

2011 Individual Business Development Plan: Contingent Practice

List two of your Strengths:

EXAMPLE: verdicts or filings; membership/leadership position in brain injury association

- ✓ _____
- ✓ _____

What can you do to take added advantage of these?

List two of your primary Weaknesses:

EXAMPLE: dislike social events, don't use social media

- ✓ _____
- ✓ _____

What will you do to improve upon these?

List two Opportunities you see in your practice area:

EXAMPLE: developing a unique expertise, say, in vehicle defects, or referrals from business-only law firms

- ✓ _____
- ✓ _____

What will you do to capitalize on these?

List any Threats to your practice area:

EXAMPLE: Competitors increasing advertising, statutory changes, tort reform

- ✓ _____
- ✓ _____

What will you do to defend against these?

CURRENT BUSINESS:

How are you currently obtaining most of your work?

In what type of injuries or situations do you want your friends, colleagues and past clients to automatically think to call or refer *you*? Example; seatback failures, medical injuries

- ✓ _____
- ✓ _____
- ✓ _____

Which one of those situations listed above would you like to focus most heavily on developing more of over the next 12 months? _____

Think of your top two or three current referral sources. What trade/social/community organizations are they active in?

- Source: _____ Organization: _____
- Source: _____ Organization: _____
- Source: _____ Organization: _____

Are you active in any of these organizations? Yes No

Do these sources have continuing education requirements which you might teach? Yes No

What trade organizations/associations/community-social groups *are you currently active in*?

What trade organizations/associations/community-social groups *would you like to become active in*?

ACTION PLAN FOR 2011

Rank your level of interest in the following professional activities: 1- "I'd do it", 2- "I might do that", 3- "I won't do that"

<input type="checkbox"/> Speaking at conferences/seminars <input type="checkbox"/> Writing articles/blogging <input type="checkbox"/> Joining and networking in trade/community group <input type="checkbox"/> Taking a leadership position in a group	<input type="checkbox"/> Teaching targeted CLE or CPE <input type="checkbox"/> Attending targeted industry-related events <input type="checkbox"/> Targeted pro bono or community relations work <input type="checkbox"/> Other (please specify) _____
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For each item you ranked with a "1" list at least two actions you will take:

Activity: _____

✓ Action: _____ Deadline: _____

✓ Action: _____ Deadline: _____

Activity: _____

✓ Action: _____ Deadline: _____

✓ Action: _____ Deadline: _____

Activity: _____

✓ Action: _____ Deadline: _____

✓ Action: _____ Deadline: _____

List two prospective groups of referral sources who are commonly involved in your more desirable cases.

Examples: MADD or brain injury victim advocates, law enforcement officers, occupational therapists, right-of-way professionals

✓ _____

✓ _____

What actions will you take to better familiarize yourself within these industries and the key meetings, continuing education and organizations serving each? Calendar deadlines.

✓ Action: _____ Deadline: _____

✓ Action: _____ Deadline: _____

Identify three entirely new referral sources by name, company/agency, industry (e.g., John Doe/Numbers, Inc./Accounting):

✓ _____

✓ _____

✓ _____

What actions will you take to proactively move closer to a reciprocal referral relationship?

✓ Action: _____ Deadline: _____

✓ Action: _____ Deadline: _____

✓ Action: _____ Deadline: _____

With whom will you discuss this plan as you progress this year? Name: _____ and how often? Every _____ days. Calendar these updates.

How will you reward yourself when key items are completed? _____