



Event: Two-Day Lean Financial Planning Project

Speaker(s): Debra Levantrosser Setman, Les Sutherland, Howard Weston

Date: April 19-20, 2011

Location: The Center for Financial Planning

Objective: The Center for Financial Planning, Inc. meets with each and every client one time per year during the “Annual Review Process”. This involves having the clients complete a questionnaire and attending an in-person meeting. There are over 500 meetings per year so this is an ongoing process with much administrative preparation. Currently the team feels that the process could be improved to achieve a more customized report for the client and less stress internally. If this were done, client values and internal values would be better addressed. It was agreed to have a mapping workshop to analyze the current and future process.

Output: Interviews were conducted with 13 people between April 7-11, 2011 to discuss the process, the issues and potential solutions in preparation for the mapping workshops. There was a high level of support to improve the process and excitement to work together as a team to accomplish this.

In the workshops, critical team members were assembled to map the current process on the wall, identify issues with the process and brainstorm solutions. The solutions were then prioritized by the amount of effort to implement and the level of benefit it would bring to the process/client/firm if implemented. 30 solutions were prioritized and when implemented, will likely drastically improve the process and improve service to the program participants. The three solutions targeted for implementation first are to overhaul fee billing, create an electronic ARQ option and develop client feedback process for service delivery.

Background: For over twenty-five years, The Center for Financial Planning, Inc. has delivered on its mission of helping clients and their families to make sound financial decisions, moving them toward continual financial success and the lives they desire. The Center offers financial planning services to over 750 clients.

Attendees: Jennifer Bauder, client service manager, Gregg Bloomfield, operations manager, Matthew Chope, partner/planner, Jennifer Hackmann, client service manager, Julie Hall, director of financial planning, Gerri Harmer, client service assistant, Sandy Hernandez-Adams, planner, Jaclyn Jackson, investment department research associate, Melissa Joy, director of investments and client service.

Facilitators: Debra Levantrosser Setman, Les Sutherland, Howard Weston.

The mission of the MLC is to offer a diverse network of knowledgeable lean professionals who come together to share innovative practices. The organization aims to create a lean culture in Michigan to ensure sustainable competitive advantage, which could translate into healthier businesses that offer more job opportunities leading to economic growth in the state.

The charter members of the MLC include: Amway, Blue Cross Blue Shield of Michigan, DTE Energy, Johnson & Johnson, The Lean Learning Center, Northwestern Michigan



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College, the Oakland University Pawley Lean Institute and the Michigan Shingo Prize through The Right Place. For more information, visit www.michiganlean.org