

Moving the Small and Mid-Sized Firm Out of Start-Up



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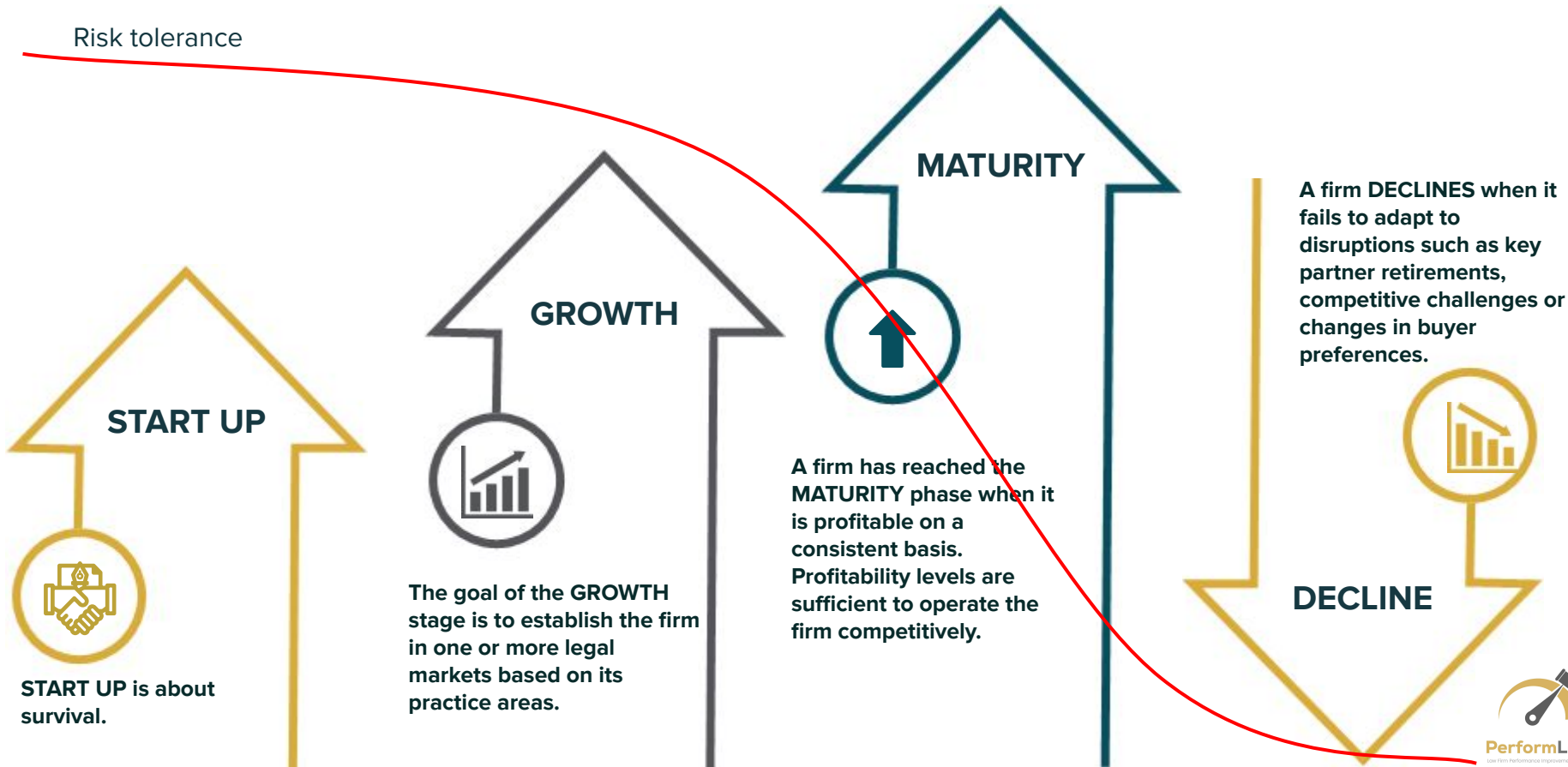
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[Moving the Small and Mid-Sized Firm Out of Start-Up](#)

The Law Firm Life Cycle

Risk tolerance



A Focused Start



Business Plan



Financial Plan



**Entity
Creation**



**Operating
Agreement**



**Office & IT
Infrastructure**



**Software and
Apps**



**Website
Development**



**Compensation
and benefit
planning**



The Growth Phase

Priority Development

- Refined strategic & financial objectives
- Execution plan to realize the identified objectives



Finance Function

- Predictive and prescriptive analytics, "KPIs"
- Advanced profitability



Marketing Competence

- Develop marketing strategy & mix, budget, activity plan
- Marketing automation
- Advanced policies and procedures



Infrastructure Development

- Determination of office & workspace resources
- Strategic space plan
- Remote and onsite operations



Platform Building

- Identification of competitive advantages in intellectual property, systems, processes, procedures & other unique distinctions.



Compensation & Incentives

- Strategic comp plan development
- Focused shift towards strategic contributions, capital obligations, new partner admission & retirement provisions.
- Associate base salaries and subjective & objective bonuses



Organizational Development

- Employee experience, work personal life balance
- Training and development plans
- Performance evaluations
- Recruiting strategy
- HR policies and procedures



IT System Development

- Technology plan
- Software optimization and training
- Automation and workflows
- Advanced data capture
- Data integrity policies



Policies & Procedures

- Identify key policy gaps, create and distribute policies, adapt and implement, incorporate into operating agreement when warranted.



This basic planning process and related investments should result in two major benefits:





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