

Is Your Law Firm Positioned For Growth?

Vision and Direction

Do you have a clear direction with defined objectives for the next 5 years and a viable strategic plan of action?	YES	NO
Do you have a strategic marketing plan?	YES	NO
Is your plan written? Have all responsible parties participated in its development or willingly signed on? Is it a viable & vibrant plan?	YES	NO
Are all owners & managers aware of, focused on, and regularly discussing their roles in the accomplishment of the plan?	YES	NO
Is the firm, its practice areas, and each professional producing results consistent with the plan?	YES	NO
Do you have difficulty gaining consensus about firm direction, marketing strategies or management issues?	YES	NO
Have you identified specific target markets for each of your services?	YES	NO
Has your firm had 10 major accomplishments in the past year?	YES	NO

Leadership

You may be the owner or Managing Partner of the firm, responsible for its performance. Do you have someone you can trust to listen to your concerns and <i>impartially</i> provide "another point of view"?	YES	NO
As the #1 person in the firm, do you have someone to whom you are accountable -- that will keep you and your firm on track?	YES	NO
Do you still experience challenge and gain personal satisfaction?	YES	NO
Are you able to face your problems and resolve them, including communicating clearly with the people involved?	YES	NO

Firm Culture

Is your firm vibrant and alive: a place where people are competent, know their job, perform at a high level and enjoy working?	YES	NO
Is there a clear firm structure with positions defined on all levels?	YES	NO
Are standards of performance written and training or coaching provided when someone misses the mark?	YES	NO
Is accountability embraced and effective in producing desirable results?	YES	NO
Is there respect and harmony between you and your key people?	YES	NO
Do the employees work well together?	YES	NO
Are there a lot of justifications, explanations and excuses rather than accomplishments?	YES	NO
Is your firm attracting quality employees? Do the attorneys and staff refer their friends and associates to the firm?	YES	NO
Do you value your partners, management, associates and staff	YES	NO
Are they happy with their responsibilities and compensation?	YES	NO

Business Development

Do you have a person/s who consistently brings in most of the business? Does he/she consider that their primary key to success?	YES	NO
Do you have a well-developed approach that is attracting the quantity, quality and type of clients you desire?	YES	NO
Do you have the type of clients you want and enough of them?	YES	NO
Is your firm as profitable as you would like?	YES	NO

Future Growth

Are you prepared and planning for problems to arise, people to leave, injuries, etc.?	YES	NO
Have you planned for your next office, its size, and the costs associated with the move and expansion?	YES	NO

Succession Planning

Are you or key partners within ten years of retirement?	YES	NO
Any major health concerns for yourself or key people?	YES	NO
Do you have qualified associates who are capable and interested in becoming a shareholder in the firm?	YES	NO
Does your firm have a plan in place with understandings of all concerned to achieve a healthy and profitable transition?	YES	NO