

DAVID A. FIELDS'

Firm Growth Lab



Accelerate Your Consulting Business

Q: Why the Firm Growth Lab?

A: You want a growth strategy for your consulting firm

Our team works with boutique and mid-size consulting firms who want to break through to the next level of success.

We are specialists and thought leaders in the business of consulting and we focus 100% on consulting firms.

Growing a consulting firm is something most people attempt only once. We have done it many times over.

Q: What is the Firm Growth Lab?

A: A two-day workshop that opens the floodgates to growth

Our concise, value packed process provides all the answers you'll need to grow your consulting firm. We focus on winning clients, delivering value, and establishing a structure that generates long-term profit growth.

We determine:

- A clear picture of your growth platform strengths and weaknesses
- The target you could achieve in months or years if you bridge the gaps
- Immediate 3-month and 12-month growth priorities
- Tactical next steps to kick-start your growth experience

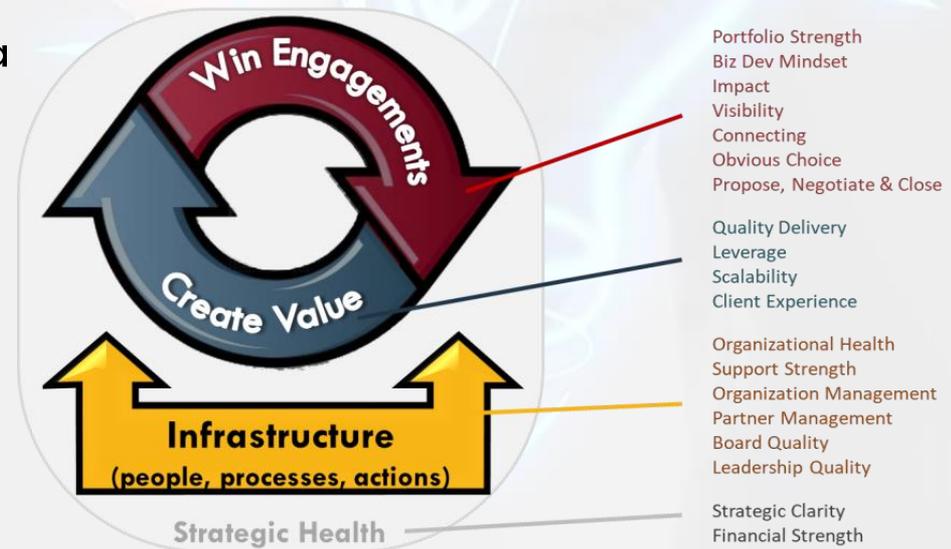
Q: How does the Firm Growth Lab Work?

A: Data, modeling and experience reveal your growth potential and the path to achieve it

FGL is an expert-led, board-level workshop. It is anchored by our data-based, benchmark-driven growth model. You will walk out of the process with your big questions answered and immediate, cash-generating solutions.

This is not a “blue sky” think tank. You will hit the ground running with a practical, realistic and achievable growth plan.

Our model highlights 19 levers that drive a firm’s growth, profitability and, ultimately, its value in the marketplace.



Q: How Do Analytics Fit In?

A: We built the Firm Growth Lab on top of a proven firm valuation model

Our process identifies your strengths and opportunities on 19 firm growth levers using your answers to 100-150 key questions.

The answers to our question have been benchmarked against hundreds of consulting firms.

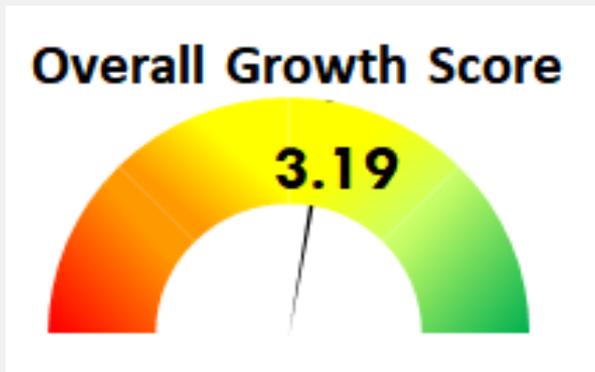
By knowing your strategic performance against each lever and your tactical performance on each of the 100+ measures, we can help you isolate bottlenecks and prioritize performance improvement.

The result is a clear path to increased revenue, higher profit, and better balance between business development, delivery and life. (There is life outside your consulting firm!)

Q: What are the Outputs?

A: By the end of day two of the Firm Growth Lab you will have a clear picture of your strengths and opportunities on all 19 growth levers.

You will also have an overall growth score for your firm, which can be used to track progress over time.



1 Visibility	1.25
2 Scalability	1.84
3 Client Experience	1.93
4 Support Strength	2.57
5 Leadership Quality	2.58
6 Propose, Negotiate & Close	2.80
7 Financial Strength	3.60
8 Connecting	3.01
9 Leverage	3.05
10 Impact	3.96
11 Organization Management	3.66
12 Obvious Choice	3.64
13 Partner Management	2.85
14 Organizational Health	2.57
15 Portfolio Strength	3.79
16 Board Quality	1.00
17 Strategic Clarity	4.39
18 Quality Delivery	4.20
19 Biz Dev Mindset	3.75

(Outputs, continued)

Your Firm Growth Lab will also produce a detailed growth blueprint, outlining your recommended actions, activities, processes and projects.

Your growth blueprint is completely tailored to your specific situation, accounting for your firm's capabilities and current situation.

Activity/ Process/ Project	Due Date	Success Indicator	Responsibility	Resource Requirements
 Confirm commitment to strengths-oriented business approach	Done	Value added		
 Develop macro design of organization	October 13	Map		
 Develop initial structure (micro design)	Beginning of November	Map		
 Create position descriptions	Novemberish	Pa		
 Identify gaps/personnel needs	By end of 20	G		
 Hire personnel	20xx	Pr		
Activity/ Process/ Project				
 Identify current administrative task load (by anyone, including Tom) (anything that is not directly creating value or revenue)				
 Determine which administrative tasks can/should be offloaded				
 Identify administrative resources				
 Hire/assign administrative tasks				
 Capture critical Lean Strategy processes from Tom's analytics team	Done			
 Prioritize Lean Strategy processes for inclusion in process manual	End of October			
 Create Lean Strategy outlines, including approach, handoffs, responsibilities, outcomes	November			
 Identify resource needs for LS Analytics	November			
 Create resources list using WA participants	December			
 Identify critical LS support systems	December			
 Prioritize LS systems and determine investment level on new analytics platform	December			
 Select and/or develop new analytics system	End of January			
 Install/implement systems in LA group	Q4 /Q1			
 Train Tom's team on new analytics systems	As needed			

Q. What's the Next Step?

A: Contact us.

The Firm Growth Lab is an extraordinary process and 100% of our clients have said it met or exceeded their expectations.

Set up your Firm Growth Lab experience.

Contact David A. Fields at 203-438-7236 or
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