

R.A.G.

Red Amber Green | RAG Status



For as long as we can remember, the red, amber, and green status has been a mainstay in practice management reporting; the value they communicate is intuitive. Everybody is familiar with the spotlight colors: green means go, yellow means caution and red means stop.

It also provides a helpful visual indicator. Reading text is cumbersome, while RAG (red-amber-green status) provides a quick view of where the practice stands before a word has to be read. However, like anything so simple, it can be problematic. Ask five advisors to assess where their time is spent and you will likely get five different answers. We use it to remind us of our profitable and most productive times during the course of a hectic business day.

The concept has evolved over my career and has floated in and out of the practice management process for as long as I can remember. It is extremely helpful when working in a team format or training new advisors on the importance of aligning time with productive tasks.

- John Kailunas II, LUTCF®, FSS®



Most people will agree to the practice management definitions of each color indicator.

Green

Green representations growth. It is time spent generating revenue for the practice -Green is Growth. The drive for revenue is paramount for our success.

Amber

Service items are essential to practice maintenance. This is a potential time trap that can deceive you in your effectiveness in building a practice. These tasks are important to build and maintain your service model; however, these items have an indirect correlation to your growth.

Red

These items are pressing and urgent to maintain a compliant culture and should be routinely maintained and scheduled as a priority.

The tasks do not require client integration stop and check/review compliance and regulatory initiatives. Working compliance projects into a weekly routine makes annual requirements less time consuming and daunting.

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The Need for Honesty

You are in control of your time and the productivity of your team. This time management strategy is a tool to keep individuals accountable to the team and/or themselves. There are countless distractions and items pulling for our time and attention. We need to be committed to the larger task at hand and stay focused on the tasks that will make us successful. Success is defined as happy clients, high service levels, a profitable business model and a culture of compliance.

Agreeing Upfront

When starting a new week, the Monday Apex meeting with the entire team and review Red, Amber, and Green status items, and also define the responsibilities for each party when amber and red status are reported. If there are any conflicts that the team needs to recognize and acknowledge to adhere to our service level standards, this must be clarified.

Executives should agree that amber is for administration. Team members may want status reported on a more frequent basis and should know that it might be needed more often based on the nature of the issue – Corporate, Legal, Accounting, Regulatory, etc. Generally, the entire team should not get involved in decision making at this point, unless the partner requests assistance or needs to assist. Micro team discussions are encouraged to complete team goals.

Red is required and to be maintained in the calendar to ensure a regulatory and compliant culture. These requirements and projects need to be executed on time and without fail.

Conclusion

Red, Amber, and Green status' are a commitment of our time, talent, and resources to the APEX team and our clients. It is a commitment to be productive and maintain a focus on the end goal in achieving client goals and the growth of our practice.

Superior Six is also required daily to produce results that move our collective goals forward. The "Six" tasks should be tailored to the Red, Amber and Green blocks scheduled for the day.

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