

## IIAC Small Dealer Symposium

June 7, 2012

Thank you for the opportunity to be a presenter at the IIAC Small Dealers Symposium.

For your convenience, we have developed this handout in two formats – paper and electronic versions. This paper version is intended to point you to additional information about who we are and some of the concepts that we may or may not have discussed during your symposium. In this document, we have prepared short introductions to information about our firm, white papers and articles we have written and products and services we provide.

For a better experience, please access the electronic version, by visiting: [www.synchronicity.ca/iac](http://www.synchronicity.ca/iac)

### Bob Simpson – Biography



Synchronicity Performance Consultants has been providing consulting and coaching services to the North American financial services industry since 1998.

Bob Simpson, president and founder of Synchronicity has been involved, directly or indirectly in the industry since 1981. He has been a very successful financial advisor with Nesbitt Thomson Inc., a major Canadian financial institution. Between 1981 and 1989, he built a business with more than \$120 million in assets under management and was one of the first Canadian advisors to transition from a solo to an ensemble model.

From 1989 to 1993, he moved from retail to the institutional buy side and was Vice President Development and portfolio manager for a publicly traded insurance company and president of an investment counseling firm.

From 1993 to 1998, he held several positions including fixed income strategist, manager of training and development, branch manager and Senior Vice President National Sales for Midland Walwyn Capital Inc., Canada's largest independent financial services firm, which was sold to Merrill Lynch in 1998.

In 1998, he founded Synchronicity Business Coaching Inc. In 1999, he was trained and certified by Michael Gerber, author of the best-selling business book, *The E-Myth Revisited* and his firm E-Myth Worldwide. He has subsequently adapted many of Gerber's concepts in the development of Sustainable Growth, a program for financial services entrepreneurs.

From 2008 until 2011, he co-authored and presented an award-winning three-day practice management program for a major US financial services firm. This program was rated with a 90%+ participant satisfaction rating.

In 2011, Bob was awarded the designation of Mental Game Coaching Professional (MGCP). MGCPs primarily work with amateur and professional athletes to improve performance by improving mental preparation. Bob has adapted the principles of sports psychology to help financial advisors to improve personal and business performance.

Bob is a regular contributor to AdvisorAnalyst.com. Advisor Analyst is a leading investment and practice management-focused website that distributes a daily newsletter to over 28,000 Canadian financial advisors.

Bob is an innovator and thought-leader in helping financial advisors and their firms to build successful businesses and is a regular speaker at financial advisor conferences across North America. His engaging style helps advisors to understand and implement complex practice management strategies and tactics.

Bob lives in Mississauga, Ontario Canada and is married with three adult children. He is active as a player in a number of sports including box lacrosse, field lacrosse, softball and hockey. In 2010, his field lacrosse team won silver at the World Field Lacrosse Championships in Manchester, England.

## Contact Information

Direct Line: 905-502-0100  
Toll Free: 866-646-6002  
E-mail: [bob.simpson@synchronicity.ca](mailto:bob.simpson@synchronicity.ca)  
Text: 905-502-0100  
Website: [www.synchronicity.ca](http://www.synchronicity.ca)

## Resources and Articles

### Changing the Culture of a Firm for Improved Performance

Changing the Culture of a Firm for Improved Performance is a white paper that we posted on our website in May 2012. In this white paper, we address some of the financial services inefficiencies and present “out-of-the-box” concepts that could dramatically improve the performance of both firms and retail advisors.

### A Fresh Perspective

A Fresh Perspective is an eBook that we published in April 2012. It is a collection of articles to help retail advisors to build more successful businesses. Article titles are:

- A Simple Method to Improve Your Clients’ Investment Performance
- The Fresh Start Meeting
- The Project Management Approach to Building a Better Business
- Twelve Steps to Making Your Business Fun Again
- Personal and Business Characteristics of North America’s Top Advisors
- Let’s Get Positive
- Overcoming a Bad Hole
- Ten Rules on How To Win Your Major
- Change the Way You Manage Relationships
- Focus and Avoid Lists for 2012

### Recent Articles

- Top 10 Ways To Have More Meaningful Discussions With Clients About Their Investments In a Secular Bear Market
- Social Media – Get Your Priorities Straight
- 9 Steps To Achieving More Without Working So Hard
- How To Spend More Time Golfing Or At The Cottage
- Absolute Return Strategies or Where Do You Invest Low Risk Money?

## Products and Services

### Consulting

Synchronicity has recently entered into an agreement with Shake It Communications to expand our expertise and services. Barb Powers and Carrie Tuck, the principals of Shake It compliment the expertise and experience of Synchronicity by adding over forty years of experience in the areas of institutional and retail:

#### How to ...

- Build a compliant marketing and communications platforms for Wealth Advisors
- Utilize social media to efficiently and effectively build a compliant practice to retain HNW clients
- Align your wealth management product and services to remain competitive in difficult markets
- Launch new alternative products and education and inform advisors on their uses in their practices
- Increase profitability

#### By Delivering....

- Strategic Business development for Investment Managers
- Marketing Communication planning and media management
- Brand building and integrated brand management
- Wholesaling and inside sales services as a third-party marketer
- Event and conference management
- Integrated public relations and social media strategies for firms and individuals
- Traditional product management and underwriting development
- Capital raising, marketing and fund structuring for alternative and structured products, Hedge Fund strategies
- Industry research and analysis with and for Wealth Advisors

#### For.....

- Independent and Boutique Investment Managers and Portfolio Managers
- Integrated and international firms to Advisor teams that service High Net Worth/Family offices
- Alternative Asset Managers for institutional boutique and integrated asset management organizations

## Advisor Practice Management

We have been working with advisors in one-on-one and small group relationships for the past fourteen years to help them improve productivity and efficiency. Our focus in practice management centers on Vision and Planning, Client Relationship Management and Business Development. By developing best practice efficiencies for these three key areas, advisors can achieve and sustain above industry average growth rates.

## Mental Game Coaching

In secular bear markets, advisors work three times as hard as they do in secular bull markets and earn less money. The emotional drain of poor investment returns, frustrated and nervous clients and financial uncertainty have taken their toll on advisors over the past ten years.

In 2011, we became certified as Certified Mental Game Professionals by one of the leading sports psychology firms in the United States. Mental Game Coaches traditionally work with professional and amateur athletes to improve such things as confidence, composure, comfort zones and focus. Financial advisors, traders, institutional sales professionals and portfolio managers need to deal with the same issues as athletes.

We have adapted the Mental Game programs to work with financial services professionals to help them to improve performance.

## Client Roadmap for Advisors

Client Roadmap is a program that we have developed to revolutionize the way financial advisors manage client relationships. By taking a project management approach to wealth management and making the process much more collaborative and transparent, advisors can better engage their clients in the wealth planning programs and improve client satisfaction and performance.

Client Roadmap is a cloud-based Client Project Management system that allows advisors to set up highly secure collaborative workspaces for clients, manage documents, share calendars and task lists and link clients to information about their investments.

Senior executives and managers can use Client Roadmap to manage corporate initiatives and keep individuals and teams accountable for improved performance.

For more information, visit [www.clientroadmap.com](http://www.clientroadmap.com).