**STRENGTHS**
- Experienced staff
- Strong finances
- Committed, diverse board
- Distinctive culture/esprit de corps
- Brand (gov’t relations in USA)
- Valuable events/education
- Non-exclusivity
- Personal friendships and trust
- Great connections

**OPPORTUNITIES**
- Greater client involvement
- Client resistance to Big Law fees
- Thought leadership
- Diversity
- Market connections
- Project management
- Regulatory and public policy expertise

**WEAKNESSES**
- Reliant on slim management team
- Profile
- Members time-poor
- Breadth of firm involvement
- Business model outdated
- Ability to operate as one

**THREATS**
- Business model
- Market consolidation
- Protectionism vs. market demand
- Insourcing
- Competition
- Budget constraints
WHAT’S THE BOARD DOING?

• Meeting more regularly
• Focusing on business development opportunities for member firms
  o More client involvement (Denver & London)
  o Opportunities for introductions to international businesses
  o Advisory group
• Re-booting special interest groups
  o Healthcare/life sciences & technology
  o Real estate & litigation
• Raising the group’s profile and revamping website & communications
• Developing briefing pack for voting reps
• Building library of success stories
• Reviewing business model for growth
• Making sure that quality is key
SUCCESS STORIES

• American Society of Civil Engineers (engineering)
• Association for Professionals in Infection Control & Epidemiology (healthcare)
• DXC Technology (technology)
• Howard Hughes Medical Institute (life sciences)
• Iron Mountain (data storage)
• Jelly Belly Candy Company (food manufacturing)
• Kitz Corporation (building supplies)
• Pillar to Post (real estate)
• Polaris Industries (vehicle manufacturing)
• Prosper Funding (finance)
• TracFone Wireless (telecommunications)
• TruGreen (consumer services)
• Tenders for 25 jurisdictions