SAMPLE

How to Write and Implement a Law Office Business Plan

The purpose of business planning is to establish a common focus for action. This is done by:
1. Clarifying goals
2. Establishing measures of results
3. Assessing resource distribution needs
4. Unifying the firm to commit to a course of action.

Following are the most important steps to take in preparing to write your business plan:

Get the Process Organized
- Why do it
- What is it
- Who will do what
- Evaluation of the planning process

Evaluate Your Competitiveness
- Who are our existing clients
- What is our fee history
- Are we using outside services
- Are we recognizing opportunities for cross-selling
- How much do we really collect
- What are we capable of
- What are our internal resources
- Who are our competitors
- What is our market
- Why are they our competitors (experience, price, speed, etc.)
- How do they affect our clients
- What do we do for their clients
- What is our technology situation
  1. What type of systems do we use
  2. What can we use our systems for
  3. Do we need to upgrade
- Are there any trends developing which may affect our clients - changing laws, economy, etc.
- Are there any developments affecting current structure of our firm

Internal Strengths and Weaknesses

Consider the following:
- What is our professional reputation
- How do we deliver legal services
- What kind of staff do we want in our firm and how do we train them
- What type of office environment (physical location, appearance, etc.) do we want
- What is our culture
• How do we manage our practice
• Who are the firm leaders and why
• What kind of support services do we have
• What are the firm's finances

Reassess Your Strategy
• Define primary mission
• Set goals
• Review your strategy

Evaluate Your Resources Objectively
• Office organization and structure
• What kind of leadership and management skills do we have
• What kind of tools are used - i.e. technology, support systems, standardized forms, etc.
• How do we identify the skills we need to recruit, how do we allocate the work staff
• How are we doing financially, do we collect what we bill, do we need additional capital

Business Projection
• What kind of revenue and volume of business do we project - to work at capacity
• What is our payroll expense now and what will it be in the future
• How much space do we need
• What type of technology do we need
• What kind of transactional expenses are we expecting
• What are our projected expenses relating to office relocation, computer conversion, etc.
• What is our capital projection (capital sources less capital needs = net income)

Prepare Your Financial Plan
• Balance Sheet
• Income Statement
• Cash Flow Statement
• Policies for financial management
• Financing plan

Prepare Your Business Plan Document
• Executive Summary
• Business and Revenue Forecast
• Professional Staffing Plan
• Support Staff Requirements
• Technology Forecast
• Space Requirements
• Organization and Management Plan
• Financial Plan - Operations and Capital

How to Successfully Implement "The Plan"
• Establish a common will and consensus to the plan
• Keep focused on the goals
• Recognize established leadership of the organization
• Make the commitment to proper resource allocation
• Expect to give and receive accountability for results
• Reward motivation
• Overcome inertia and avoid complacency
• Measure and evaluate results and - if necessary, readjust the plan to coincide with new developments