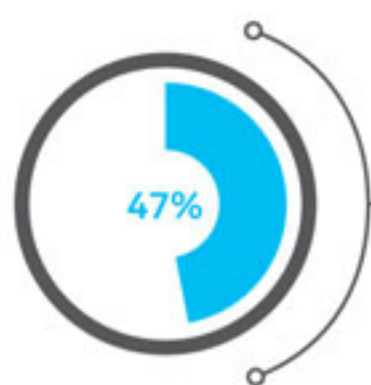


An elite group of 250 “super-ensemble” firms—those with over \$1 billion in assets under management—are quickly setting new standards for the industry. They are now in a position to take their pick of top talent, plum clients and prestigious referral sources. Yet growth does not stop at a billion. In order to continue to succeed, these super-ensembles must continue to grow beyond the first billion.



of super-ensembles say their true

#1 strategic priority



## The Path to \$5 Billion

1

### DEFINE A VISION

A good vision gives the firm a sense of purpose



2

### INSTITUTIONALIZE BUSINESS DEVELOPMENT

Develop the brand of the firm so it attracts clients and train and encourage all professionals to develop new business

3

### ESTABLISH A SUSTAINABLE OWNERSHIP STRUCTURE

Create a process for adding new partners and retiring existing partners



4

### DEVELOP A PRACTICAL CORPORATE GOVERNANCE MECHANISM

Transition authority to the position, rather than the person

5

### ADD LATERAL PARTNERS

Develop a method for attracting and integrating partners from outside the firm



6

### GROW IN NEW MARKETS

Expand geographic footprint through mergers and acquisitions or by starting from scratch



\$5 BILLION IN AUM AND BEYOND

