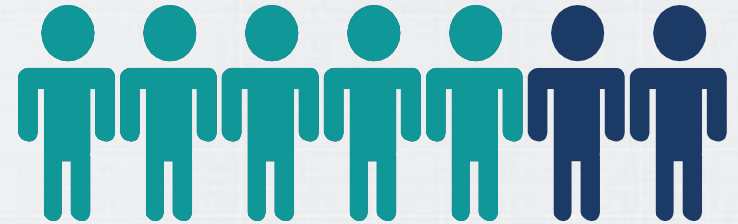
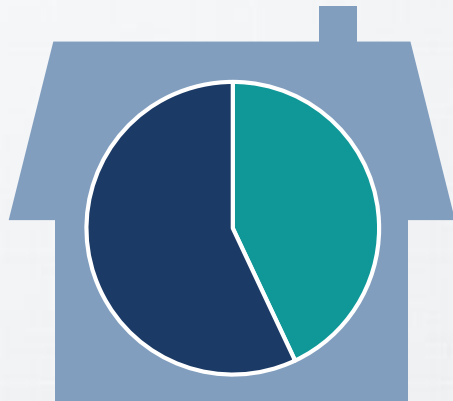


# Consumers are Afraid and Confused

43%

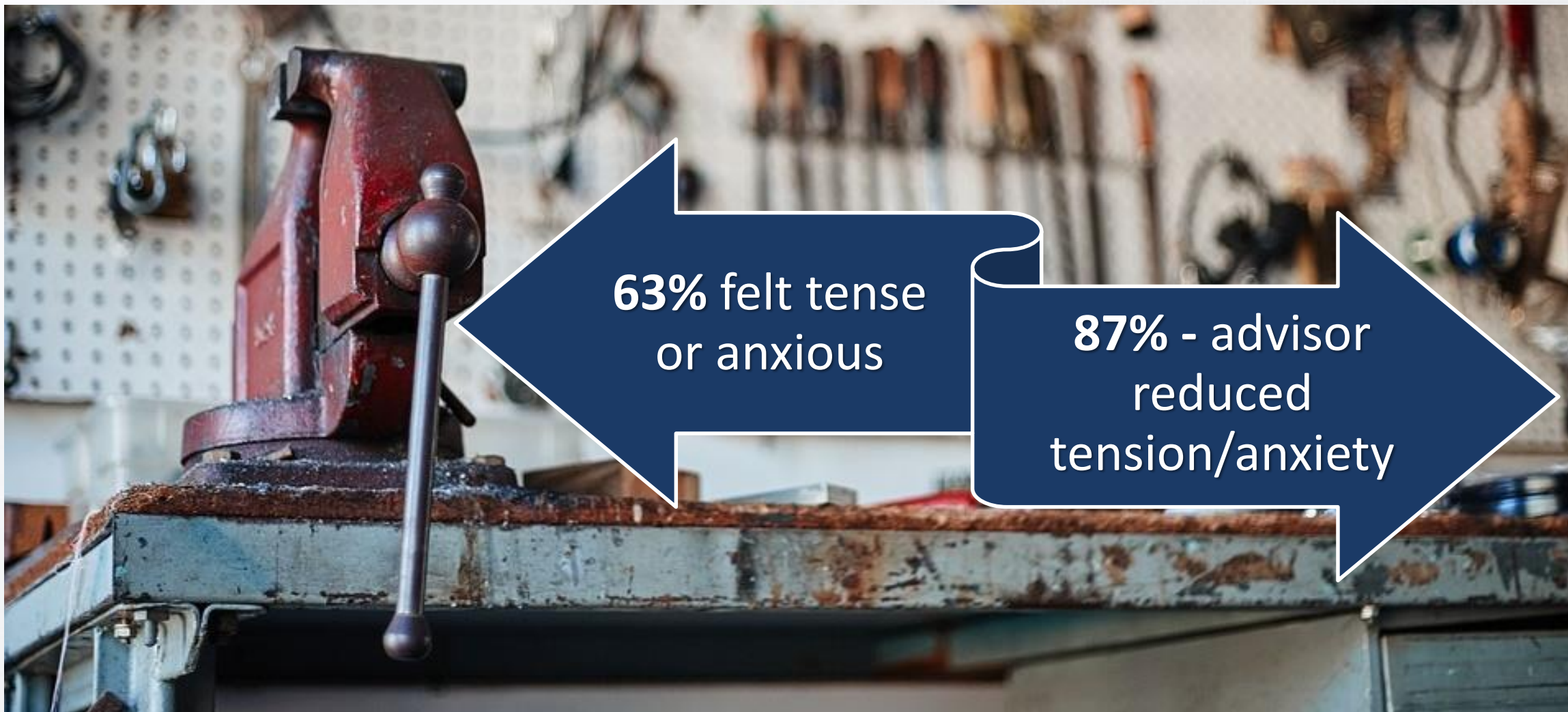
of households report being afraid of making a mistake in their financial decision making



5 out of 7

consumers report being more confused after they met with an advisor than before

# Reduce Tension & Anxiety



63% felt tense  
or anxious

87% - advisor  
reduced  
tension/anxiety

# Advisor Behaviors Associated with Purchase



**94%**  
gave me  
complete  
attention

**91%**  
was very  
knowledgeable

**90%**  
listened without  
interrupting

**84%**  
had my best  
interests in  
mind

**89%**  
built rapport

**81%**  
spent time  
determining my  
specific needs

Are we in the right direction??



# Leadership & Management Creating Your Legacy in a Modern World

Joseph Sidaros, Senior Strategic Consultant – Executive Coach



# Costly Misaligned Strategies, An Opportunity to Change Your Mind

Advancing the Financial  
Services Industry by  
Empowering our Members  
with Knowledge, Insight,  
Connections and Solutions



**Joseph Sidaros, MBA, CIAM, CMFA**  
*Strategic Consultant, Developing a New Breed of Leaders*





LEADERSHIP

Our Industry is Starving For More Leaders Than Managers

# CULTURE



Leadership & Management Redefined



# Leadership & Management, True Opposites

- Management is a concept and a title that has been used, overused and abused.
- Leaders should not be called Managers and Managers are seldom Leaders.
- Management is about control. Heavy on Data, Information, Statistics, Ratios and Outcomes.
- Leadership is often about a Vision or a Mission, That can Empower and Mobilize Others
- Essentially, we can Manage Things and Lead People, not the other way around
- Managers **can** Sacrifice Long Term Gains to **Show** Short term Gains. Leaders **Will** Sacrifice Short term Gains to Realize Long Term Gains.



# Leadership is about

- Empowering others to Peak Performance.
- Making a Difference & an Impact on Others
- Having a vision of Growth and Greatness
- Inspiring. Stimulating, Provoking, Challenging, and Paving The Way for Others to Succeed.
- Leading Individuals and Teams From The Front, not Pushing Them From The Back.
- Setting the Pace and Exemplifying Excellence
- Aligning Processes with Purposes and Desired Objectives
- Recognizing and Building Leadership Within



# Management's Failed Strategies

- Trying to Motivate Individuals with Wrong Incentives and counterproductive tactics.
- Pushing People Beyond Their Current Capacity .
- Attempting to Increase Productivity by Threats and Fear. It May Work, for a Very Short Time.
- Expecting Peak Performance From Individuals, Without Proper Skill Development and Guidance
- When Management doesn't Work, we opt for Micromanagement and Apply More Pressure.
- Many Managers qualified to Manage, and Who May Lack the Capacity and Credibility to Professionally & Effectively Develop Others.



# PATHWAY TO GREATNESS

Creating Your Legacy in a Modern World

# Are You Creating & Cultivating The Legacy You Will Be Remembered By?

Leaders Have a  
Tremendous Opportunity to  
Creating a Lasting Legacy.  
What Will Your Impact On  
Others Be During Your  
Time of Leadership





**GOAL**  
**VISION PLANNING SOLUTION SUCCESS**  
**STRATEGY ANALYSIS PROCESS**

The Power of Vision & Mission

# The Value of Having and Sharing The Vision

- Think of the Greatest and Most Impactful Leaders you have Personally Experienced. Did They Try to Control You?
- A Shared Vision People Can Stand Behind and be Inspired by it.
- A Compelling Vision for Organizations and People to be Part of.
- A Clearly Defined and Well Articulated Vision That will Effectively Align Processes and Strategies With Singleness of Purpose.
- A Vision That Will Shape the Culture, Philosophies and Guiding Principles of Everyone and Everything.



# Embracing The Transition From Management to Leadership

- Leaders Understand The Value and Need For Change
- Leaders are Driven by Their Vision for Greatness, not Limited by the Constraints of Parlaying Budgets
- Leaders Understand and Highlight the need to adapt to the rapidly changing business landscape.
- Leaders Also Understand the Value of Creativity and Enovation, and Fostering a Safe Environment that will Encourage others to be Part of This Transformation.
- Leaders Seek People, Partners, Tools and Insight which will allow their organization to successfully navigated Within This New Competitive and Demanding Environment





# Managers Seldom Create Legacies. Leaders Do.

- Be That Leader Who Will Change People's Lives, and Transform Entire Organizations
- Practice Active Leadership.
- Regain a Greater Sense of Awareness and Avoid Falling Victim of Limiting Budgets and Controlling Managers or Faulty Processes
- Own The Vision and Surround Yourself with Others Who Will Help you Realize it, Not Hold You Back.



# Your Legacy Needs To Be Created, Nurtured and Cultivated

Don't Allow The System,  
The Environment, The  
Budgets or Managers to  
Rob You of Your Right and  
Responsibility to Leave a  
Legacy Behind.

Think About What You Will  
Be Remembered By/For.



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# Our Mission

Advancing the financial services industry  
by empowering our members

