

GROWTH RE-IMAGINED

Welcome and thank you for joining today's program

Part 1: Re-Evaluating Your Growth Strategy

Presented by:
Debra Baker & Tasneem K. Khokha
Managing Directors, GrowthPlay

Thank you for your patience. We will begin shortly.

If you have questions for the presenters, please submit them through the chat function. We will answer questions either during or at the end of the program.

If you have technical difficulties, please use the chat function also.



GrowthPlay®



GROWTH RE-IMAGINED

Meet Today's Presenters



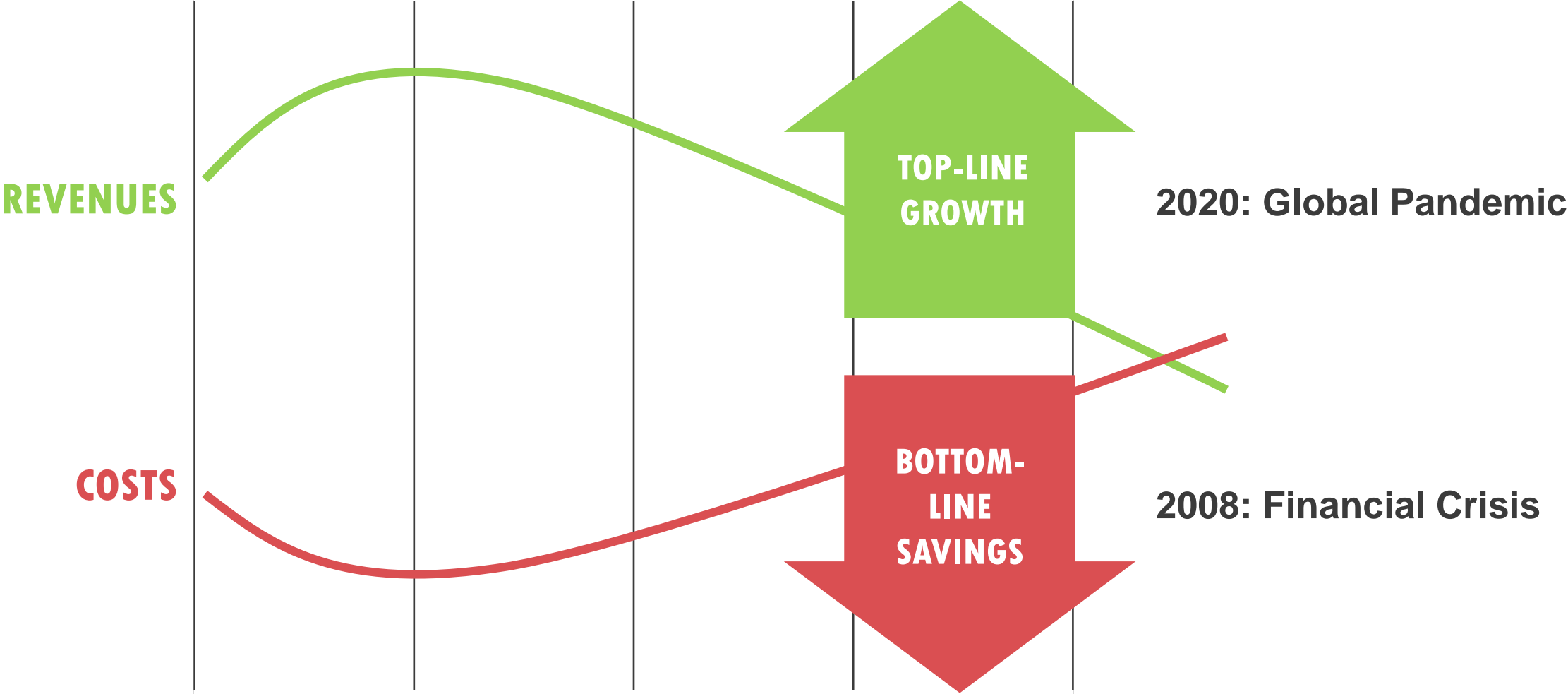
Debra Baker, Managing Director
GrowthPlay



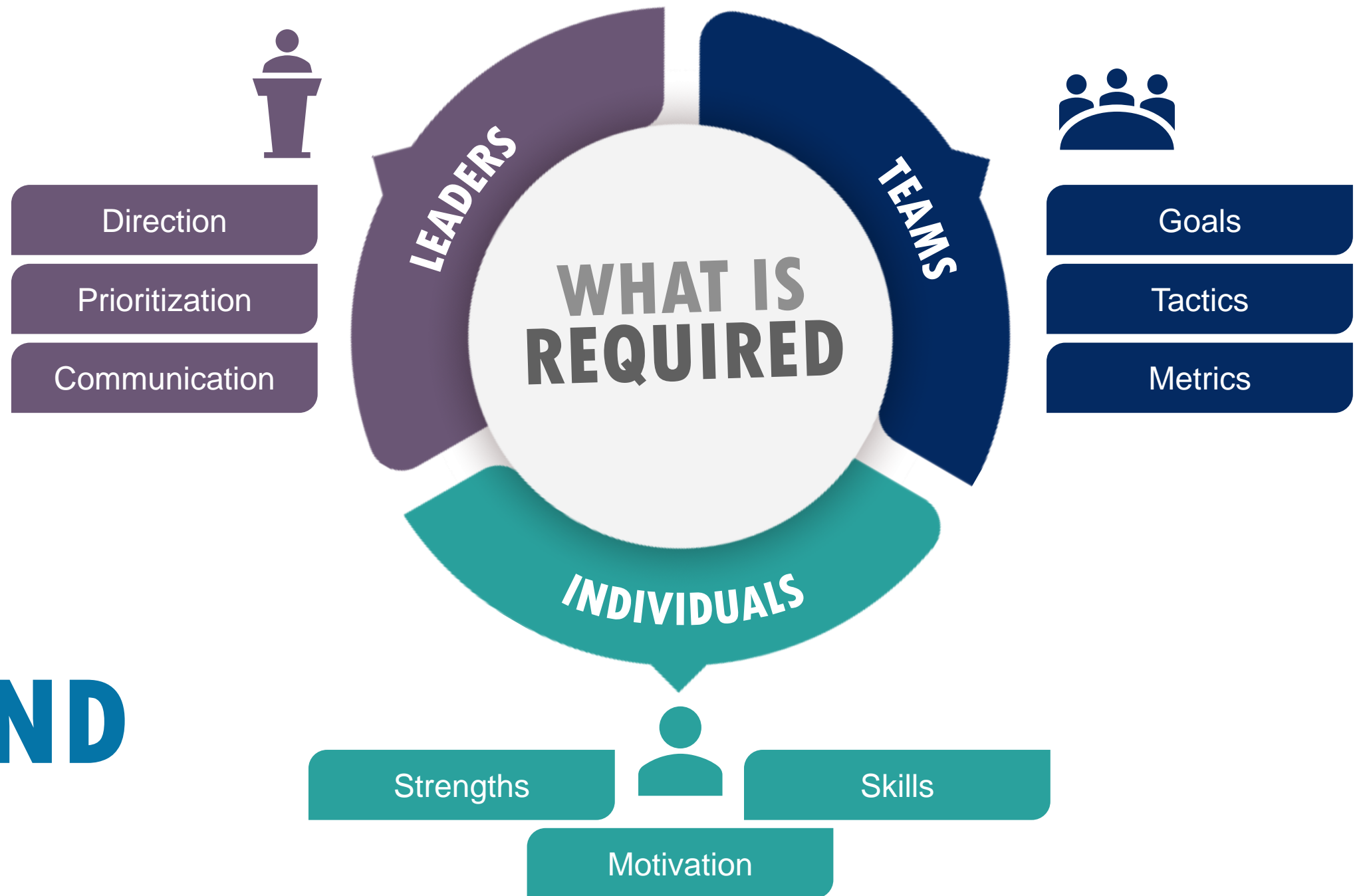
Tasneem Khokha, Managing Director
GrowthPlay

LAW FIRM PERFORMANCE

**NOW
VS.
THEN**



GROWTH IN 2020 AND BEYOND



GrowthPlay.

GROWTH READINESS

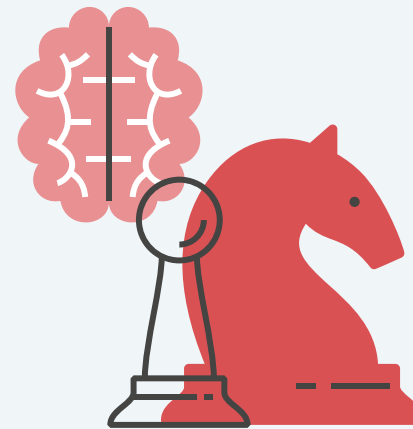
Self Assessment



01 DRIVERS









02 CAPABILITIES



03 CULTURE



ASSESSING GROWTH READINESS

DRIVERS	CAPABILITIES	CULTURE
<p data-bbox="317 720 757 782">Client Insights</p> 	<p data-bbox="1142 683 1687 817">Markets, Services & Talent</p> 	<p data-bbox="2137 645 2488 779">Interests & Motivations</p> 
<p data-bbox="308 1147 766 1281">Client Portfolio Assessment</p> 	<p data-bbox="1250 1147 1583 1281">Systems & Process</p> 	<p data-bbox="2119 1138 2507 1272">Potential & Performance</p> 

RECOMMENDATIONS

1. Use the framework we discussed today to start a conversation with the rest of your leadership team about growth priorities.
2. Use the 3-step growth readiness assessment to collect data and insight to inform the conversations.
3. Join us for the next two sessions to get additional insights on how to prioritize your investments for 2020.



GROWTH STRATEGY INVESTMENTS



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Stay Tuned

Pulse Survey Results and Q&A will start momentarily

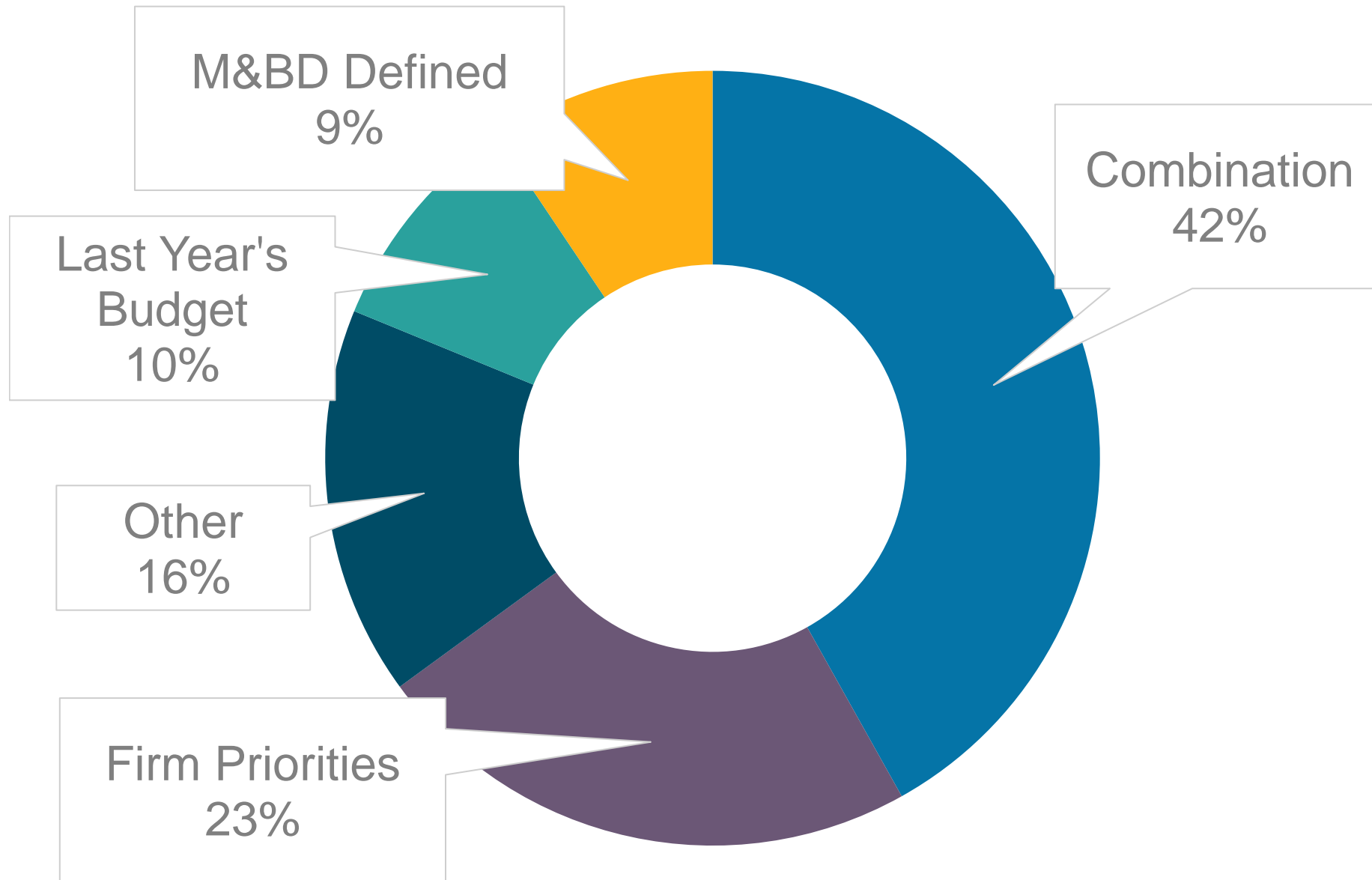
Part 2: Re-Writing Your Sales Playbook

August 13th at 12:30 pm EST

Part 3: Re-Charging Your Business Development Team

August 20th at 12:30 pm EST

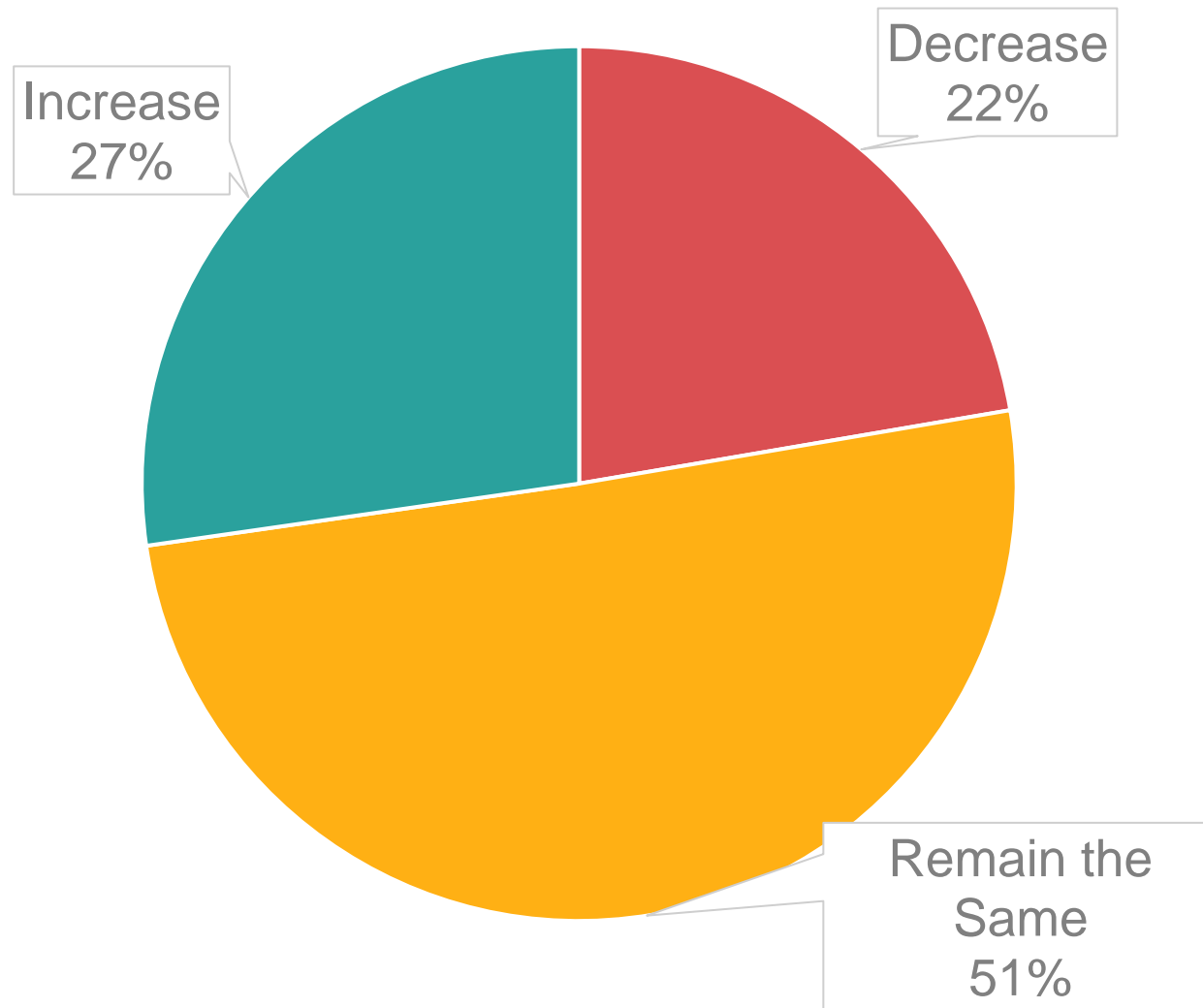
PULSE SURVEY QUESTION 1



In 2021, we are building our budget based on:

- Last year's budget
- Defined firm priorities and benchmarks we need to meet
- Priorities and goals set by Marketing & BD
- Other

PULSE SURVEY QUESTION 2



As compared to 2020, in 2021 we expect our investment in marketing & business development to:

- Increase
- Decrease
- Remain the Same

CONTINUE THE CONVERSATION

Debra Baker | Managing Director |
619.726.2574 | dbaker@growthplay.com

Tasneem Khokha | Managing Director |
312.880.9827 | tkhokha@growthplay.com

www.growthplay.com

