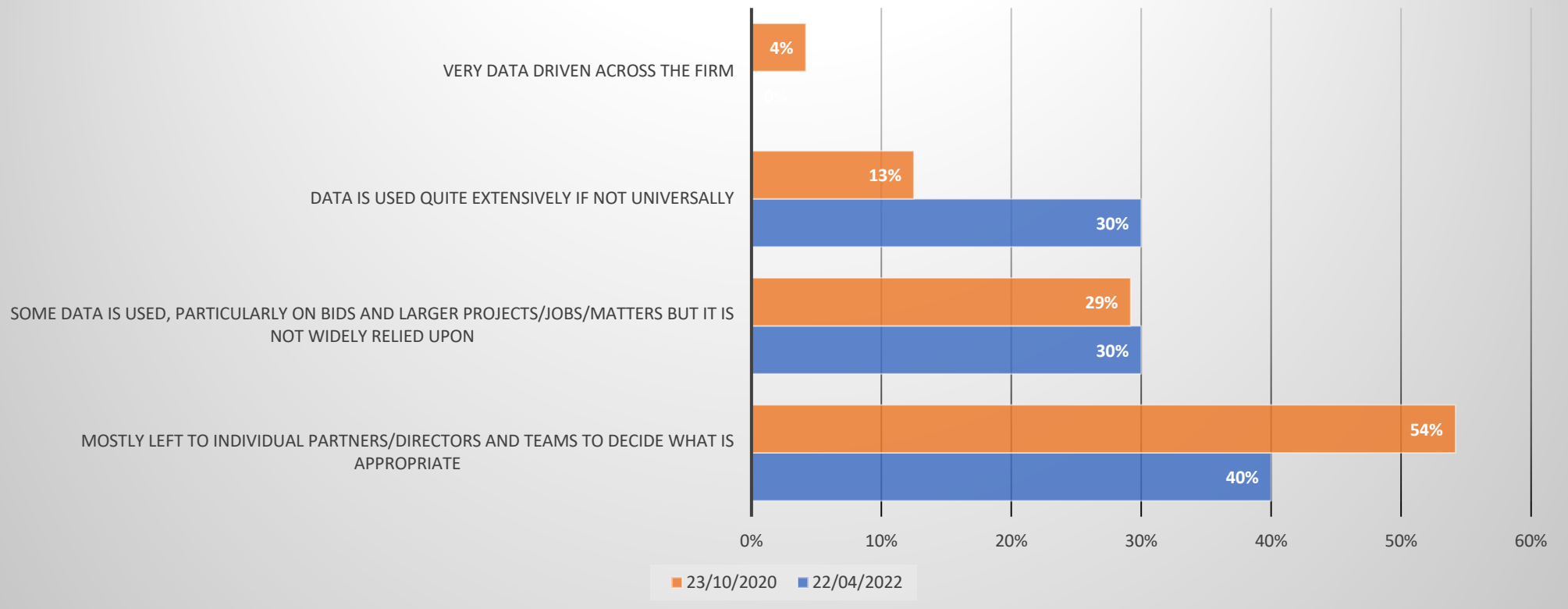




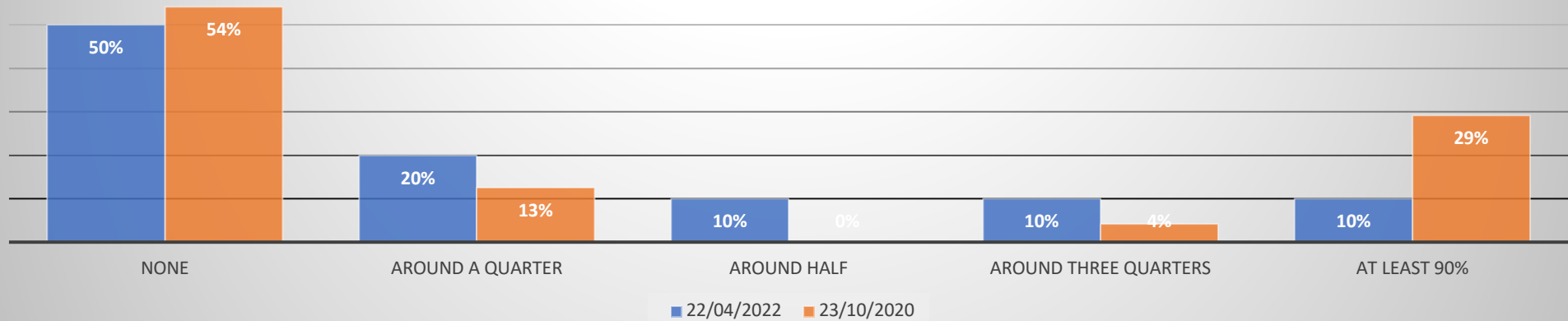
Pricing maturity poll of 10 CEOs and C-Suite members at mid-sized professional services firms conducted on 22 April 2022 as part of the 'Re-tuning your firm' show.

How much of the pricing that occurs across the firm is still predominantly based on partner/director intuition and experience rather than being data driven?

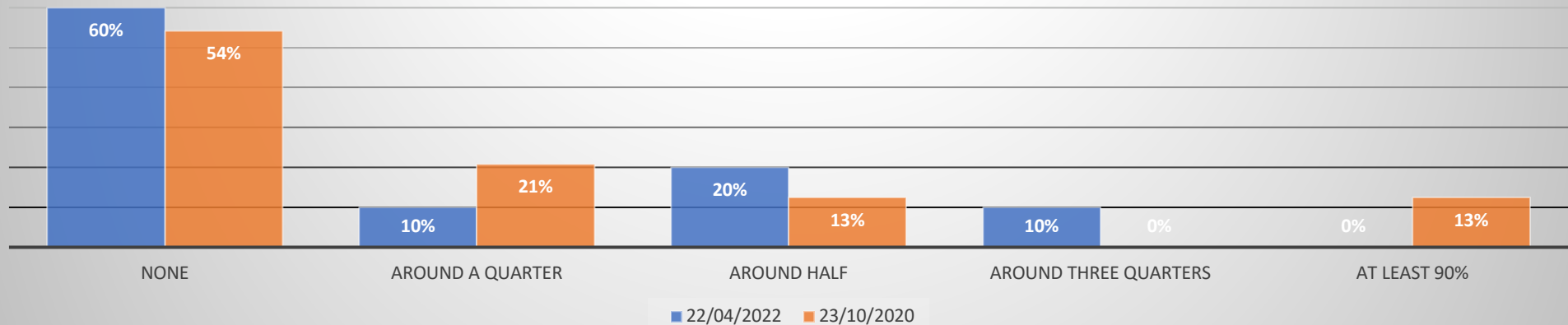


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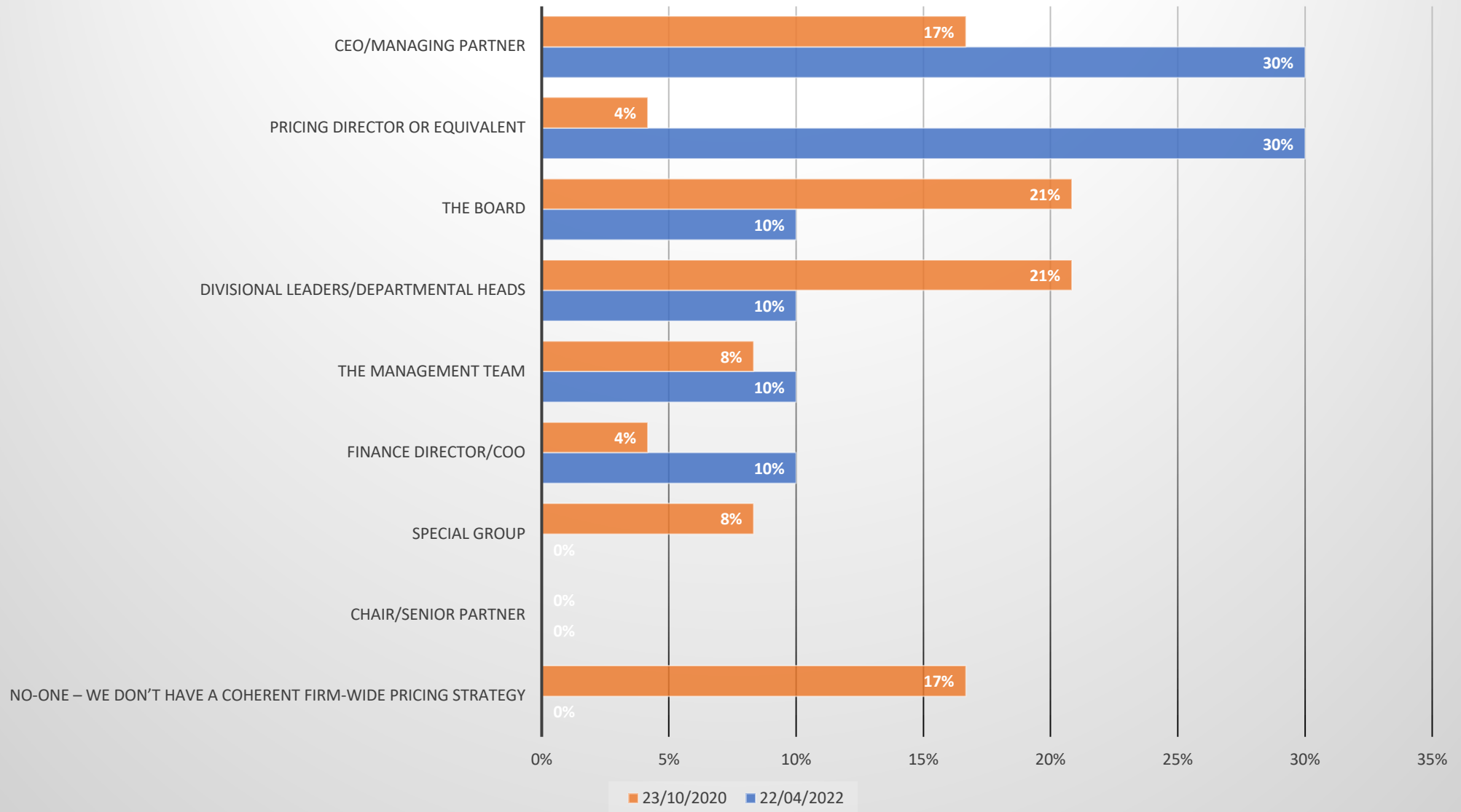
What proportion of your partners/directors have undergone at least eight hours of professional development in pricing skills?



What proportion of your associates/senior managers have undergone at least five hours of professional development in pricing skills?

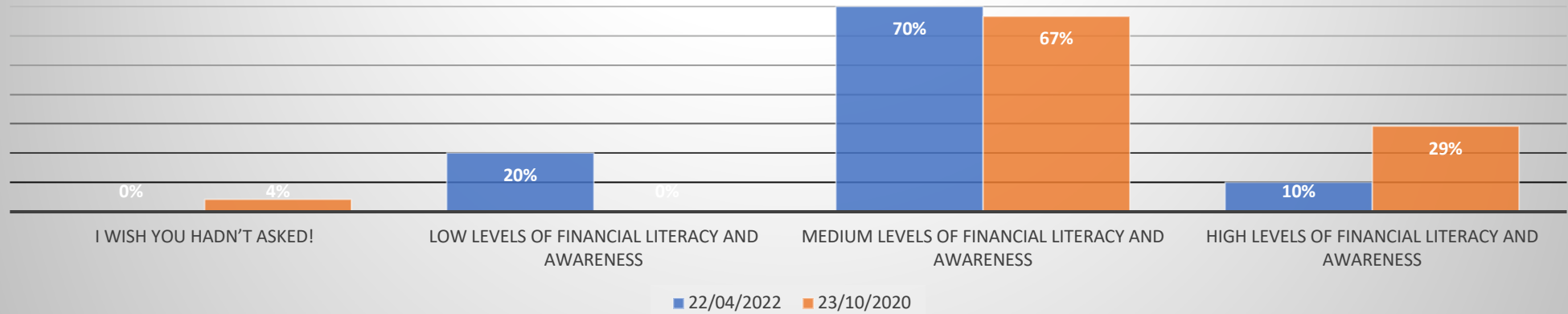


Who has primary ownership of pricing strategy at your firm?

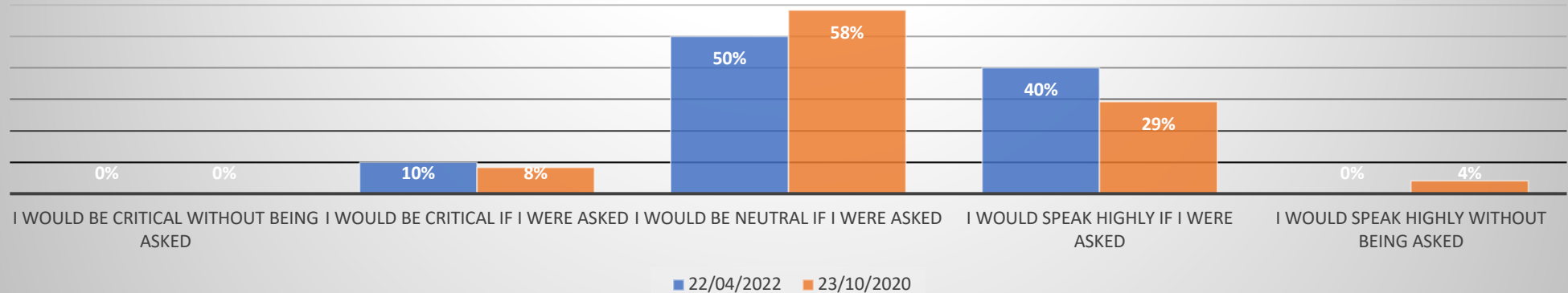


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Overall, how financially literate and aware are your partners/directors of how their conduct on a client project/job/matter can impact its profitability?

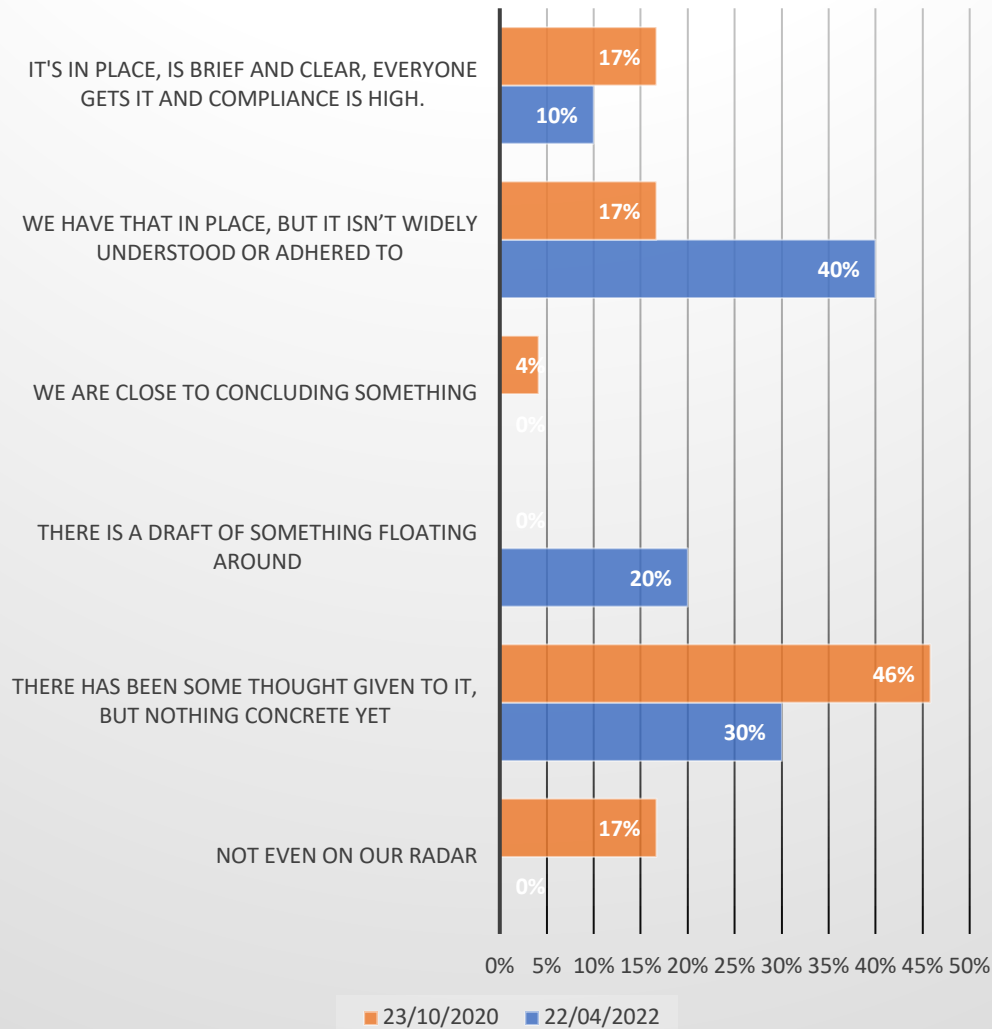


Which of these phrases best describes the way that you would speak externally about your firm's pricing strategy?

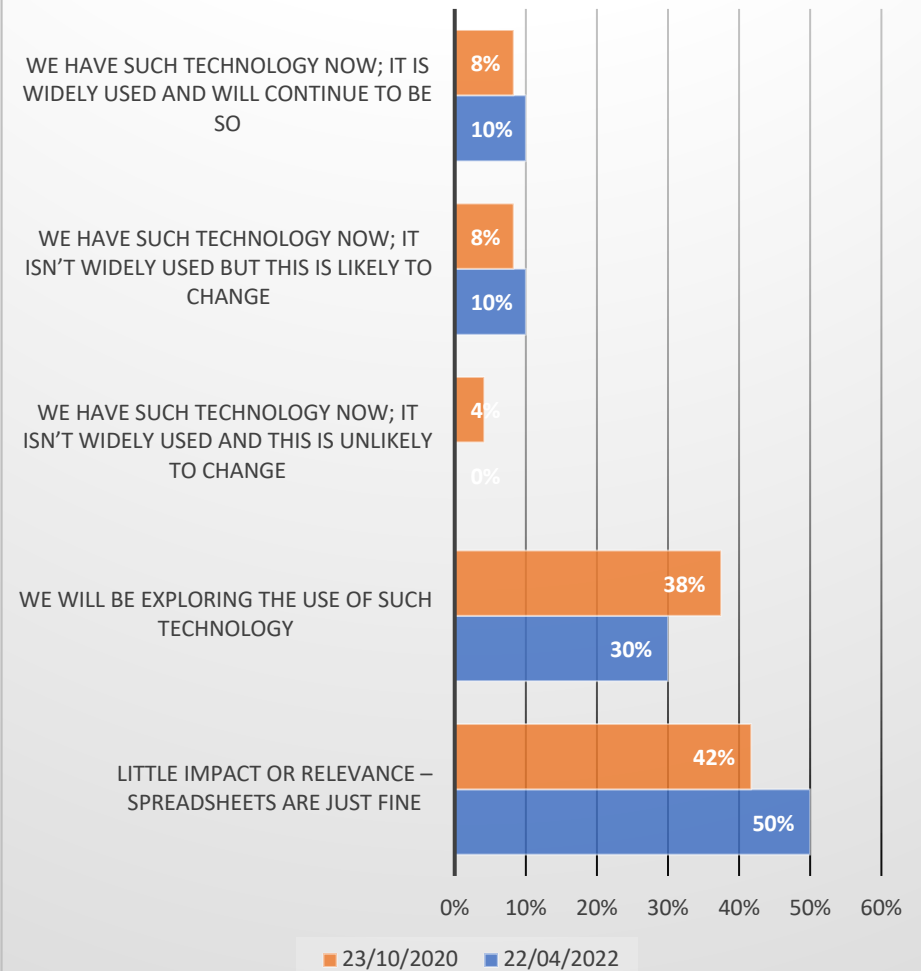


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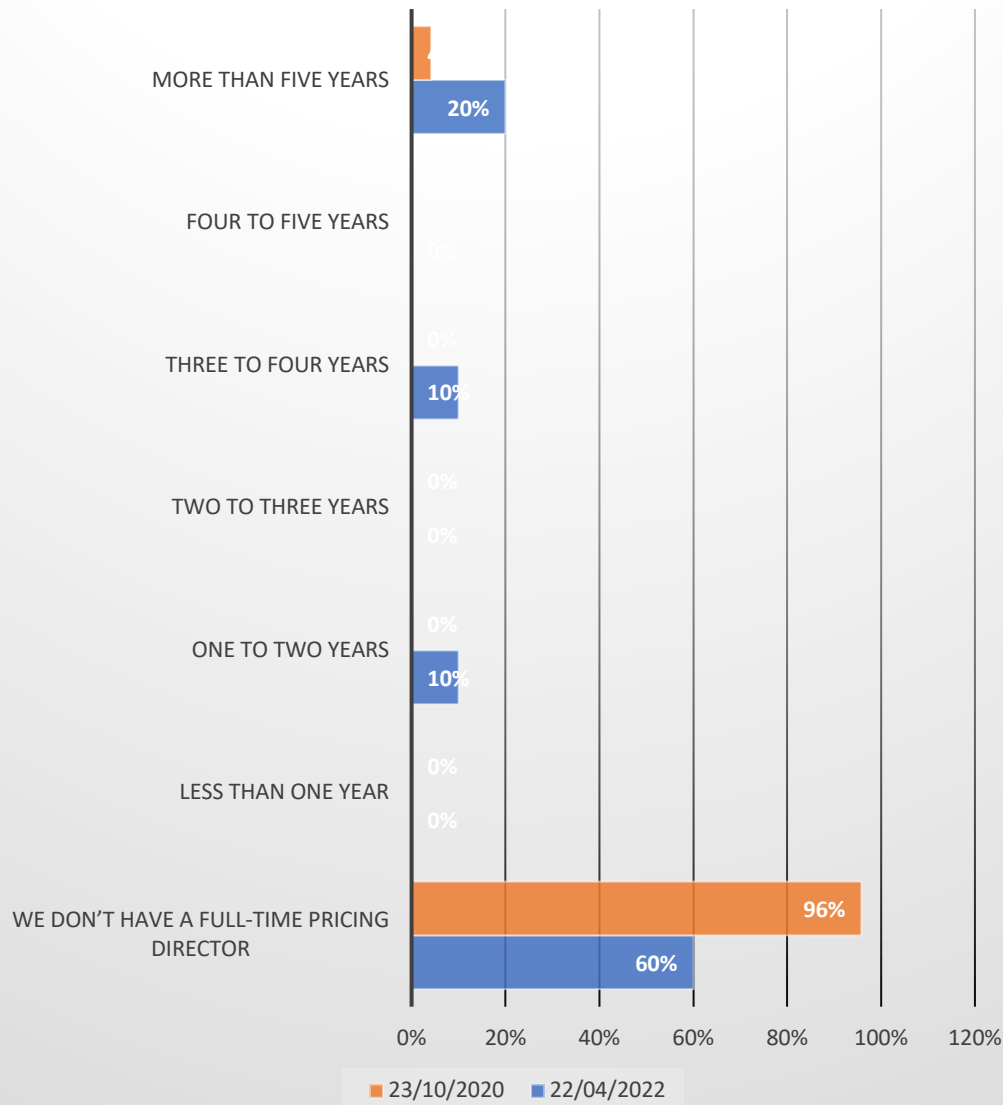
Which of the following most closely describes your firm's approach to pricing governance?



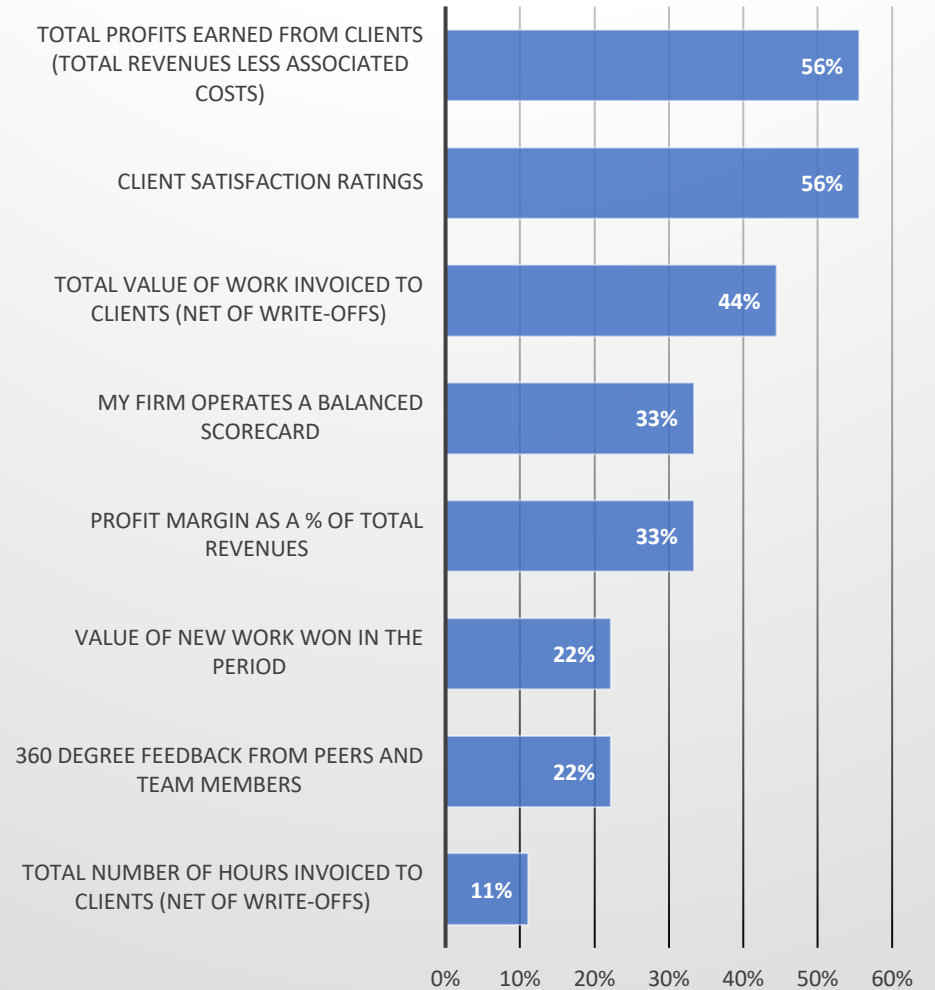
What level of priority is likely to be attributed to dedicated pricing-specific technology over the next two years?



If your firm has a full-time pricing director, how long has that role existed?



Which THREE criteria typically carry the most weight in formal performance reviews of your front line advisers?



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