

# Accounts of Achievement...

## A Case Study Featuring Waddell & Reed Financial Services

### *The Company...*

John Oestreich had enjoyed seven successful years as a financial advisor at Waddell & Reed. However, he became unsatisfied when he realized his professional success should have been growing at a faster rate. Waddell & Reed, like many financial services companies in the industry, uses a specific tracking digit to quantify and evaluate advisor performance. This digit is a composite of several performance values that take into consideration margin, type, and total volume of sales business that the individual has cultivated for the company. This carefully calculated tracking digit encourages advisors to maximize value for their clients and allows them to hit higher earning levels to compete among others in national rankings. In order to achieve the success he desired, John had to identify the reasons for his current performance to understand the steps he would have to take to find the solution.



### *The Challenge...*



John was at the point in his career when his tracking number should have been soaring at a high rate, but it wasn't. He discovered he was using his time ineffectively and, along with some bad habits, he was unable to accomplish the high level of professional success he sought. John knew he had the capacity and drive to meet his goals, yet he was unable to develop the mindset or process for doing so. John had not clearly identified his *high payoff activities*. He began to procrastinate with small daily tasks and became overwhelmed in time consuming tasks that were interfering with what mattered most. As a result, he found himself working long hours and started to feel the effects of heightened stress at work and at home. John knew what he wanted and needed. He wanted to develop effective work habits through a proven process with lasting results. He wanted to develop the necessary skills to put his best ideas into action.

And ultimately, he wanted to increase his tracking number and take his career to the next level. He did not want to settle for average success.

*"The EPP did not help me improve for just one year. Through focus and hard work, it will reshape my business for many years to come."*

- John Oestreich, Financial Advisor, Waddell & Reed Financial Services

*“Effective Personal Productivity was the solution for which I had been searching.”*

**- John Oestreich, Waddell & Reed Financial Services**

## *The LMI Process™...*

John had attended motivational seminars and read books on how to improve work productivity. But he would soon discover the *LMI Process™* was a totally different concept. LMI Partners, Boyd Ober and Dan Sedor, introduced John to *Effective Personal Productivity*. During the first few weeks, John worried that the weekly session would result in lengthy homework assignments but was quickly surprised to learn the assignments fit in well with his day. The weekly lessons helped him identify his *high payoff activities* that would produce the most value in increasing his tracking digit. He acquired critical goal planning and goal execution skills. The *Goal Planning Sheets* helped him discover the appropriate time for delegating tasks. Completing a goal planning sheet allowed him to pour his ideas out on paper in a clear, concise way. John says, *“I am able to go through every possible action and pitfall of reaching the goal. I know why I am setting the goal and how to track my success.”* The *EPP* introduced new skills in dealing with interruptions, multi-tasking in a more productive manner, and being aware of daily accomplishments by writing them down and focusing on the results.



## *The Difference...*



*LMI Partner, Boyd Ober, left, facilitated John Oestreich, right, through the LMI Process.*

Through persistence and positive expectancy, John increased his key tracking digit by 130 percent within the first year. He says the return on investment has been more than thirty times. The *EPP* has increased his productivity, and he feels he is in tune with his daily progress. Before, John was never sure of how far he had come, nor how close he was to reaching his goals. Now he measures the results daily. He accomplishes more in less time and even looks forward to sharing his increase for the week with Boyd. *“Keeping score keeps me motivated,”* John says. The *EPP* has also helped him be competitive on a national ranking scale. At Waddell & Reed, John gained recognition and prestige among his colleagues and other industry leaders. His results have significantly impacted his personal compensation as well as the company’s compensation. John says this is only the first step: *“In 2005 I am already five months ahead of my goals and am now reassessing and striving for larger goals.”* The *LMI Process* he experienced will continue to provide John with an organized approach to developing, refining, and achieving his professional and personal goals. *LMI’s Effective Personal Productivity* was the solution for which John Oestreich had been searching.

*“We pride ourselves with facilitating the LMI Process with top quality firms and individuals. John is a prime example of this customer model.”*

**- Boyd Ober, LMI Partner**