all the tasks in a timely fashion and has repeatedly reached out to committee members for their assignments. He had emailed all the committee members a list of personal questions so that the committee got to know each other before they met. These led to a lot of good introductions in really getting to know the members. Staff had created a set of questions that committee members must ask the members they are interviewing. Tom added a couple of interesting questions to get great responses from those interviewed. We look forward to the committee meeting and I am sure that it will result in great discussions that will give material to staff to create content that will benefit the membership. Getting one last committee member to complete has been a challenge despite some active follow ups.

### **CHALLENGES TO CONSIDER:**

I see two challenges to meeting our objectives. Neither is significant and we will focus on making sure they are not. The first is that there are still some outstanding assignments for one task force member in particular. Hopefully, this will be resolved well before we meet in November. The other will be managing all of the great content we already have... this is a good problem to have. I am confident in my team and know we will produce a good work product in November.

### **OPPORTUNITIES TO CONSIDER**

We may want to create a “Best Practice Management” idea book at some point but this may be redundant.

**MEMBER RESOURCES – BEST PRACTICES DIVISION 2  
PRACTICE MANAGEMENT TASK FORCE SUMMARY**

**PARTICIPANTS**

ExCom Liaison:	Peggy Tsai, RFP, CCFP, Taipei, Taiwan
Global Council Member:	Paresh B. Shah, CFP, Hicksville, New York, USA
Chair:	Thomas F. Leveseur, CLU, Dover, New Hampshire, USA
Members:	Michael P. Austin, CFP, ChFC, Baton Rouge, Louisiana, USA
	Lisa Barram, Fort Washington, Pennsylvania, USA
	Joel Phillip Campbell, ADFS, FChFP, Sydney, New South Wales, Australia
	Caio Henrique Cunha, Sao Paulo, Brazil
	Maria de Los Angeles Di Battista, Ciudad de Mexico, Mexico
	Peter Hill, ChFC, Des Moines, Iowa, USA
	Dale W. Martin, CLU, ChFC, Port St. Lucie, Florida, USA
	Moises Martinez Hernandez, Ciudad de Mexico, Mexico
	Joseph Spinelli, FICF, LUTCF, Tallahassee, Florida, USA
GCM Liaison:	Colette Kostakos
Staff Liaison(s):	Colette Kostakos and Liz DeCarlo

**MEMBER RESOURCES – BEST PRACTICES DIVISION 2  
STAFF DEVELOPMENT TASK FORCE SUMMARY**

**OBJECTIVE:**

Identify challenges and solutions related to hiring and managing staff.

**CHAIR SUMMARY:**

Most of the members met or exceeded expectations on interviews. A questionnaire had been developed to assist them in potential questions to ask in regards to the challenges and solutions in hiring and managing staff. Head office culled the responses and as Chair, I added three potential questions that might be on the minds of our members.

**GLOBAL COUNCIL MEMBER COMMENTS:**

Diane is an extremely talented advisor with vast experience and I am glad to be working with her. Diane had a disadvantage in starting late due to her vacation at the end of August. She began a little behind – however, her enthusiasm and strong follow up have seen the task force members respond and send back great responses. Her addition of questions to those from staff shows her great insight. We are hoping to get response from the one task force member who has not completed his assignments very soon.

**CHALLENGES TO CONSIDER:**

Good preliminary work has been done by our committee and the meeting should bring out key issues and ways to identify and resolve solutions to share with MDRT at large. Do not see any obstacles that will not be able to be met at the meeting in Chicago.

All the members of the committee were contacted and had regular follow ups.

**OPPORTUNITIES TO CONSIDER**

Human resources are extremely important in independent offices as many offices do not have an HR person and as we know – employees are the key to a successful business. The opportunities are to be able to identify issues and share the solutions that have been successful for other members. This is huge value added to our members. It could potentially make for good articles for *Round the Table*, blogs and podcasts.

**PARTICIPANTS**

ExCom Liaison:	Peggy Tsai, RFP, CCFP, Taipei, Taiwan
Global Council Member:	Paresh B. Shah, CFP, Hicksville, New York, USA
Chair:	Diane L. McCurdy, CFP, EPC, Vancouver, British Columbia, Canada
Members:	Douglas John Bennett, Dip PFS, Crawley, United Kingdom
	Veronica Bernal Perez, FSCP, Ciudad De Mexico, Mexico
	Stuart J. Birkel, CSA, Norfolk, Virginia, USA
	Abigail Brown, Braselton, Georgia, USA
	Danielle J. Genier, CLU, CFP, Timmins, Ontario, Canada
	Loeri Ann Robinson, BSc (Hons), LUTCF, Kingston, Jamaica
	Shannon Thompson, CFP, Winston-Salem, North Carolina, USA
GCM Liaison:	Colette Kostakos
Staff Liaison(s):	Colette Kostakos and Matt Pais