

Commoditization of Professional Services



LOW

- Conveyancing
- General Legal documents
- Wills
- Lease Agreements
- Company & Trust Formation
- Tax Returns
- General Tax Advice
- Investment
- Super
- Insurances

VALUE CHAIN

General financial strategy

SKILLS REQUIRED

MEDIUM

Some complexity

Business clients

Multiple entities

Estate planning

Moderate assets

Advise required

Capital allocation

Risk Management

People/family issues

Total balance sheet

People skills, hard & soft, Emotional Intelligence & IQ. Adviser, coach, mentor

- Ability to:
 have broader conversations
 - to expand the scope
 - to stay in context
 - to articulate and position ongoing services
 - to navigate different Risk Frameworks
 - To collaborate with other professionals



HIGH +

Private family wealth Business succession Advisory Board General counsel Family Office Complexity of issues Intergenerational Wealth

- Succession of business
- Merger & Acquisitions
- Families in business

World wide assets

FORM

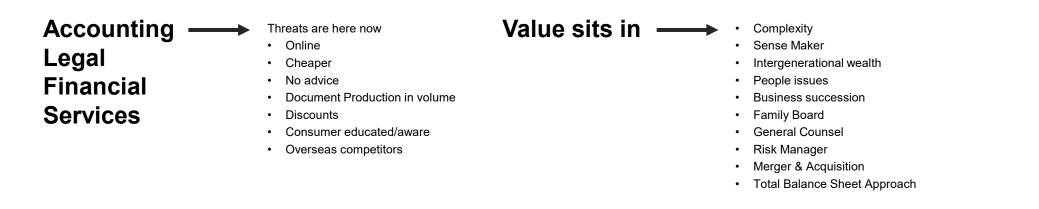
- Retainers
 - Yearly Plan
 - Total balance sheet risk management



Commoditization of Professional Services



"A RACE TO THE TOP"



FORM • Retainers • Product free • Project management • Collaboration

Skill Set Required

POSITIONING	CONTEXT/CONTENT	PEOPLE SKILLS EMOTIONAL INTELLIGENCE	PLAN	MANAGE
Ability to position yourself and the service	Ability to hold context	Ability to collaborate	Ability to construct lifetime plan	Ability to manage: • Total balance sheet • Risk frameworks • Tax • Legal • Investment