

Law Firm Strategic Planning



Law firm strategic plans are very important. However, the vast majority of them, if even created, do not get properly implemented. It usually goes something like this...law firm hires expensive consultant, or tries strategic planning on their own, creates a massive plan that covers every aspect of their business, plan is nicely formatted and packaged, the plan sits on a shelf and lawyers go back to their busy lives. ESquisite has a different approach. We work with clients to determine the most important strategic planning issues facing their firm. We create practical goals which include the necessary strategy and tactics to reach those goals, then we work directly with the client to implement the strategies and tactics to achieve the goals.

We do not overly complicate things – the busy of law should not be very complicated. Our strategic planning services include, but are not limited to the following:

- Growth plans
- Business development and marketing plans
- Practice group plans
- Industry group plans
- Competitive analysis
- Positioning and branding plans
- Succession plans
- Attorney development plans
- Pricing strategies and plans

We offer different strategic planning packages depending on your needs. Let's chat about what you want your firm to look like and where you want to take it. The old adage that nobody plans to fail but they fail to plan rings true. Let's plan your firm's success together – call us.