



WHITEPAPER

Advancing Your Firm's Business Strategy

BUILDING A BETTER FIRM

A survey/checklist to determine how well your organization is performing.

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Building the Foundation of Your Firm's Long-Term Strategy

The following statements are key areas to building long-term sustainable growth for you, your colleagues and your firm.

The goals and objectives of your firm are really the bedrock, the foundation of your firm. Your firm's objectives are the pivot point for decision making, internal processes and marketing.

What are the objectives of your firm?

Answer the statements below to help clarify your firm's objectives. Ask your executive team to complete the survey and compare notes. Then pass this survey one level down one or two levels to solicit their feedback. This exercise will allow you to determine the gaps and issues you need to correct to improve your business model.

Rate how well your firm is achieving each of the following objectives on the following scale:

- 1 = Not at all
- 2 = We have had some success
- 3 = We are fair
- 4 = We are pretty good
- 5 = We are excellent

NA= Not Applicable

Your first impression is usually the best answer.

1	Clients see our firm as one of the top firms in the marketplace in which we deliver services.	NA	1	2	3	4	5
2	Our firm has established a brand, image and reputation in the marketplace that our clients recognize immediately.	NA	1	2	3	4	5
3	We have in place an active process of developing the future leaders of our firm.	NA	1	2	3	4	5
4	As a management team, we make sure we communicate openly and honestly with our people and ask for feedback.	NA	1	2	3	4	5
5	We are continuously thinking about new and innovative ways in which we can add services to meet client needs.	NA	1	2	3	4	5
6	We meet regularly to discuss creating new services and new methods to deliver our services better.	NA	1	2	3	4	5

FIRM SURVEY - BUILDING A BETTER FIRM

7	We look for, establish and maintain strong long-term client relationships at multiple levels in their organization.	NA	1	2	3	4	5
8	We meet regularly to discuss industry and market trends in order to respond quickly to changing client needs.	NA	1	2	3	4	5
9	We meet regularly with our clients to solicit their ideas and needs and discuss industry trends.	NA	1	2	3	4	5
10	We see debate within our firm's strategy sessions as a way to clarify points of view and get the team involved.	NA	1	2	3	4	5
11	We encourage new ideas and encourage the appropriate level of testing ideas and experimenting.	NA	1	2	3	4	5
12	We pay and reward people for performance, not for seniority or politics.	NA	1	2	3	4	5
13	We develop and implement effective and actionable business plans and monitor the results.	NA	1	2	3	4	5
14	We monitor short term results and we look for investment opportunities long-term growth.	NA	1	2	3	4	5
15	We encourage, inspire and motivate our people to do the best possible job for our clients.	NA	1	2	3	4	5
16	We are consciously looking to attract and retain the best individuals in our marketplace.	NA	1	2	3	4	5
17	We interview all people leaving the firm to gather feedback and improvements needed.	NA	1	2	3	4	5
18	We are successful in fostering commitment and loyalty among our people.	NA	1	2	3	4	5
19	We provide challenging work to our top executives and are continuously looking for them to grow.	NA	1	2	3	4	5
20	We are continuously pulling all our people up by providing challenging work and asking them to grow.	NA	1	2	3	4	5
21	We provide good training and learning opportunities to improve skills for everyone in the firm.	NA	1	2	3	4	5
22	We regularly talk about "lessons learned" and have adapted a mindset that mistakes are a way of learning.	NA	1	2	3	4	5
23	We keep our people informed about what is happening in the firm with multiple forms of communication.	NA	1	2	3	4	5
24	Our people are often recommending others to interview and join our firm.	NA	1	2	3	4	5
25	We eliminate all forms of backbiting and politics within the firm.	NA	1	2	3	4	5
26	Our people have fun in performing their jobs and roles and see our firm as a place to grow.	NA	1	2	3	4	5