General Guidelines for Advisory Teams

Your team comes across a variety of types of information **every day, all day long,** so it's especially important you have Guidelines for your team to follow. We all have different ways of thinking and mind-mapping how to label and store things – which only leads to confusion and frustration.

Having well-defined Guidelines will ensure the consistent saving, organizing, finding, updating, and use of client information which is core to your business operations.

A Web of Information

This information is often not contained in just one place – it is often a web of information that requires a coordinated effort and clear guidelines for everyone using it. This may include firm portfolio software (where client notes may be a compliance requirement), digital client folders on a shared drive, and all Practice Management processes & resources also on a shared drive, your Contact Management System (CRM), your Outlook, and more.

Please note, some teams make a point of making the CRM the **engine of their practice** and they put as much information as possible there, while others use it as one of many sources of the information and use it to a lesser degree and for very specific information. How much you will want to integrate your CRM depends on many factors including your team, your CRM capabilities, it's portability, and your long-term plans for the advisory practice.

The Three Majors

This concept covers the following three major information areas:

1. **Team Shared Folders**
2. **Outlook Email**
3. **Contact Management Systems**

This guidebook will not cover individual portfolio software applications as they vary to a wide degree in terms of capabilities, use, and storage of client-specific information.

The purpose of this concept is to help your team come up with an Information Plan that everyone can follow and will make the best use of everyone's time, while also ensuring an exceptional client experience.

A Word About Texting

It is NOT recommended texting is used as a routine form of team communication because it is harder to track and respond to – once it is read, you may forget about it. Texting is not as reliable as the other methods shared in this guide. You may wish to use texting for emergency situations only.