

High Level Strategy Map



Institutional Definition



VISION

Strategic planning processes work best when they begin with a positive vision. Creating a vision for the firm is a long term planning exercise that typically spans 10 years. Mature firms may have attained their original goals but it is still appropriate to think in future terms. Firms who lack a positive vision are vulnerable to falling into decline.



MISSION

For new firms, we believe the mission most closely relates to those original thoughts that motivated the partners to create their own firm. For mature firms, we think of it as what they do to live up to the reputation and expectations they have earned and set for themselves.



VALUES

We see a firm's values as their rules of the road. Any goals, strategies, and tactics (activities) must align with these values.



External & Internal Environmental Assessment



COMPETITIVE FACTORS

Comparing the competition's value proposition to the firm's offerings provides insight into opportunities to innovate and gain a competitive advantage. It is also an exercise that seeks to evaluate the market's offerings from the client's perspective.



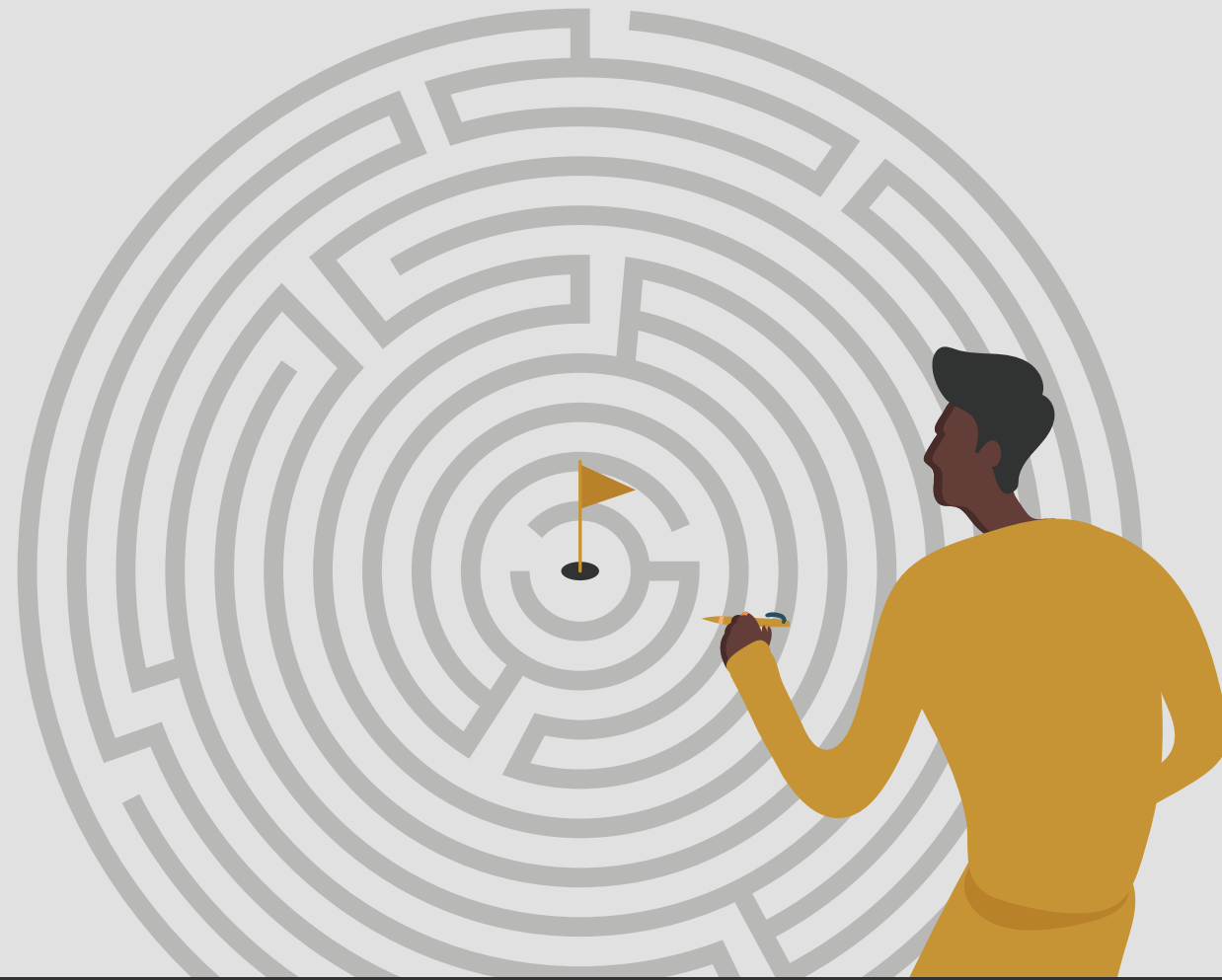
TRENDS

Industry, market, political, legal, or technological developments that present opportunities or challenges.



STRENGTHS

Strengths define capabilities that lay the foundation for a competitive advantage. Internal strengths are typically operational assets related to the firm's people, processes and tools. Competitive strengths are client-facing attributes that the target market can assess and evaluate directly.



CHALLENGES

Challenges can arise in the form of qualitative performance issues related to the firm's people, processes and tools. Depending on the severity of these challenges, they can eventually turn into economic/ financial problems.



Strategic Plan



GOALS & OBJECTIVES

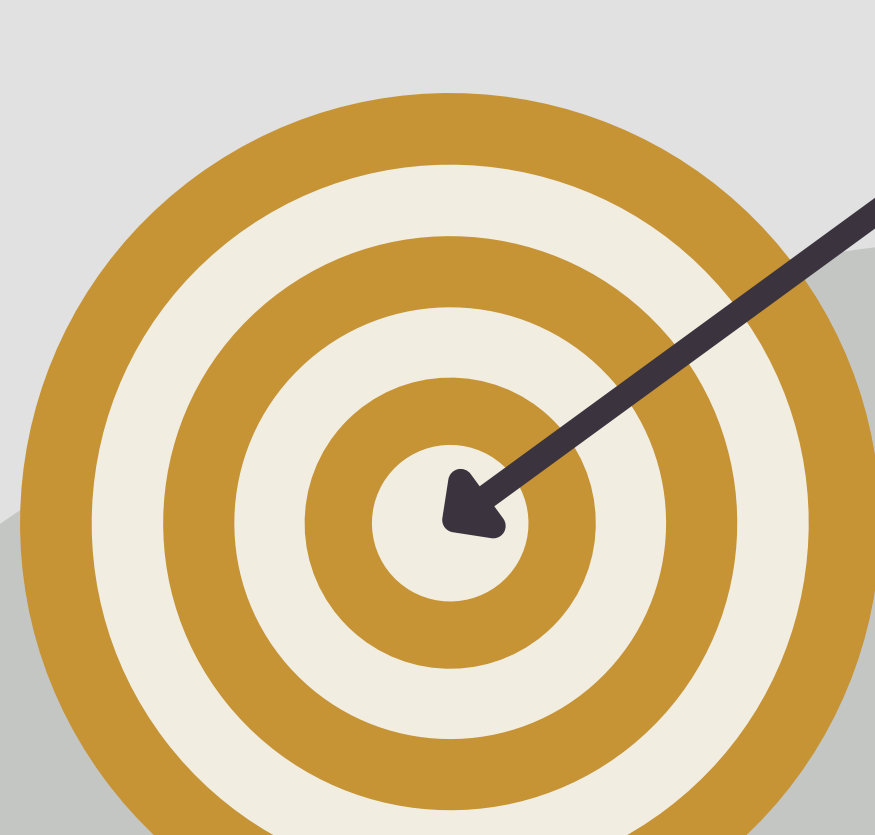
Formulation of high-level outcomes (goals) and specific, measurable, actionable, relevant, timely- SMART - achievements (objectives)

STRATEGIC

- Issue Prevention
- Problem Solving
- Innovation and Growth

FINANCIAL

- Revenue-related
- Cost-related
- Profit-related



STRATEGIES & TACTICS

Approaches and specific action steps to achieve the firm's goals and objectives in areas including productivity, training, and development, billing and accounting, marketing and business development, human resources, firm management, partner transition, IT, office infrastructure.



PLANNING HORIZON

- Short-term (next 12 months)
- Medium-term (2-3 years)
- Long-term (5+ years)



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