



IRONSTONE

Helping Financial Advisors Run a Better Business

Ready to Turn Chaos into Calm?

Gain Control. Boost Morale. Grow Your Practice.



Ready to Be a Better Business Owner?

“If your business depends on you, you don’t own a business — you have a job. And it’s the worst job in the world because you’re working for a lunatic!”

—
Michael E. Gerber

AIU	1,822	12,349,000
EJK	3,680	238,681,000
HPL	1,062	85,678,000
KTE	485	8,367,000
LAM	6,547	189,301,000
QAP	8,802	102,698,000

AIU	HJI	WWE	PLD	EER	QRT	OPY
1,822	20,369	890	6,350	10,985	665	6,800
(-35)	(-580)	(-20)	(-200)	(+580)	(-15)	(-115)
MBC	LJH	MJB	PON	NFR	UGH	OMJ
3,605	9,542	2,607	7,654	6,522	1,632	3,652
(+210)	(-120)	(+35)	(+189)	(+122)	(-54)	(+182)
YBV	QMN	MMJ	KLM	CCX	EMH	
3,204	5,211	7,100	7,150	782	1,901	3,280
(-33)	(+150)	(-20)	(-150)	(-74)	(-101)	(-120)
MSS	WFP	KJL	DLI	LAM	SDH	GHS
4,320	712	1,134	2,022	431	4,287	12,630
(-12)	(-12)	(+25)	(-18)	(+1)	(-57)	(+390)

LET US BE YOUR GUIDE

Ironstone is your practice management guide and external change agent.

We'll provide a critical eye to analyze, measure and improve your business for implementation success, faster growth and bottom line results.





Andrea Schlapia

FOUNDER & CEO

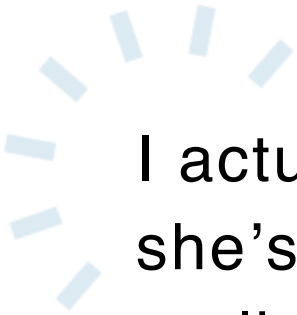
IRONSTONE

Founder of **Ironstone** and go-to practice management expert for independent financial advisory firms and those looking to transition to independence. She is the creator of Ironstone's **Fundamental 4™ Blueprint**, a system that guides financial advisory teams and business owners to grow purposefully, operate more efficiently, and leave the next generation with a wealth of knowledge to continue the business legacy.

Andrea is a business owner, educator, coach, and speaker. She holds designations as a Registered Corporate Coach, RCC™, a Human Capital Strategist, HCS, a Strategic HR Business Partner, sHRBP and is a Certified Administrator of PXT Select and Myers-Briggs assessments.

Andrea is known for her dynamic and entertaining presentation style, with interactive, high-energy sessions, built with “how-to” strategies for real world implementation. She has been featured in multiple industry publications and audio broadcasts as a practice management specialist and change agent in her field, including, The Nerd’s Eye View Podcast with Michael Kitces focusing on “Getting the Right People in the Right Seat”.

IRONSTONE IMPLEMENTER



I actually enjoyed writing the check to pay for Andrea's work – she's that good. We hired Andrea after staff turnover and the realization that we needed expert, outside help. From the outset, Andrea was an excellent listener, asking the right questions to assess and uncover the real issues that needed addressing. She then used our conversations to provide specific recommendations and actions steps that were unflinchingly direct.

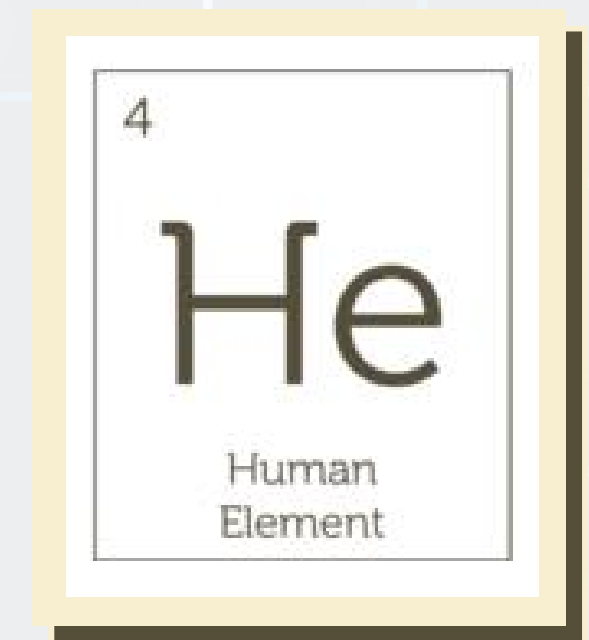
As we finish up this project with Ironstone, we now have an excellent new staff person in place, confidence in our compensation structures, well understood office interactions and a highly grounded team culture. My staff and I have the utmost respect for Andrea & recommend her without reservation.

**Zachary Hayes, President
Hayes Financial, LLC**



IRONSTONE FUNDAMENTAL 4™

***Embrace the Fundamental 4™
to critically address every area of your practice.***



1

Sp

Strategic
Planning

THE FUNDAMENTAL 4™

WHERE DO YOU WANT TO TAKE YOUR FIRM?

Create a simple yet effective plan that includes business and succession planning, identifies a sound organizational structure, and encourages collaboration throughout your team.

THE FUNDAMENTAL 4TM

HOW WILL YOU GROW IT?

Define a robust sales strategy with niche targets and a unique identity to drive revenue generating results with clients and prospects.



3

Oe

Operational
Effectiveness

THE FUNDAMENTAL 4™

WHAT CAN YOU SYSTEMIZE?

Develop standard operating procedures and reporting systems for your practice to measure results, better balance the workload, and improve the client experience.

THE FUNDAMENTAL 4TM

WHO WILL BE ON YOUR TEAM?

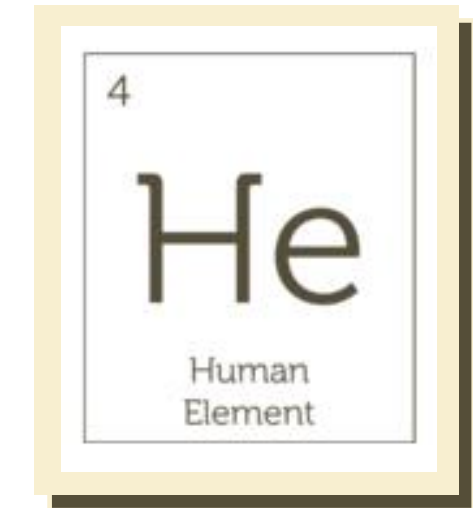
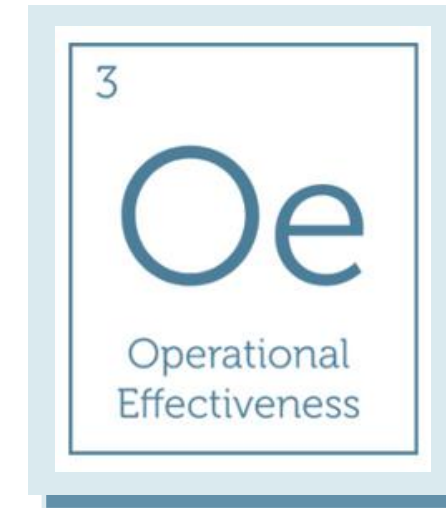
Clearly define and communicate individual and team expectations based on skill-sets to create a more positive culture through attainable goals that get everyone on the same page.

4

He

Human
Element

Your FUNDAMENTAL 4™ Blueprint



- Business Plan
- Succession Plan
- Compensation
- Incentive Plan
- Business Model
- Investment Model
- Operating Costs
- Peer Alliances

- Branding & Value Proposition
- Niche Marketing
- Prospecting
- Referral Network
- Marketing Plan
- Client Advisory Board
- Client Appreciation
- Sales Effectiveness

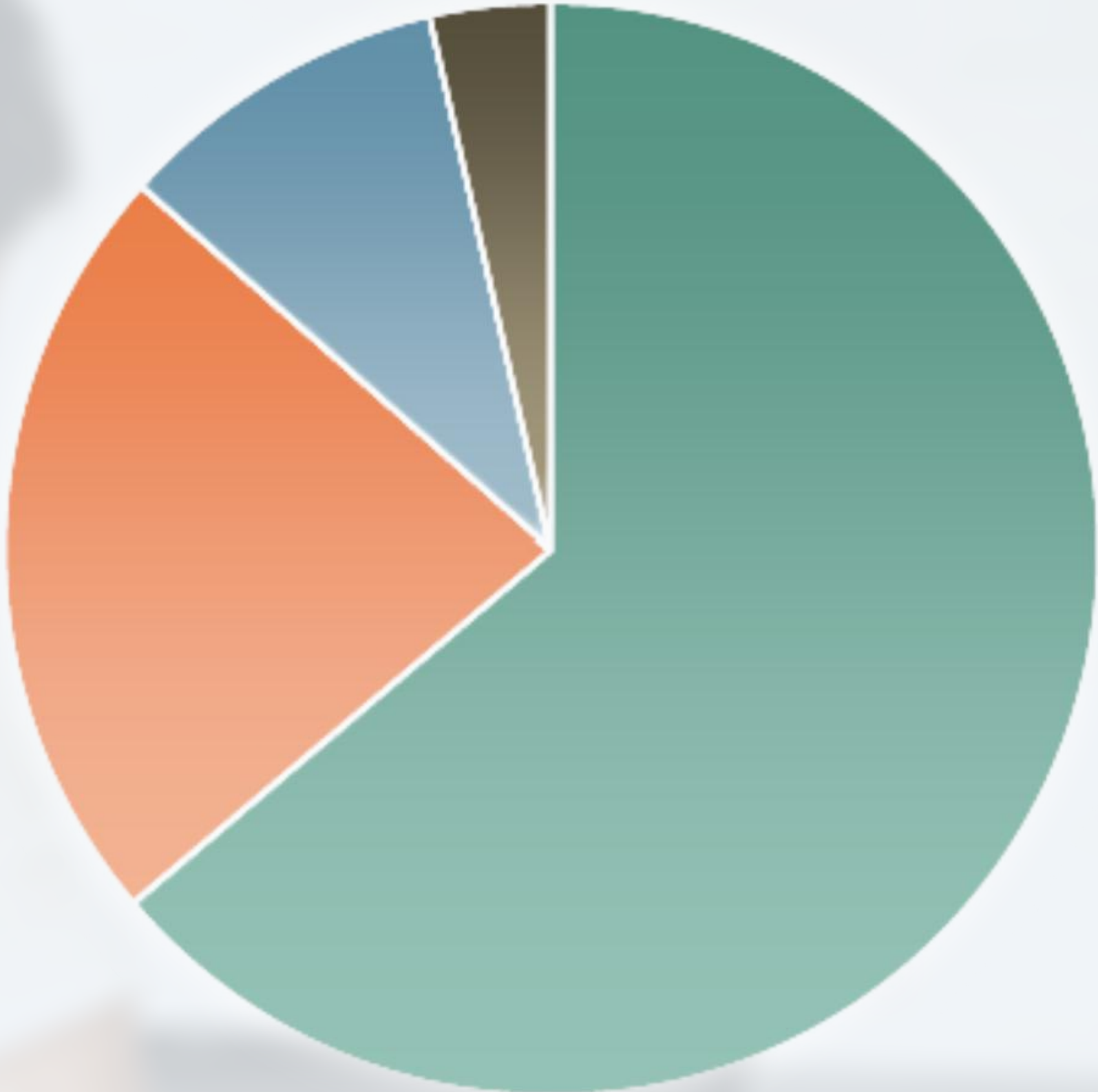
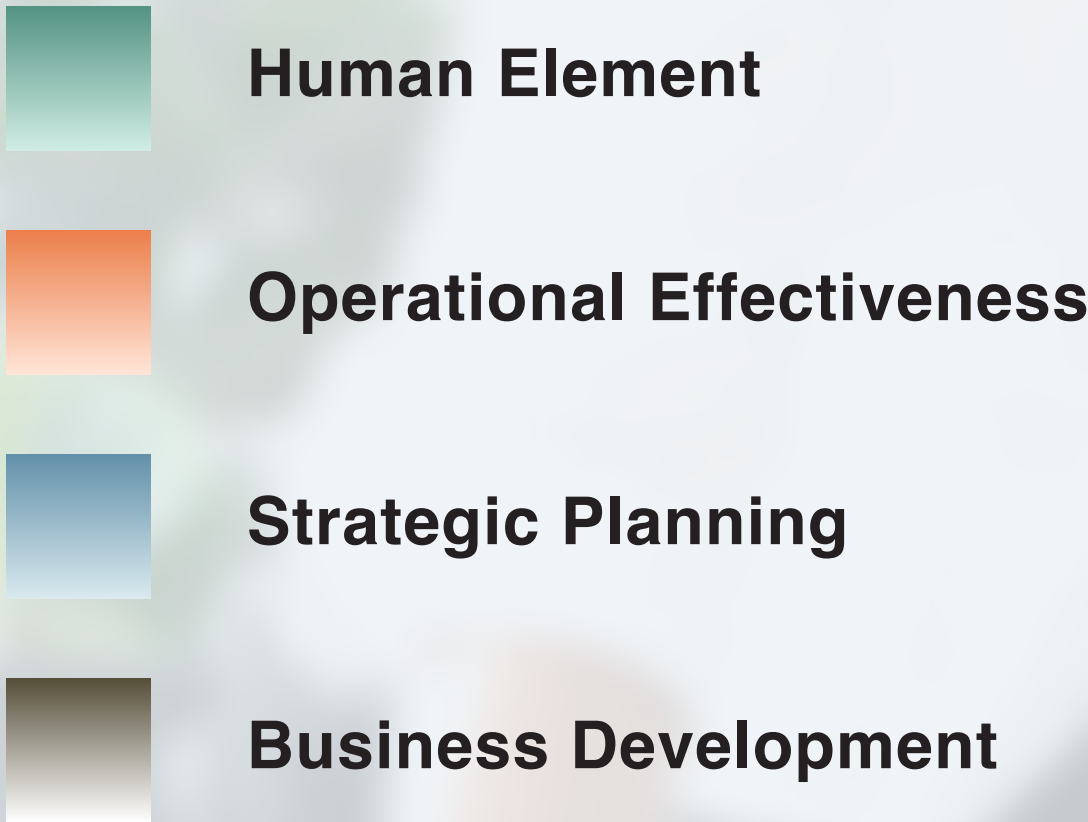
- Client Segmentation
- Service Matrix
- New Client Onboarding
- Staff Meetings
- Technology
- Existing Client Workflow
- Reports & Tracking Systems
- Time Management

- Job Descriptions
- Hiring & Onboarding Culture
- Career Path
- Performance Feedback
- Communication
- Culture
- Leadership
- Team Development

WHY PEOPLE CALL US!

GENERAL DEMOGRAPHICS

Area of Focus with Advisory Professionals





IRONSTONE IMPLEMENTER



Andrea is both engaging and engaged. When she was first recommended to me as someone, I should interview for our audio advisor series, “AudioFile,” Andrea was described as someone who really “gets it,” who is “sharp,” and “with it.” All true, and more. She’s pleasant and easy to work with. Dare I say she is “fun” to work with?

I also found her to be refreshingly articulate when breaking down complex strategies, sincere in her opinions and reasons why she suggests things, and extremely knowledgeable in her responses to questions being asked by me on the spot about the financial services industry and business in general. Yes, she “gets it.” She knows the intricacies.

Behind Andrea’s warm smile and charismatic demeanor is a laser-focused proficient communicator. She should occupy a space on your agenda for an Ironstone tune-up. She is masterful at conveying ideas and precepts to businesses of all sizes and structures. You’ll find, as I did, Andrea is as engaged and engaging in a large workshop or conference setting as she is in a seminar, board room, staff conference room or recording studio.

Larry Pugliese
Financial Industry Broadcast Journalist

The Process

Understanding your unique situation is critical to identify gaps within your practice. We'll craft your custom **Fundamental 4™** blueprint, guide you throughout the implementation process and measure results to set you up for sustainable results.

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IRONSTONE IMPLEMENTER



For way too many long years, our firm struggled to find the right fit staff to join our team. We experimented with several testing, screening, interviewing tools and techniques. Our other staff members were not engaged in the selection process and we had not clearly identified the key criteria and job descriptions for the positions we needed to fill. We also “settled” with existing staff who we thought were irreplaceable and had been with us a while but were not the ideal team we needed to grow.

Andrea’s group helped us develop an intentional process to not only locate an ample supply of quality candidates but to eventually rely on my staff to do the initial screening of applicants, resumes and phone interviews. It was a scary time as our entire team turned over in a one-year period but somehow, we overcame the challenge.

The investment of time and energy required for each new team member on the front end was taxing for sure, but the end result has been immeasurable in terms of productivity, espritde corp, positive focus and a new energy level. We’re ever grateful to Andrea’s group for helping hone our hiring process to a well-oiled machine that can be replicated time and again as we grow!



Thomas B. Fleishel, MBA, CFP®
Fleishel Financial Associates



HOW WE SERVE

IRONSTONE

COACH CONSULTING
ASSESSMENTS
SPEAKING

Your Guided Experience

COACH CONSULTING

Customized Coaching for Advisors & Teams

Ironstone's secret sauce is taking big-picture problems and breaking them down into manageable milestones. So when you engage with our coaching program, we'll join forces to identify your firm's strengths, weaknesses and steps needed to make positive changes.

Through the lens of the Fundamental 4™, we'll conduct a rigorous analysis of your practice, then tailor a step-by-step strategy to ensure ongoing improvements, implementation and success throughout a full calendar year.

ASSESSMENTS

Assess the Best Hires for Your Business

Our assessments unlock crucial ways to boost productivity and performance. But that's not all. They also offer essential insights to help you make smarter, data-driven decisions about potential hires. Put your team to the test with professional assessment tools.

- *Fundamental 4™ Blueprint*
- *PXT Select™*
- *Myers-Briggs Type Indicator*

IRONSTONE

SPEAKING

Opportunities Tailored to Your Event

Dynamic. Entertaining. Thought-provoking. Ironstone Founder and CEO Andrea Lopez-Schlapia will captivate your audience with her acclaimed interactive presentations, tailored to your audience and built on best practices with "how-to" strategies that produce real-world results.

Andrea has been featured in national publications and industry-leading podcasts as a thought leader and distinguished spokeswoman for the financial industry.



IRONSTONE IMPLEMENTER



Working with Andrea Schlapia has been a breath of fresh air! How many of you glaze over when you think of hiring new team members, addressing poor performance of an employee, creating an incentive plan, or developing a service matrix? I was the same but with coaching from Andrea, each new project ventured improves our firm and our team culture. I love expressing an idea to her (with no plan of how to carry it out) and then viola, accomplished! As a result of her coaching, my team is no longer overwhelmed, we have a new team member in place that I'm happy with, and everyone is clear on their responsibilities.

I'm not as eager to retire, I feel fulfilled, and it's clear our clients are happy with the quality of our service. Our firm now has high morale, much improved internal communications, and a non-stressful work environment. I now sometimes feel weekends are too long because I'm excited to go back to work, and I think a great deal of that is owed to Andrea and her team at Ironstone!

Lynn Phillips-Gaines, CFP®, CLTC
Phillips Financial

The Results

KEY PERFORMANCE INDICATORS TO MEASURE SUCCESS



Financial Performance Improvement

Increased Net New Assets, Profit Margins, Cashflow >5%

Client Satisfaction

Increased Retention and Referrals

Internal Process Quality

Improved Standardization and Efficiency

Employee Engagement

Increased Satisfaction, Strengthened Culture and Teamwork

KEY PERFORMANCE INDICATORS TO MEASURE SUCCESS

Desired Outcomes Achieved

Gaps Identified through **Ironstone Fundamental 4™**
Practice Analysis

Advisory Team Self Sufficient

Tools Provided for Problem Solving Independent from
IRONSTONE

Quality Relationship

Desire of Advisory Teams to Work Together Again

The Results



“
A coach is someone who tells you what you don't want to hear, who has you see what you don't want to see, so you can be who you have always known you could be.
— Tom Landry



IRONSTONE IMPLEMENTER



I have known Andrea for 20+ years & worked with her on many projects for just as long. Andrea brings to the table an incredible skill set driven by an in-depth knowledge and awareness of all communication issues relevant to the individual, group, corporation and inter-agency operations.

Her career has developed over time into a fine-tuned machine of discipline, cognitive thought and implementation: making her the ideal candidate where results matter as well as the individual process of achieving them.”

In Loving Memory
Dr. Heidi Maston
1968 –2015

Clients & Certifications



IRONSTONE

Let's
Chat!

http://

www.IronstoneHQ.com



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