

## 2019 BUSINESS PLAN

by: **[NAME]**

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### I. CLIENT MATTERS

Identify the type of billable client matters that you would like to work on in 2019 and incorporate into your 2019 Business Plan, which may include any or all of the following:

- (a) existing clients with ongoing projects;
- (b) existing clients with new projects you would like to propose or participate in; or
- (c) types of projects that you would like to work on for prospective or new clients.

In doing, be sure to discuss the existing skills that you have that you can apply to each project in helping the client team.

## **II. BUSINESS DEVELOPMENT**

**Identify your 2019 business development plan, e.g., what activities you intend to engage in to assist with the growth of your practice and the marketing of the firm's image. In doing so, focus on contributions that you intend to make in 2019. Examples include:**

- (a) FIRM IN LEGAL COMMUNITY - activities to raise the visibility of the firm's image in professional settings (e.g., attendance at firm-sponsored events, participation in bar activities, pro bono legal efforts, participation in firm advertising, professional networking, etc.)**
- (b) CIVIC ACTIVITIES - activities to raise the visibility of the firm's image and involvement in the community and state (e.g., participation with local non-profits, charitable fundraising events and recreational activities)**
- (c) PRACTICE GROUP PROFILE - activities to support the growth of your specific practice group with the intention of increasing the existing client base of the practice (e.g., assisting with speaking presentations specific to your practice, professional articles or news releases, cross-selling within the firm, etc.);**
- (d) INDIVIDUAL PROFILE - activities to raise your individual professional profile within your field (e.g., your own speaking engagements, authoring articles, officer positions within professional groups, etc.).**

### **III. PROFESSIONAL DEVELOPMENT**

- (a) Identify the specific professional skills that you would like to develop in 2019 in your field or in the legal field in general.**
  
- (b) Identify what steps you will take in 2019 to develop these skills. Examples include: CLEs that you would like to take, professional conferences that you would like to attend, participation in industry groups, working on new project that will expand your skills, including projects with other practice groups within the firm, engaging in pro bono matters, assisting Government Relations with legislative matters, etc.).**

#### **IV. REVENUE GOALS**

**Please consult with your mentor to ensure that you understand the revenue goal that has been set for you for 2019. Please review this goal and identify whether you believe this goal is attainable, e.g.;**

- (a) Identify whether you believe you will be able to meet or exceed this goal, and if not, explain why not; and**
- (b) Identify whether the firm has provided you with sufficient resources to meet the goal, and if not, what additional resources you would like to have to attain this goal.**

**This portion of the Business Plan is not applicable to Government Relations Professionals.**

**Date of Submission:**

**January \_\_, 2019**

**Signature:**

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