



STRATEGISING, PLANNING, IMPLEMENTING

julian  
midwinter  
& Associates Pty Ltd



## AROUND YOUR FIRM IN 80 QUESTIONS STRATEGY SESSION

Julian Midwinter & Associates *Around your firm in 80 questions* strategy sessions are designed to cut to the chase and help firms move forward with an achievable business development strategy.

Our sessions deliver some “quick wins” and commence the process of better business development for the medium- and long-term prosperity of your firm.

### *Around your firm in 80 questions strategy sessions*

Targeted to professional services firm leaders and decision-makers, *Around your firm in 80 questions* is delivered as a tightly focused and highly interactive workshop held as two half-day sessions, or in a single intensive full-day.

Our consultants work through the 80 questions framework with your team to objectively analyse the state of your firm’s operations and performance, uncover gaps, inefficiencies, and areas for improvement and help prioritise your goals and focus your business development effort.

Our tried and tested *80 questions* process guarantees collaborative development of an effective BD strategy which can be readily implemented by your team (or with JMA support).

An *Around your firm in 80 questions* session will give you some immediate wins, but more importantly it will set the foundation for an effective business development plan that will help your firm acquire, satisfy, and retain clients and win more valuable work for the long term.

### *How it works*

For a fixed fee, Julian Midwinter & Associates will use our *80 questions* framework to:

- run an on-site diagnostic workshop with your team to address your unique challenges and objectives
- concisely document and report on our strategic assessment of your firm as we go
- leave you with a set of recommendations and specific action items addressing key areas for improvement.

Book an  
*Around your firm in 80 questions strategy session*  
by emailing [julianmidwinter@julianmidwinter.com.au](mailto:julianmidwinter@julianmidwinter.com.au)  
or calling us on 02 9968 4168

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