



- 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?