

How do we preserve, protect, or enhance our strengths?

What makes your firm unique?

How does your client understand what makes your firm special?

Other than being young and ambitious (maybe a little cheaper than the 'traditional firm'), how do you add value to your projects?

In terms of your core team and its management structure, how adaptable is it to changes in firm workload; so that you can staff the projects you get while still getting new projects?

Summarize the most innovative / potent idea that you and your partners have come to agree upon - to date.

STRENGTHS

WEAKNESSES

How do we mitigate or strengthen our weaknesses?

How does your firm mind the gap in capabilities - one firm cannot do it all, what is your method of overcoming strategic weakness?

How does your firm protect its reputation, to retain and to attract the most talented individuals, and to have as many clients come back as possible?

List you and your partners' individual weaknesses, and how you collectively overcome these challenges. Now - list your collective weakness and how you plan to strategize against it.

Fortifying yourselves against weaknesses you will realize one cannot 'do it all' - how do you prioritize?

How do we capitalize upon our opportunities?

How does your firm find new market opportunities?

Describe your ideal client - someone who is sure to benefit from your firm's services.

In what ways does your firm take into account the emerging trends in the global economy and market place? - BRICS, outsourcing, urbanization, climate change, etc.?

How will you and your partners continue to innovate new products / project delivery methods?

OPPORTUNITIES

THREATS

How do we protect ourselves from the threats?

What is the single most threatening factor to your firm - politics, economics, sociological influences, etc?

What is the number one type of firm or demographic that you would not want to give access to your firm ideology / organization / capability?

How can the constant innovation in technology potentially threaten your firm's identity?

You know your current 'rivals' in the industry - who will they be in 10, 15, 20 years?

So, you strategize against one type of threat - how do you keep your firm above other threats that you did not previously foresee?