



# LEADERMETRICS®

*What key decision-makers need to know when serving in a critical leadership role*



**Don Trone, GFS®**  
**Founder & CEO**

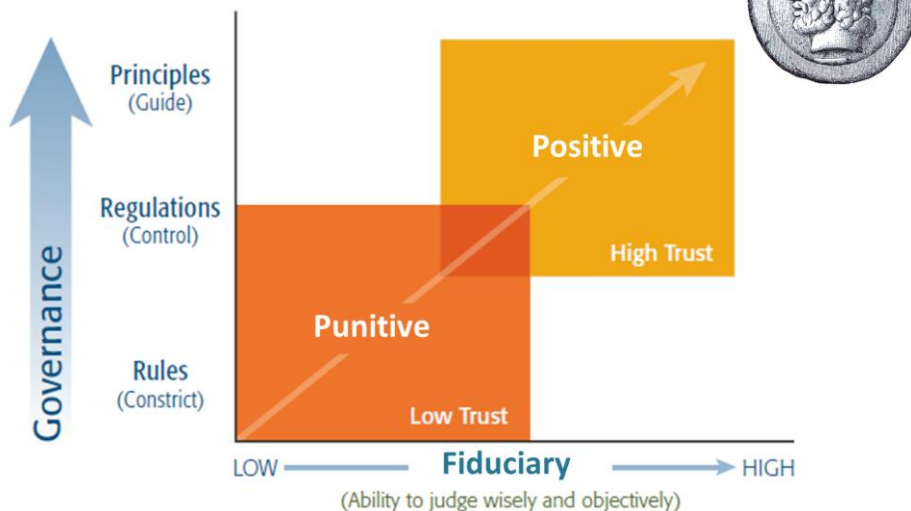




Who manages your money?

“Raymond James. I'm [at] Raymond James, Birmingham, Ala. My guy's name is Glenn Guthrie. I've been with him for 27 years and **I trust him with my life.**”

## Two Faces of a Fiduciary Standard: Positive and Punitive



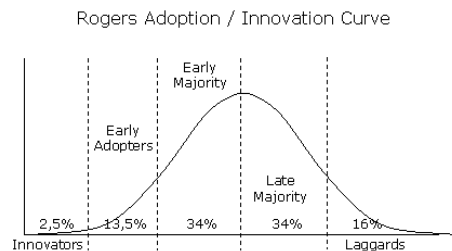
## Fiduciary Evolution –

We're at the front of the **3<sup>rd</sup> Wave**

**1<sup>st</sup> Wave** (1985 – 1999) – What's a prudent process?

**2<sup>nd</sup> Wave** (2000 - 2012) – What are the best practices?

**3<sup>rd</sup> Wave** (2013 – Present) – What's our **leadership** role?



In terms of defining a higher professional standard of care, **Leadership** is the new **fiduciary**

Clients “get” **leadership**; they don’t “get” **fiduciary**

**Fiduciary** is a floor, not a ceiling – you should never be satisfied by being merely compliant with a **fiduciary** standard

**Leadership** and **stewardship** evoke an even higher sense of purpose than **fiduciary**

## Governance (Decision-making) Hierarchy

### **Leadership (Voluntary)**

You have the ability to inspire and the capacity to serve others.

### **Stewardship (Voluntary)**

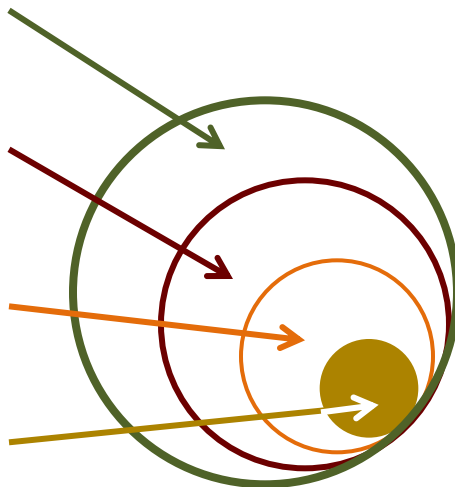
You have a passion and discipline to place the interests of others first.

### **Fiduciary (Regulated)**

You have a legal requirement to place the interests of others first.

### **Suitability (Regulated)**

You have a reasonable basis for how you treat others.



Clients “get” **leadership**, they struggle with **fiduciary**

**Leadership** is exhilarating –  
**Fiduciary** is exhausting!

Leadership is exhilarating – Fiduciary is exhausting!

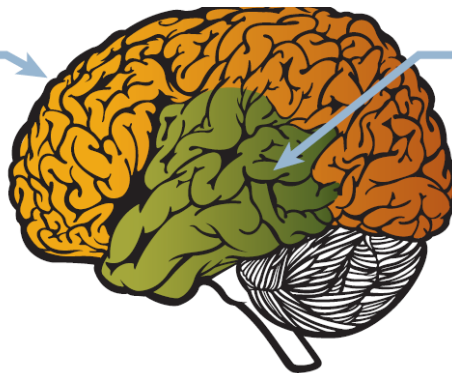
**Fiduciary** section of the brain

**Leadership** section of the brain

Neocortex

Complex analytics  
and communication

Cortisol



Limbic

Love, passion, trust  
and a sense of security

Oxytocin  
Serotonin  
Dopamine



## Ethos

Ancient Greek



Modern Expression





**96%**

of respondents indicated that there is a lack of trust in the financial services industry.

**63%**

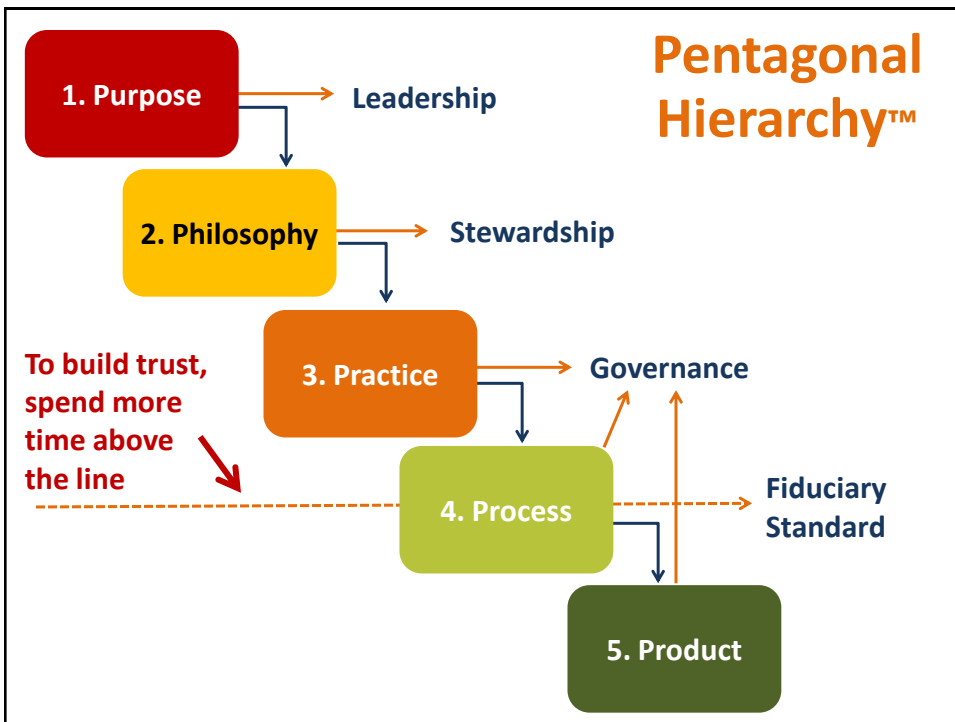
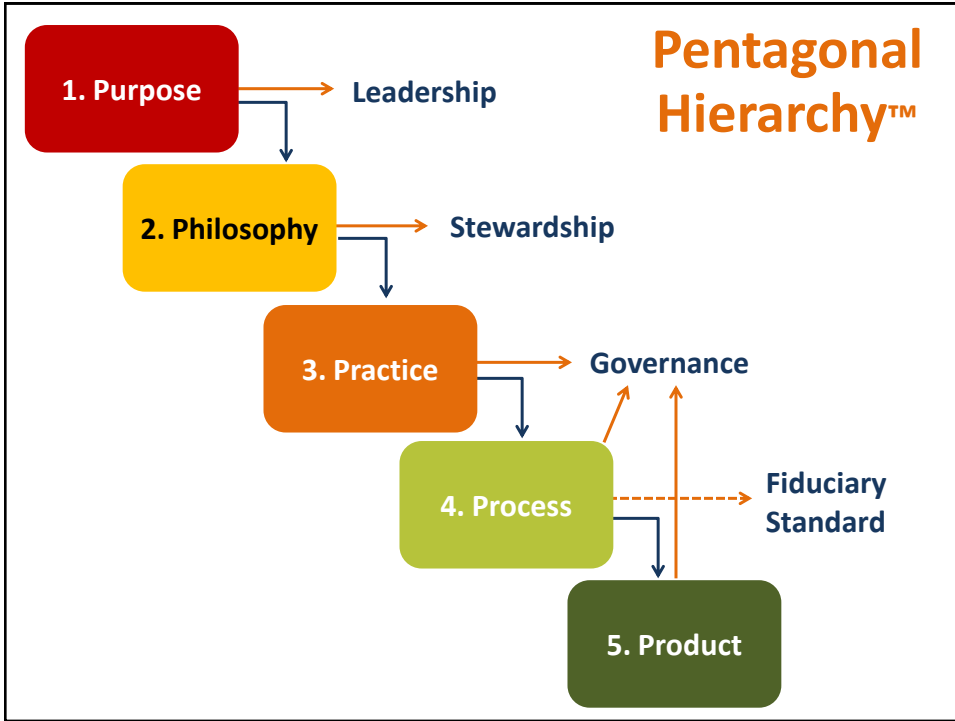
of respondents see deficit in ethical culture as lead cause.



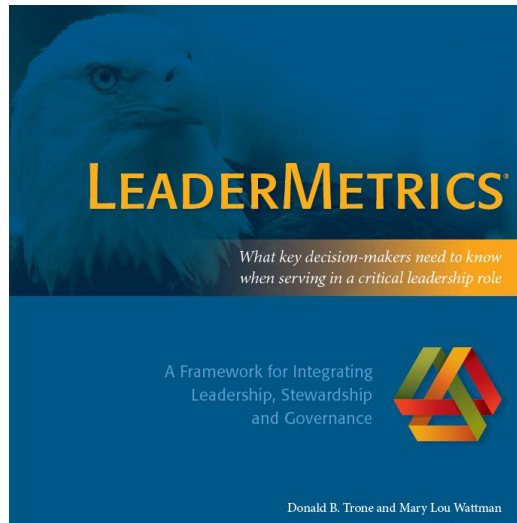
Trust and a well-defined ethos are inextricably linked with leadership.

**Ethotic leadership™**

*Is the ability to inspire and the capacity to serve others by having a well-defined framework that integrates leadership, stewardship and governance.*







**First book to integrate the three subjects –  
leadership, stewardship and governance**

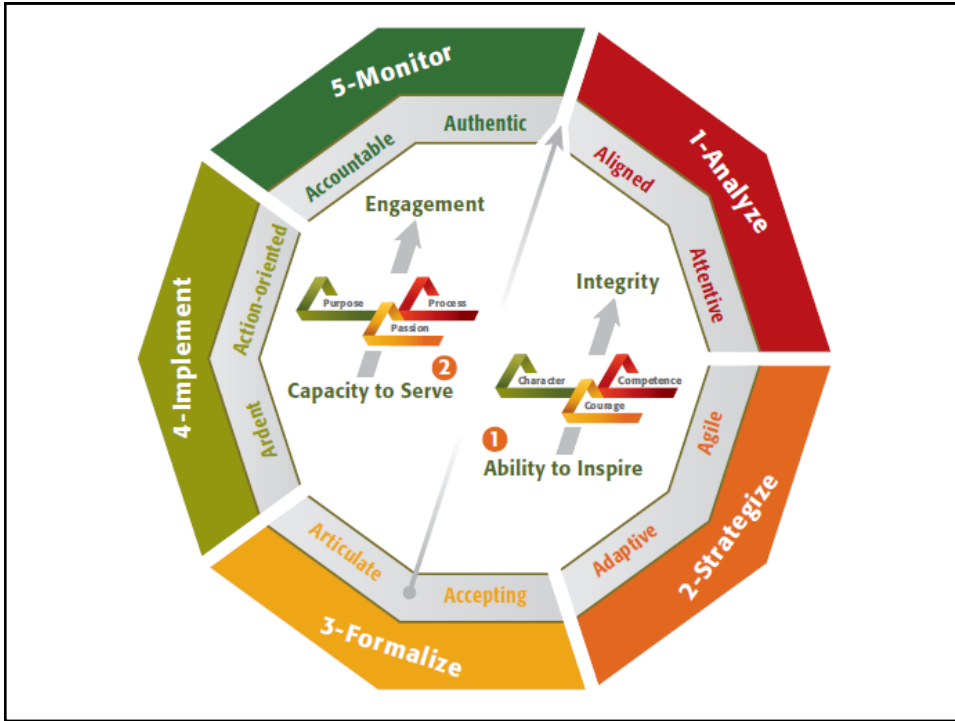
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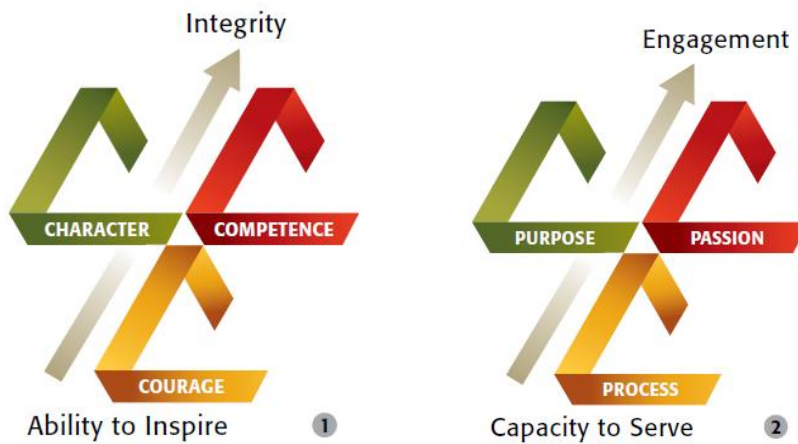
## **Universal Approach**

**One framework to satisfy multiple standards:**

- ✓ **Fiduciary**
- ✓ **Governance**
- ✓ **Project Management**
- ✓ **Global Wealth Management**
- ✓ **Life Insurance Stewardship**



## 2 Leadership Tenets







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