

Where are you?

(A B C or D)

LEVEL I

LEVEL II

LEVEL III

A

**Technical
Success**
(Competency)

B

**Operational
Success**
(Consistent Profitability/
Growth)

C

**Entrepreneurial
Success**
(Independence)

D

- Do we know the law?
- Do we know how to apply law to client needs?
- Can we produce the legal documents to get the results intended?

- Does the marketplace know what we do?
- Are we able to clearly communicate our value to the consumer?
- Does the consumer willingly and regularly hire us?
- Do we have a support team that ensures we provide the product/value timely?
- Do we generate enough revenue consistently to pay bills and owner?
- Is our firm growing in revenue and profitability?
- Do we have a rewarding work/life balance?

- Is operational success independent of owner doing the work (product success/marketing/sales/workflow/cashflow & people)?
- Is firm growing beyond owner?
- Does operational success permit owner to be away from the firm without affecting the results?
- Is owner able to focus time on creating new value to the firm (not currently offered) or to the community (purpose)?