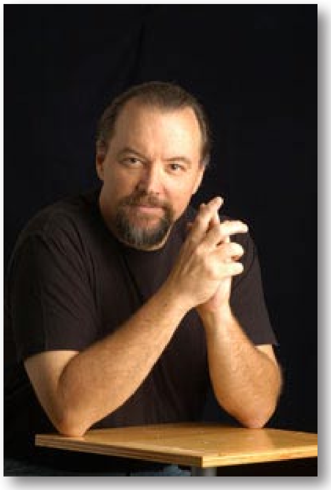
Speaker & Coaching Information



Lloyd Williams

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Contents

Questions To Ask First...

Before reading about Lloyd Williams ask yourself the following six questions:

Why is the current situation unsatisfactory?
Who needs to be involved in this decision process?
Where do you want to be twelve months from now?
What is the next action to take?
How much is it worth, to achieve your desired outcome?
When do you want to start?

These questions will help clarify your objectives which allows Lloyd to create the solution you need and deliver an experience that builds lasting results.

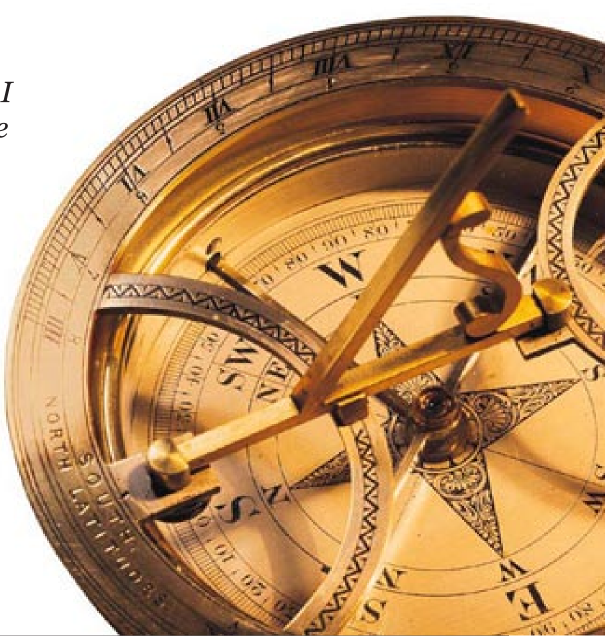
Why Hire Lloyd...

One Word: Deliverables

Lloyd does not solely focus on great concepts, but brings tangible tools and solutions that can be implemented immediately. Theory without application is just a nice slogan.

"Everything he delivered I can 'repackage' and make it my own. It was an excellent workshop; well conceived, structured, and delivered."
-M.G. – Wells Fargo

"This seminar provides actionable ideas!"
-J.R. – BMO Nesbitt Burns



Who is Lloyd (short version)…

Lloyd Williams is the author of Attract Clients: A Financial Advisors' Guide to Building and Running a Practice. He is an international speaker, executive coach, and the creator of the Exponential Business Model™ and the Relationship Conversation™ . He has conducted workshops for advisors of more than fifty top financial service firms. He coaches a select group of executives and entrepreneurs. His coaching guides them toward positive, exponential results in both their personal and professional lives. Lloyd divides his time between Canada and the United States.

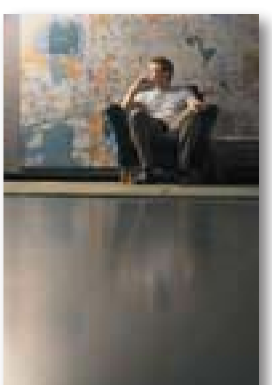
Who is Lloyd (long version)…

Lloyd Williams is a nationally recognized author, executive coach, trainer, and speaker. He has conducted seminars, workshops and keynote addresses for over a decade. Lloyd began in the securities industry in 1984 and moved to a fee-based practice exclusively by 1988.

Over the next several years Lloyd created a structure that allowed his businesses to continue to grow at 35% a year while he worked only one day a week. He continued consulting as Managing Principal/ Investments until his retirement in January 2001. As head of The Investment Consulting Group, Lloyd led a team of ten, who consulted primarily to senior executives, business owners, and academics.

Lloyd began coaching in 1988, assisting clients in transitioning their business from transactional solicitation to fee-based relationship building. Since that time Lloyd has trained over 10,000 advisors in marketing and practice management. In 1995 Lloyd began speaking outside his firm at trade conferences and workshops. Lloyd formed The Finish Well Network, a coaching and mentoring organization, in 1997. Lloyd has a reputation for presenting "deliverables", concepts and systems that can be implemented immediately into your practice.

Lloyd speaks with passion and has been a regular columnist for The Monitor, the trade publication for the Investment Management Consultants Association, Horsesmouth.com and Advisor.ca. Lloyd was a Certified Investment Management Analyst (CIMA) from 1996-2004, and a member of the marketing committee for the Investment Management Consultants Association (IMCA).



Lloyd is also a member of the International Coach Federation. Lloyd coaches a select group of executives and entrepreneurs. His coaching guides them toward positive, exponential results in both their personal and professional lives. Lloyd divides his time between Canada and the United States.

Where Has Lloyd Worked Before…

Lloyd has spoken, coached, or consulted for the following companies:

AALL Bank
Advisor Forum
A.G. Edwards & Sons, Inc.
Bill Good Marketing Conference
BMO Nesbitt Burns
CapTurst Financial Advisors
CIBC Oppenheimer
CIBC Wood Gundy
Commonwealth Equity
DE Frey
Dain Bosworth, Inc.
Donaldson Lufkin & Jenrette
Dundee Wealth Management
Dynamic Mutual Funds
Everen Securities
Fidelity Investments
Franklin Mutual Funds
Gradison
HD Vest
HSBC Securities, Inc
Interstate Johnson Lane
Investment Counsel Program at the University of Chicago
Investment Management Consultant's Association Conference
JC Bradford & Co
Linsco Private Ledger
ManuLife
Marketing Solutions
McDonald Investments
Merrill Lynch
Merrill Lynch - Canada
Midland Walwyn Capital
Million Dollar Roundtable
Morgan Keegan & Co.
Morgan Stanley Dean Witter
Mutual Service Corporation
Northern Trust
PaineWebber, Inc.
Piper Jaffray
Private Ledger
Prudential Securities
Putnam
Raymond James
RBC Dominion Securities
Robert Baird & Co.
Robert Thomas Securities
Scotia McLeod Inc.
Securities America
Smith Barney
Spring Island Trust
Successful Resource Management
Sun America Securities
TD Evergreen Investments
The Equion Group
Tucker Anthony
UBS Financial Services
US Bancorp
Viscount Wealth Management
Wachovia Securities
Wells Fargo
Wheat First Union
Wood Gundy

What Others Say About Lloyd...

Rather than read what we have to say about Lloyd, the following are quotes from corporate officers, brokers, planners, workshop attendees, coaching and consulting clients.

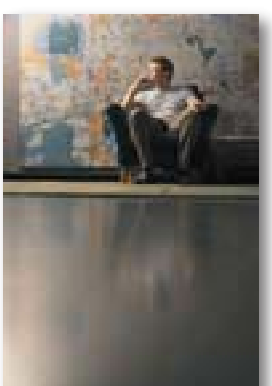
"Lloyd Williams brings with him not only a wealth of experience but very unique insight into the ways in which advisors and their clients think."
- Don Howden - Branch Manager - Raymond James

"Lloyd Williams is not only one of the finest speakers that I've ever heard, but he is the very best at the mechanics, procedures, and technology of running a fee-based business."
- Bill Good, Chairman, Bill Good Marketing

"I have know and trained with Lloyd for over a decade. He has been very impactful on the growth of my business as well as personal and team change. He has been my individual coach for over 3 years. What I appreciate most about Lloyd is his "out of the box" view on life and the business. He is not a "YES" man who will always tell me what I want to hear. However, he often does tell me what I need to hear. His advice , opinion, and guidance are of great strategic value to me as I continue to grow my practice. I view him as a Strategic Partner who is in place to help foster my growth to attain the next level!"
- Glenn A. Pahnke - Managing Director Investments - R.W. Baird

"This is a must seminar for relationship-based advisors transitioning their practice for the new millennium."
-Royce N. Nies, CFP - Research Magazine Hall of Fame

"The most productive, visionary, real world, no-nonsense, results-getting program for a financial pro I've attended in my fifteen years in the business."
-Mel Johnson – Johnson Retirement Planning



"This workshop is the most results based, proactive approach to a concept that will undoubtedly change your personal and professional life."
-D.P. - Sanders-Beckingham Securities, Canada

"This seminar will have a bigger impact on my life and business than any other I have attended."
-D.H. – UBS

How Lloyd Can Work With You...

The following are a selection of services that Lloyd provided for individuals, teams, and companies in the the past. He will customize content for your firm.

Speaking: Keynotes and Workshops

Let's Talk: Marketing as a Conversation
All relationships start with a conversation. By conducting this conversation properly a ten year relationship can be created in two hours. This keynote shows how that is accomplished.

Attract Clients: A Financial Advisor's Guide To Building and Running Your Practice
Two-day workshop on transitioning a financial service practice from transactional to fee-based. All scripts, tools, and presentations are provided. If you have advisors who want to make this transition, this is the workshop that has trained over 30,000 brokers and planners how to make that transition without experiencing a drop in revenue.

The Exponential Business: A Disciplined Approach to Becoming Attractive to Prospects & Clients
Two-day workshop to create the practice of the future.

Building an Exponential Region or Branch
Half-day workshop for branch managers and wholesalers.

Bullet-Proof Your Practice
One-day workshop with all the practice management tools necessary to motivate, manage, and monitor your practice.

Advocacy-Based Marketing to High Net Worth Clients
The proven methodology for building long term wealth management relationships with high net worth clients.

Seven Presentation to Move Money NOW
Stagnant money is sometimes the most difficult to move, these presentations help illustrate the necessary concepts in a clear way.

Seven Skills to Build a Better Branch, or Region
This workshop is for wholesaler, branch managers, and team leaders.

Consulting: Team, Branch, or Firm

Do you have a specific problem that is a seemingly insolvable challenge? Lloyd has been extraordinarily successful in these focused conversations and in-person visits. He arms the client to address not only this problem, but similar problems in the future. Lloyd has a gift for seeing through to the heart of an issue, sharing from his years of coaching and consulting, and co-creating elegant solutions.

Coaching: Individual and Team

Coaching works because it brings out your best. A coach is your strategic partner, believes you have the answers, and is trained to help you turn them into reality. During coaching sessions, Lloyd listens, shares, endorses, and suggests.

Team Building

We can help you assess the strengths of each team member and identify the role their skills are most suited for on your team, giving you the tools necessary to move forward as a team with a common vision for the future.

We can help you with a simple hiring process that will allow you to find and retain the right person for your team. Then you can train and motivate them around the vision you have for your business, while managing the team and business for Exponential Growth.

When Lloyd Is Available...

Lloyd coaches a number of executives and successful teams during the second and third full weeks of each month. For that reason speaking engagements are limited to the first and last weeks of each month, allowing two consecutive weeks for multi-city workshops and speaking (the last week of one month and the first week of the next month).

Please contact Lloyd for more information:
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