

# Financial Service Company Increases AUM To \$1 Billion With Mythos Group



## EXECUTIVE SUMMARY

- Our client is a financial service institution with more than 600 branches and offices in the Midwest and Western United States.
- They aim to help customers achieve real financial progress and are committed to driving positive change for a thriving economy, a sustainable future, and an inclusive society.

## THE OPPORTUNITY

- The client wanted to modernize and improve their competitive position by providing stronger, more efficient, and internally consistent investment offerings across the entire wealth management group (WMG).
- They had several issues to address including:
  - A decentralized investment strategy
  - Obsolete/incomplete account management tools and technology
  - Rigid offering silos
  - Ineffective client segmentations policy
  - Obsolete methods of communicating with clients
  - Uncoordinated compliance and governance structures

## AT A GLANCE



**INDUSTRY**  
Financial Services



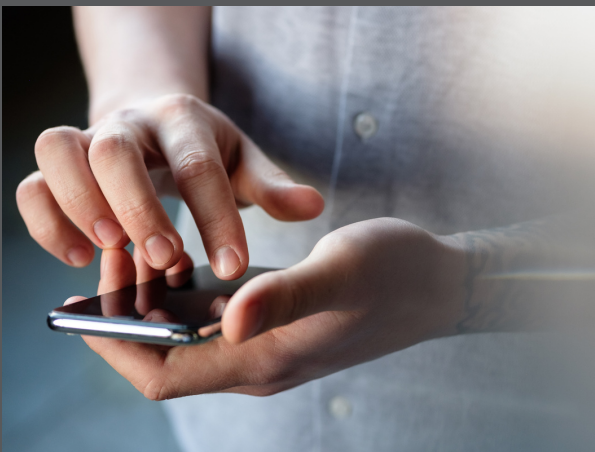
**ORG SIZE**  
9,200



**US/INTERNATIONAL**  
Headquarters in US



**REVENUE**  
\$2.75B



## OUR ASSESSMENT

Mythos Group wanted to address the inefficiencies of the wealth management group as it operated without significant levels of operational coordination or philosophical uniformity.



There was a need to reduce business risks, improve the client experience, and improve the mobile banking capabilities to attract and retain clients.

## WHAT WE DID

Mythos Group developed a business case to support the required investment to support the Investment Strategy Initiative (ISI).

- Mythos worked with compliance and legal experts to develop a legal, compliance, and governance framework to support the ISI offering.
- Competitor service offerings were analyzed, and research was conducted to identify potential third-party vendors to support ISI.
- Workshops were facilitated to develop a comprehensive vision, strategic objectives, and a detailed implementation blueprint.
- Mythos facilitated organization design workshops and partnered with the client to implement new organizational structures and improve organizational capabilities.
- A communications strategy was crafted to create awareness of ISI and position it as a holistic solution for client's investment needs.

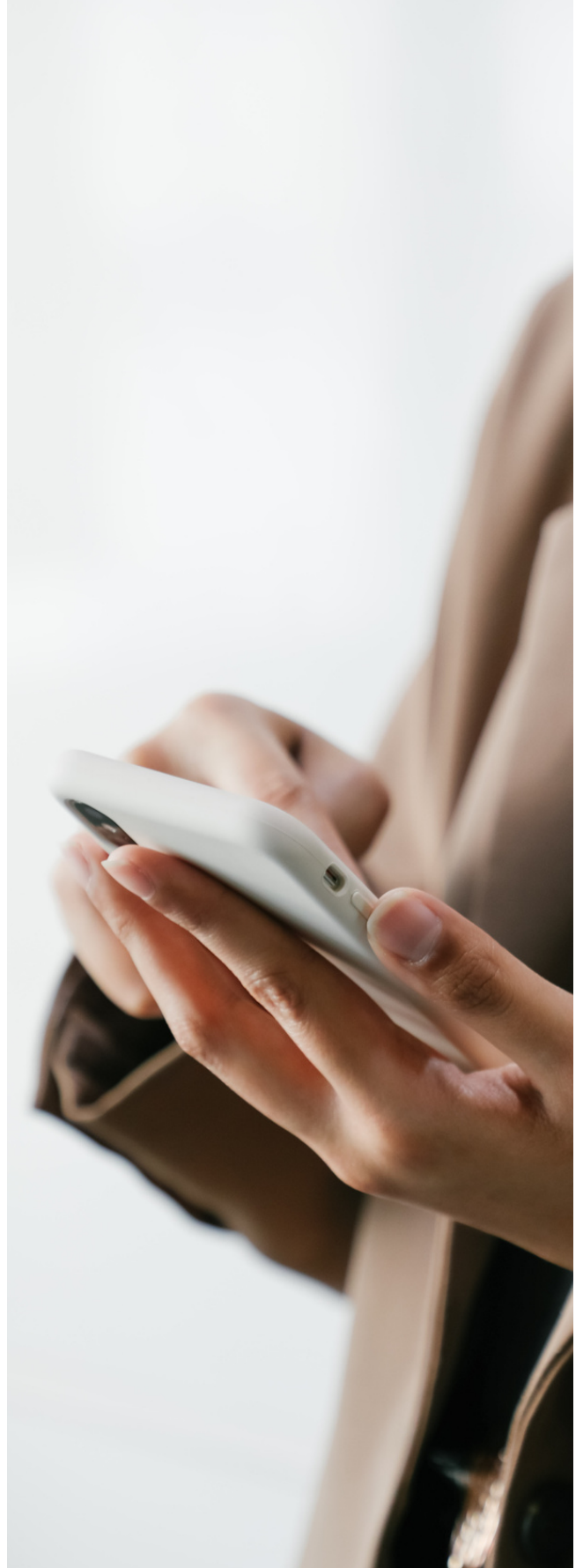
## MAKING A DIFFERENCE

The partnership allowed the client to improve their client user experience by offering high-quality investment advice coupled with simplicity, transparency, and a service structure that allows them to transact with the client as they see fit.

The client was able to develop a robust compensation and incentive plan finding the right balance between transactional and fee-based business. The fee-based business was enhanced within the WMG through the promotion of consistent compensation.

## KEY RESULTS

- Established ISI as the client's cornerstone investment offering
- Increased assets under management (AUM) to \$1 billion in 3 years
- Modernized mobile banking and investment platforms



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Is your company equipped  
to increase AUM?

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