

(Law Firm)

COMPLETED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

Where Are We Now?

What Is Next Level?

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	PRACTICE AREA	CURRENT RATING 1-10	CURRENT SUCCESS	CURRENT CHALLENGES	GOAL (IDEAL)	PRIORITY	RANK (1-8)
1	TECHNICAL/PRODUCT KNOWLEDGE						
2	MARKETING (LEAD GENERATION)						
3	SALES (LEAD CONVERSION)						
4	WORKFLOW EFFICIENCY (GETTING WORK DONE WELL/TIMELY)						
5	CASH FLOW (MONEY TO PAY BILLS & ATTORNEY)						
6	PEOPLE (SUFFICIENT #/ SHARED VALUES)						
7	FINANCE/HR						
8	WORK/LIFE BALANCE						