## Our Strategic Plan

•	What is firm's mission statement? When was it last revised?
•	What is the firm's vision statement? When was it last revised?
•	What are the firm's principles? When were they last discussed?
•	What are the firm's values? When were they last discussed?
•	Who are the firm's top clients? Have those clients changed over the last five years?
•	Who are the firm's best clients? Have those clients changed over the last five years?

•	Who are the firm's worst clients? Have they changed over the last five years?
•	What is the size of the firm in terms of partners, associates, personal, office space and revenue? How has that changed over the last five years?
•	What are the firm's strengths?
•	What are the firm's weaknesses?
•	What opportunities does the firm have?
•	What threats does the firm face?

•	What big changes, if any, does the firm want to make?
•	What are the firm's priorities?
•	If the firm had to choose between three and five priorities for it to focus on for the next three to five years, what would they be?
•	What would be the firm's plan to tackle these priorities?
•	What action steps would the firm take to fulfill this plan?
•	What is the budget for this plan?

•	What is the timetable for this plan?
•	How will the firm hold its attorneys accountable to pursue, complete and accomplish the plan?
•	What procedures can the firm implement to determine if changes need to be made to the plan over time and if so how and when?
•	What can be measured to ensure the plan is appropriate, proper and successful?