## **Our Culture**

•	How would you describe your firm's culture?
•	How do you think the partners at your firm would describe your firm's culture?
•	How do you think the associates at your firm would describe your firm's culture?
•	How do you think your staff would describe your firm's culture?
•	How do you think candidates applying at your firm would describe your firm's culture?
•	How has your firm developed its culture?

•	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?