



It Is Time For Some *ACTION*

Most of us were born with one mouth, one heart and four limbs. This is no coincidence; we were formed to take action. With a mind to create, mouth to converse and a heart to believe, these allow us the genesis of great ideas and convictions but action requires more. Built and equipped to do great things every day of our personal and business lives, why do we fail to passionately move forward in life and consistently regress to the mean? The answer is we are human and complacency is easy. It is an industry joke and common agreement we attend the best events, listen to top industry speakers, and participate in activities with determination, only to return to our offices and do nothing with these gifts. We convincingly tell ourselves we are ready, but it is time for some action.

Midstream fourth quarter and with the holiday season weeks away, we enter a time when our hearts are filled with joy and mouths dispense well-wishes. Challenge yourself to commit to activities with your staff and family that aid your community, create camaraderie and team-building. Select a local charity or group that does not receive mainstream recognition and adopt the group as your own. This does not have to be a huge commitment or require multiple days away from the office. Surge recently aided in a group Thanksgiving Stuffing event whereby staff and leaders took an afternoon to begin filling bags for Thanksgiving meals. The event was a few short hours and the teamwork was intense and emotional. It was more than emails and phone calls, it was live action that will dispense impact well in to 2016.

2016 is going to be an exceptional and interesting year in financial services. We will have a plethora of opportunity but face newcomer offerings, regulation and an ever-aging population from Gen Z's to Baby Boomers who will need our services. What are you going to do to alter the course of your firm? Not an additional seminar, or enhance your follow-up process, rather strategic transformation such as intently re-branding yourself or adding a complete next-generation model within.

“Take Two”. Think of the quality information we receive being in this industry. From conferences and phone calls to study groups and research papers, we are given the best tools to prosper. Take two of the best relative ideas you have discovered in 2015 and decide right now to implement. You promised yourself once you got back you would – it is time for some action.

A roadblock of any action is consistency. The ideas above require consistent execution; follow-on and follow-through. Action will become quantum as one action becomes two and soon morphs into existent change. Surge and your FIG teams will aid in getting you out of your office chair, close your mouth, listen to your heart, and create action. Your business depends on you and you are the best at what you do. Prepare to make 2016 more impactful than any other year in your business. It is time for some action.

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