



The Elite Adviser

INSTITUTIONAL STRENGTH INTELLIGENCE

The pursuit of excellence demands groundbreaking practices, acute insight and expert skills. Backed up by decades of rigorous study and practical application, the industry leaders at CEG Australia deliver precisely the tools and strategies you need to reach the elite level.

Six Steps to a Breakthrough

In the first part "**Redefining Success**", we discussed creating breakthroughs in your practice - not just small steps toward greater success, but redefining success to leap light years ahead to the business you've always wanted.

We have defined the six stages of commitment that will enable you to achieve this kind of breakthrough.

Stage 1: Realise what you want. This is the stand you take to achieve your breakthrough. It's a clear decision, not a wish, hope or longing. You do it because you are committed to it. Why? Because you said you would. You are the sole source of this intention. Your relationship to this choice is crucial to the outcome. By describing your breakthrough goal, you have accomplished the first stage of commitment.

Stage 2: Define what you want. Once you take a stand, then you explore exactly what it is. What does your stand imply about who you are and who you need to be in order to live this stand? To meet specific business objectives, you may want to speak to other people who have been successful in meeting those objectives. You may decide to become involved in learning programs to see what it takes to realise your stand. This helps you to define exactly what you are aiming to achieve and what it will take to get there.

Stage 3: Declare what you want. After you have realised your stand and defined it, it's important to make a public statement. This is a public recognition of what your intentions are. When you bring your whole self to this public statement, you can transform your relationship with your own future. Your stand becomes part of the public discourse. It becomes a reality in terms of public expectation. It becomes a shared possibility that people make room for in their thinking and planning.

Stage 4: Plan for what you want. Now describe how you will accomplish your breakthrough. This is a business and marketing plan that details the specific tactics you will implement to achieve your goals. It will include the many layers of support you will need, which may include your staff, marketing partners, an expert study group and a professional coach. This plan becomes a road map into your future.

Stage 5: Act for what you want. Planning is great, but nothing happens until you act. At this stage, you undertake the daily and weekly activities that will make your

breakthrough a success. Tracking and reporting results are vital for ensuring that you stick with your plan.

Stage 6: Review your progress. Eventually, things can fall off course. Your job at this stage is to set them right. It's very helpful to create quarterly and annual evaluation forms for assessing your progress. These will enable you to make strategic adjustments and reconfirm your commitment.

Numerous research reports designed to help you take your advisory business to a higher level of success, are available from CEG Australia for free. [Please click here to download.](#)