



- What affirmative steps has your firm taken to develop its culture?
- How much of your firm's culture is due to happenstance, luck or coincidence?
- If you could reduce your firm culture to a catch phrase, what would it be?
- Do you have a "no jerk" policy? If so, how is it enforced?
- How is your firm culture reduced to writing? What firm written policies, if any, does your firm have that solidifies its culture?
- How does your firm address an attorney who doesn't conform to the firm's culture?

- Has your firm culture evolved? How?
- How does your firm culture affect recruiting?
- How does your firm culture affect business development?
- How does your firm culture affect team building?
- How do you use your firm culture in marketing?
- What changes do you want to make to your firm culture? Why?

- How are new members of the team taught the firm culture?
- What consequences exist for not complying with the firm culture?
- How can the firm use its culture to grow its revenues?