

Are You Growing?

I would venture to guess that many advisors upon reading the headline perceive the question to relate to AUM or revenue growth. Yet, I invite you to consider another perspective. It all starts with you.

Have you challenged yourself lately? It is so easy to be swept up in the busyness of family and business responsibilities. Keeping your head above water becomes a way of life. The passion aligned with a chosen vocation has much to do with how you are developing yourself as a professional in your field. Do you take the time to read and really learn? Are you connecting with your peers? When was the last substantive conversation you held on a meaningful topic? I googled “thought leader”. The term was coined in 1994 by Joel Kurtzman, editor in chief of Booz Allen Hamilton magazine; *Strategy & Business*. This phrase was used to represent someone who had business ideas that merited attention. It has since evolved into someone who is supposed to have progressive and innovative ideas. Another article went on to say that this buzz word (or more properly title) is often misused and misunderstood. It matters not to zero in on a specific definition but rather to fully appreciate the potential behind the concept. Where can you step up? How can you be a leader with a worthwhile purpose?

Reminisce for a moment on the early days of your practice. You were excited, scared and fully focused on so many ambitious initiatives. Keep the same zest alive in your every day work life. The experience of true joy is felt when one is completely engaged in their work. Yes, we all have our grunt work to do. The trick is to balance that issue with growing your skill set in areas you find compelling.

In May I completed a seventeen day business trip on the west coast. I attended the Shareholders Services Group national conference in San Diego, the FPA Retreat in Palm Springs and the NAPFA 30th Annual Celebration in Las Vegas. It was very energizing for me. I spoke to a great number of financial advisors. Many of you care about a variety of significant issues.

Decide what is very meaningful to you. The next natural step to take from that place of thoughtful intention is to harness that passion and use it well. Carve out the time in your summer months to explore areas of interest. Do things you have not done in years. Consider some travel if possible. We all can agree that when we get out of our normal routine environment our minds begin to expand. Ideas seem to germinate so easily. Give yourself that opportunity to stretch. Can you be more than you are now? If so, go for it. Make this summer a game changer!



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