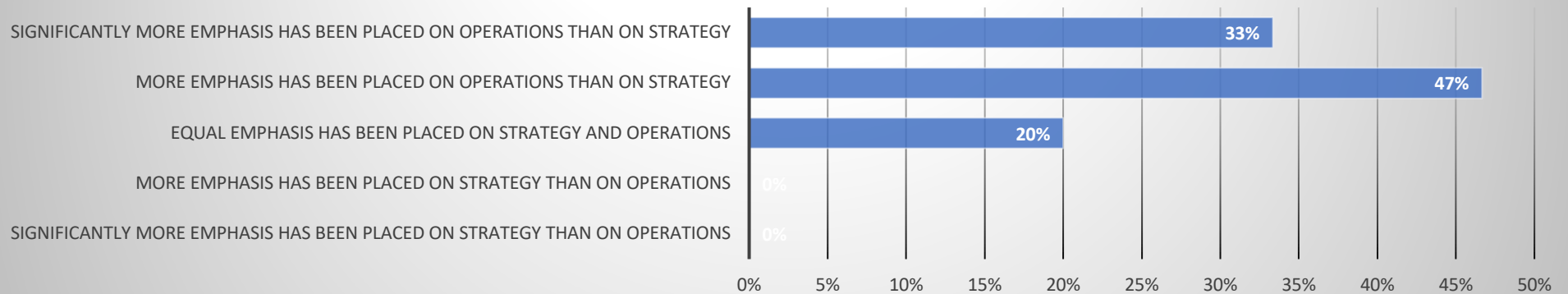


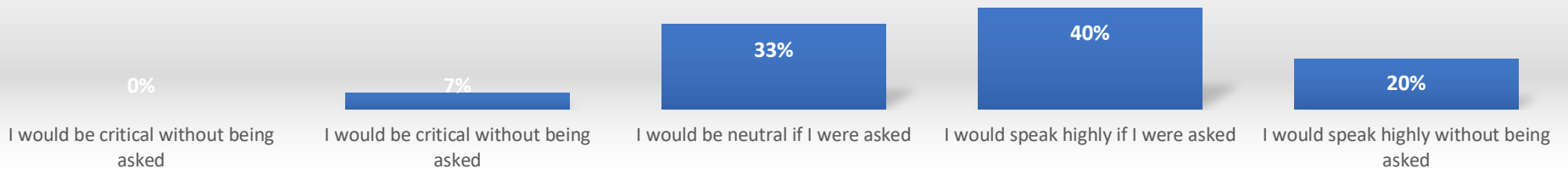


Poll of 15 CEOs and C-Suite members at mid-sized professional services firms on the state of strategy conducted on 21 May 2021 as part of the 'Re-tuning your Firm' show.

How would you describe the balance between Strategy and Operations at your firm during lockdown?

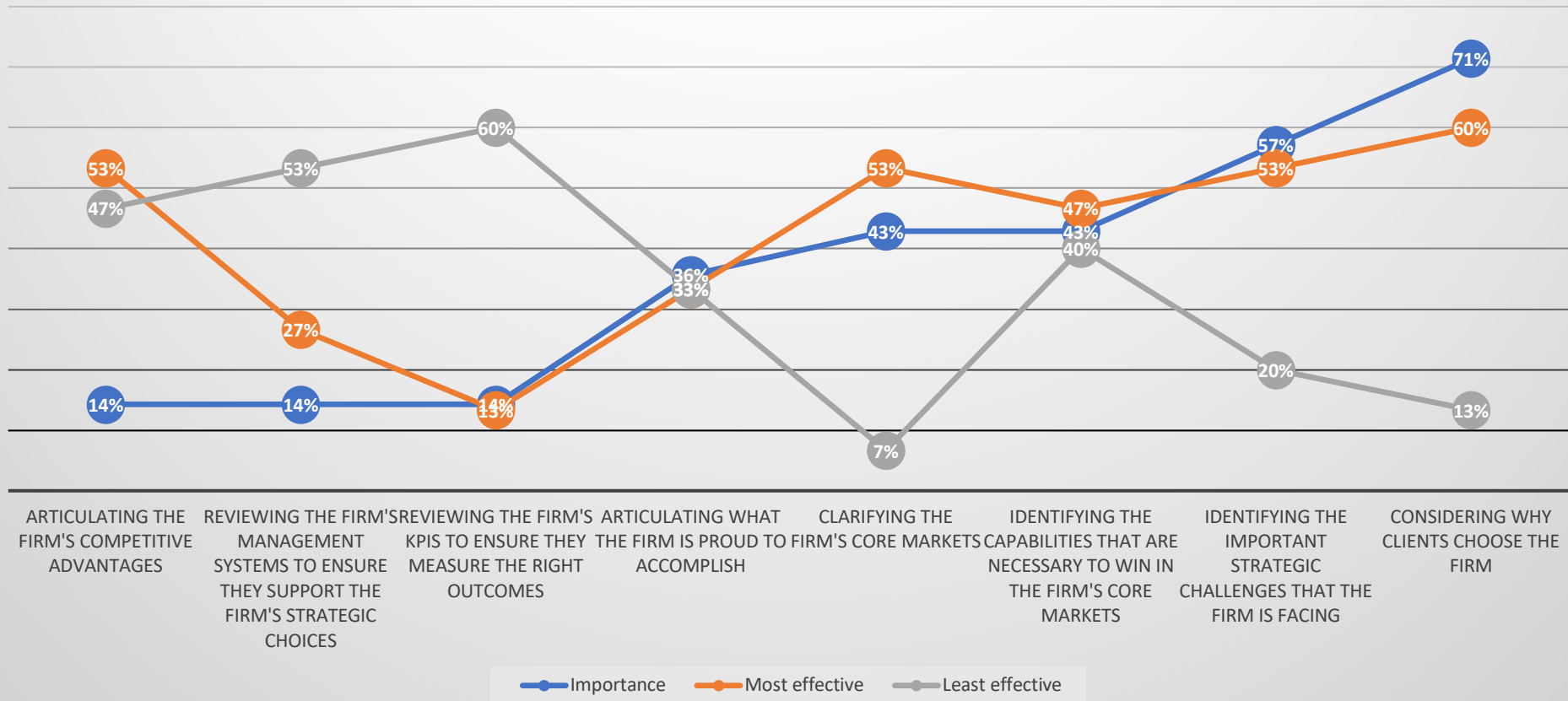


Which of these phrases best describes the way that you would speak externally about your firm's strategy?



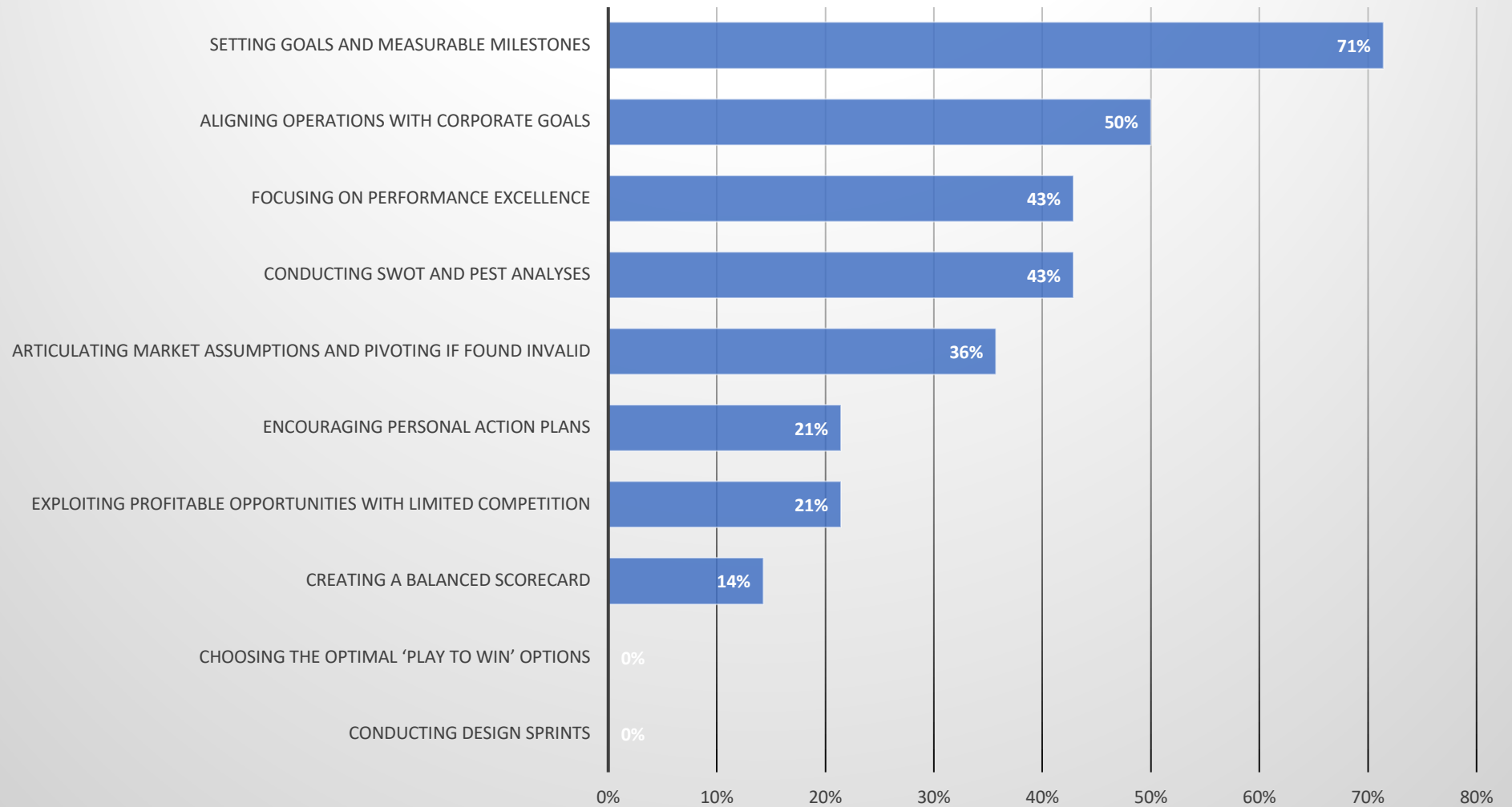
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Which do you believe to be the THREE most important activities in developing a coherent strategy? Which do you believe to be the THREE activities in which your firm has been MOST and LEAST effective in developing its strategy?



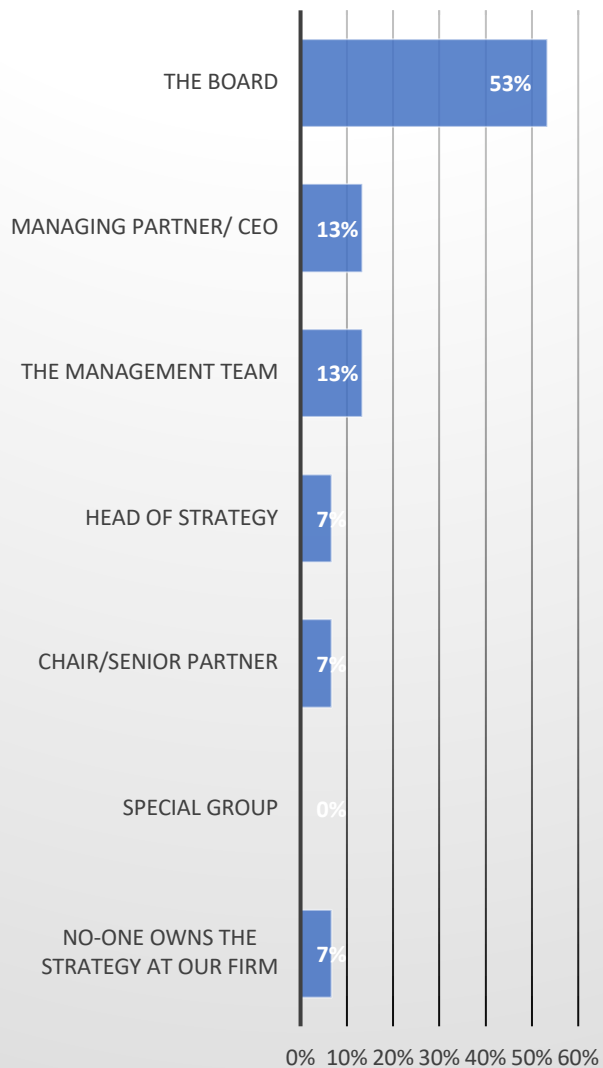
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At your firm which are the THREE most commonly used tools when developing strategy?

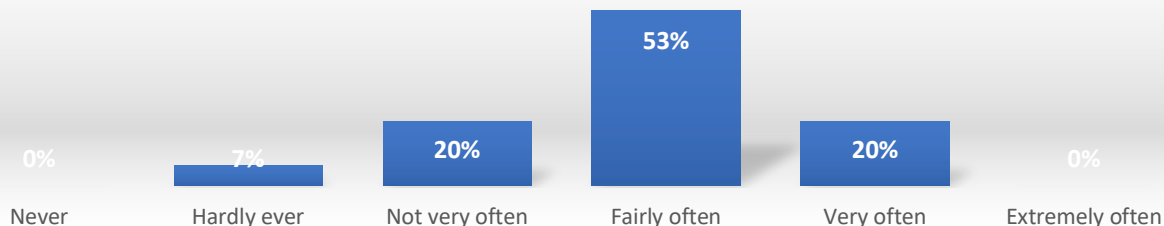


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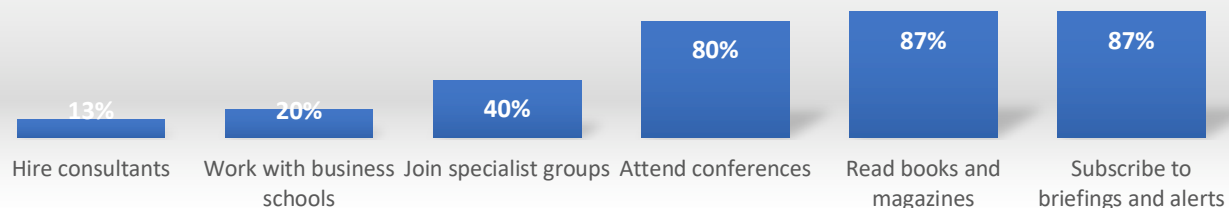
Who owns strategy at your firm?



How often is the strategy updated at your firm?



How do you stay up-to-date with the latest thinking on strategy?



How do you track external trends that might result in the need to revise the current strategy?

