

Name: \_\_\_\_\_  
Date: \_\_\_\_\_

# THE DOUBLE YOUR REVENUE CHALLENGE™

| CRITERIA  | 1   | 2 | 3 | 4  | 5 | 6 | 7  | 8 | 9 | 10  | 11 | 12 | SCORE |
|---|---|---|---|--|---|---|--|---|---|---|----|----|-------|
| <b>Business Owner Mindset</b><br>In running my practice, am I thinking like a lawyer or a business owner? | I am too busy to waste time to strategize, plan, and think about my business. Every day is another game of "whack a mole." I come in tired and anxious and leave exhausted and hoping for a better day tomorrow |   |   | I'm stuck. My revenues are flat, if not declining. My competition and the market are too vast. I can see that I must elevate my business skills to grow, but I'm not sure where to start.                  |   |   | I'm ambitious and open to new ideas. I know growth is driven more by my business skills than legal skills. My firm is driving more to a client-centric experience while I improve my business skills. I am cautiously optimistic about the future. |   |   | I know I must challenge myself to grow. Every business must grow or die. I have mastered time management, marketing, team building and an understanding of my numbers. I am excited about the future. |    |    |       |
| <b>Time Management</b><br>Am I making the highest and best use of my time?                                | I'm worn out. Every day is barrage of interruptions, crisis and emails. I'm not focused on my highest and best use and can't implement changes. I'm trapped at my desk.   |   |   | I get in early and stay late. I check email constantly. I'm overwhelmed and way behind. I want to focus my efforts but not sure how. I've gone without a true vacation for years (no emails or calls).     |   |   | I can sustain long work sprints and balance my workload. I am constantly looking for ways of improving my time management skills. In past year, I have taken at least two weeks vacation (no emails or calls).                                     |   |   | I'm focused during the day and feel like we are making progress towards our goals. I have control over my time and can easily take eight weeks a year off without checking email or phone calls.      |    |    |       |
| <b>Marketing</b><br>How much am I driven by a desire to get <i>great</i> clients?                         | I'm too busy working to market. If I did make the time, I would not market. I would rather just practice law than work on growing my practice.  |   |   | I am more reactive to my marketing than proactive. Meaning, marketing opportunities come to me, but I'm not proactively seeking or developing opportunities to generate great clients.                     |   |   | I know what to say, when to say and how to say. I am consistently marketing. I know there are some areas in our marketing that could be better, but I've not had time or capacity to work on those areas.  |   |   | I have a strategic approach to marketing . I receive a consistent amount of high caliber prospects and selectively take just the best cases. My competitors are jealous and can't out-market me.      |    |    |       |
| <b>Foundation</b><br>How strong is my firm? In its current state, could it handle 2X the clients?         | We are overwhelmed now. I'm working weekends and evenings. My staff is on the verge of burnout and are complaining that they have way too much work to do!  |   |   | We have ebbs and flows to our marketing and inconsistent cash flow. I'm hesitant to make changes, invest in the future or to hire anyone until my confidence about the future improves.                    |   |   | We're in a growth mode. We have a strong foundation and capacity for taking on more great cases. I am happy about our workflow, turnaround, case load and cash reserves. The future looks good.  |   |   | I have excess capacity for new growth and a written plan to increase revenue. I'm confident about the future. I manage myself and my team to peak performance.  |    |    |       |
| <b>Profitability</b><br>Am I (are we) making what I (we) should be?                                       | I'm actually not sure what I am paid. I don't know my overhead. I don't know what I should be making. I just come in and work hard like all other great attorneys do.   |   |   | I don't feel like I'm earning what I should. In fact, I'm starting to resent working in my own firm and that it's not worth it. I'm trapped. I need to do something different, but I'm not sure what.      |   |   | I make a good living. As I look at my peers, I'm in the upper 20%, income-wise. I have a nice lifestyle and feel comfortable. If there are ways to increase profitability, I don't see them, but I am open to the idea.                            |   |   | I'm making a great living (upper 5%) and getting an additional profit as a shareholder. I'm constantly focused on ways on increasing value to my clients while increasing profitability.              |    |    |       |
| <b>Change</b><br>How well do I (the lawyer) handle change?  | I have no reason to make any changes. There is nothing wrong with me. Everyone else needs to change. The problem is them, not me.   |   |   | I know we need to make changes, but I am not sure where to start. I'm confused about and don't feel like I have support from others around me to make changes.   |   |   | I'm comfortable with looking at making changes, but I do sometimes struggle with what to change and how to change it.  |   |   | I understand that one of the things I must do as leader is constantly be open to growth. I know if I am growing others around me are growing as well.   |    |    |       |
| <b>Leading Change</b><br>How well can I lead others (the firm) through changing circumstances?            | I have no reason to lead my firm through any changes. I hate change and so does my team. We are way too busy. Just leave me alone and let me be a lawyer..  |   |   | I'm know there's more to growing a business than showing up and working. I need leadership skills to help my firm identify what to change and how. I struggle with where to start. My team resists change. |   |   | My team needs me to chart a vision and help execute. They're open to change but struggle with what, how and why. I've successfully implemented some change, but I lack the business skills to implement all the changes I want.                    |   |   | I'm excited and our firm culture supports sustainable change. My team understands change is necessary to stay ahead of competition. I know where we're going and how to help them get there.          |    |    |       |
| <b>Entrepreneurial Attitude</b><br>How well do I tolerate risk?   | I have risked enough. I want a guarantee. In fact, I'm entitled to one. I went to law school and played by the rules. It's not fair that I'm not getting what I want.   |   |   | What I have currently works, but I'm afraid if I change it, it will be mistake. My best strategy is to work la little longer and a harder, and I will get ahead.   |   |   | To grow, I know my business skills must develop to take my practice forward. My legal skills got me to the game but improving my business skills will help me win the game.  |   |   | It is a business. To grow, I must take calculated and thoughtful risk. I'm confident that with the right strategy and support I can grow my practice 2X.  |    |    |       |

## TOP INSIGHTS

**TOTAL ➔**