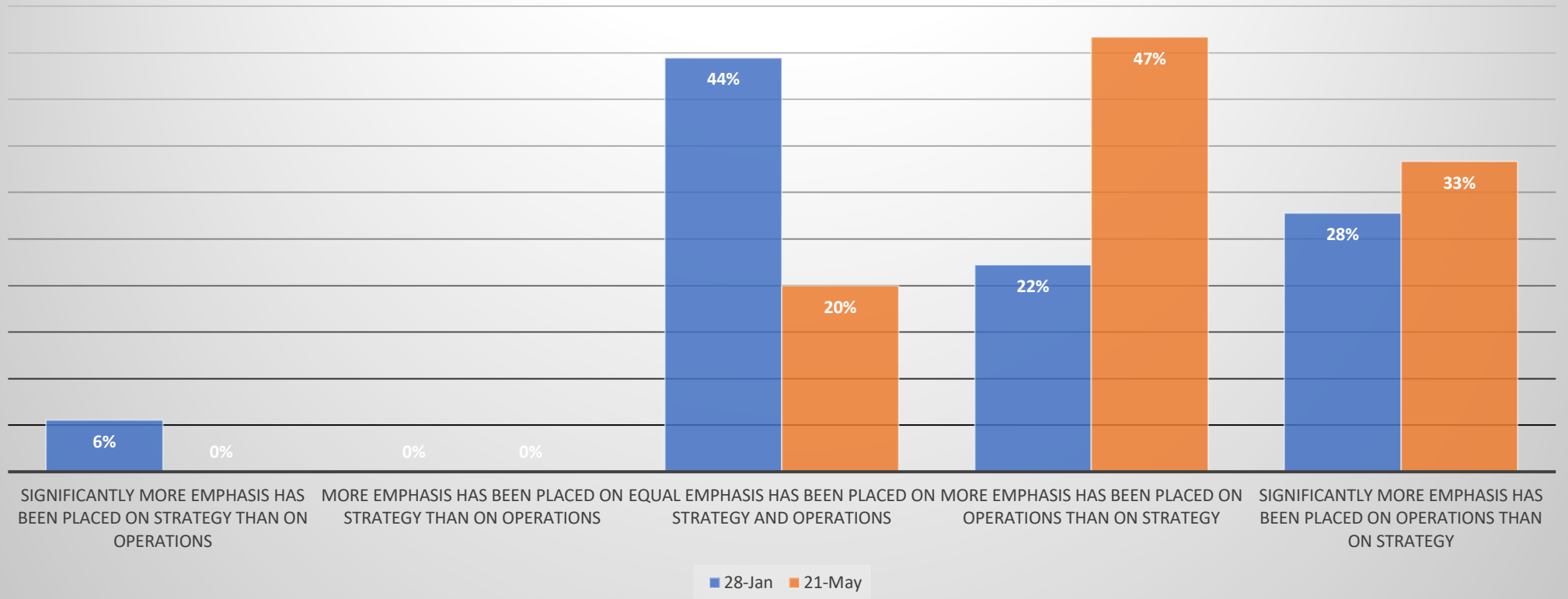




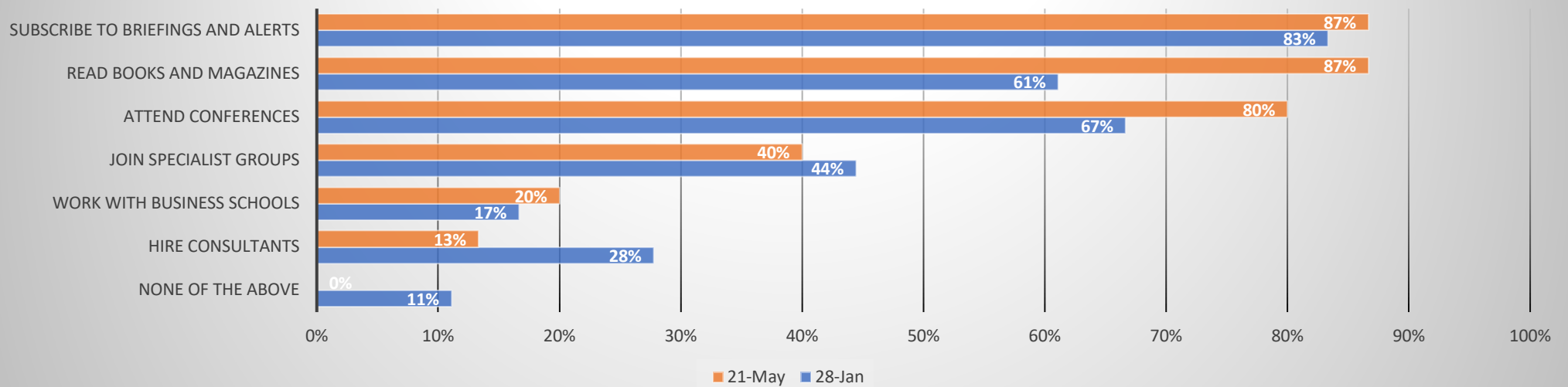
State of Strategy poll of 18 CEOs and C-Suite members at mid-sized professional services firms conducted on 28 January 2022 as part of the 'Re-tuning your firm' show.

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

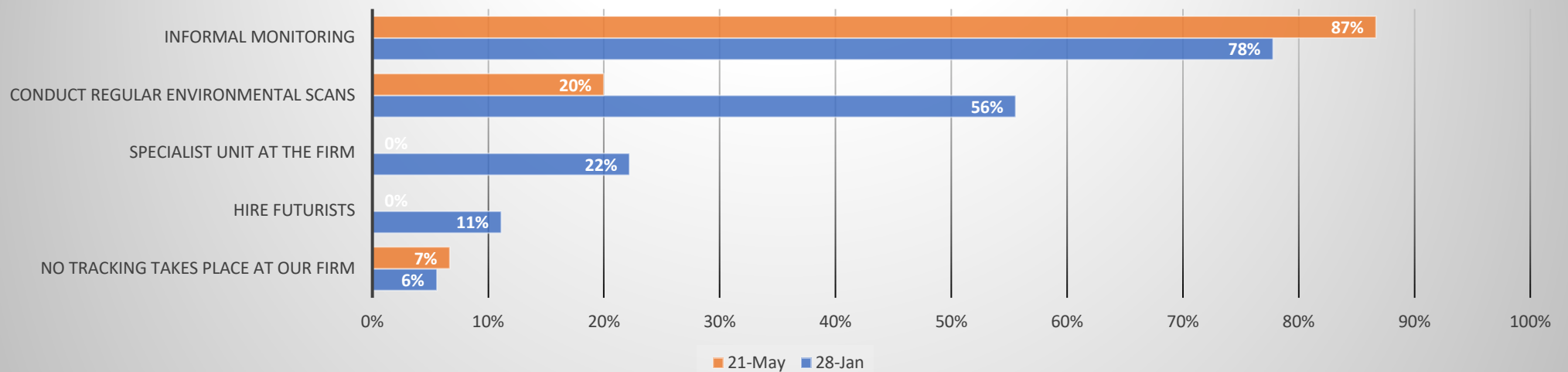


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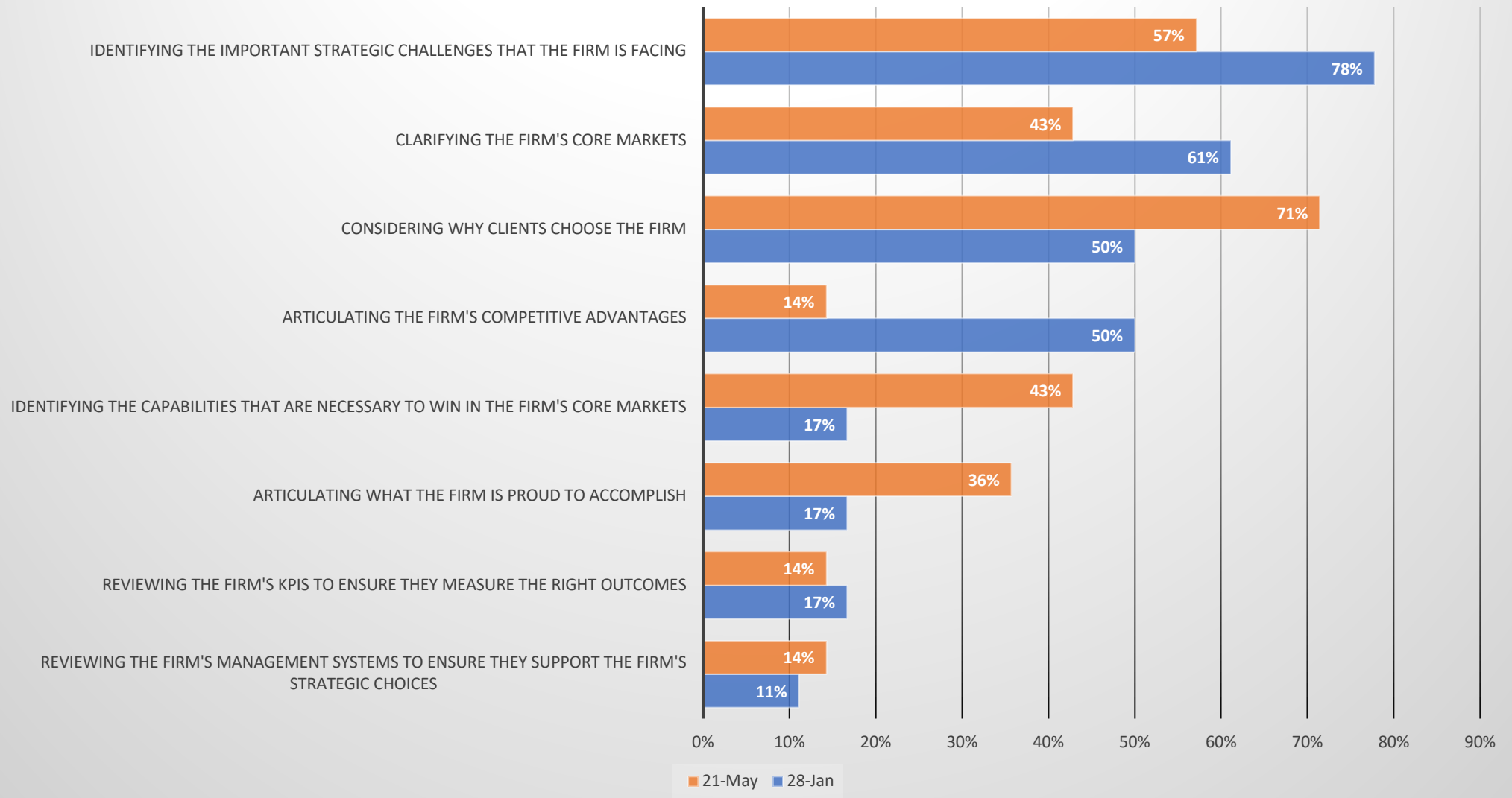
How do you stay up-to-date with the latest thinking on strategy?



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

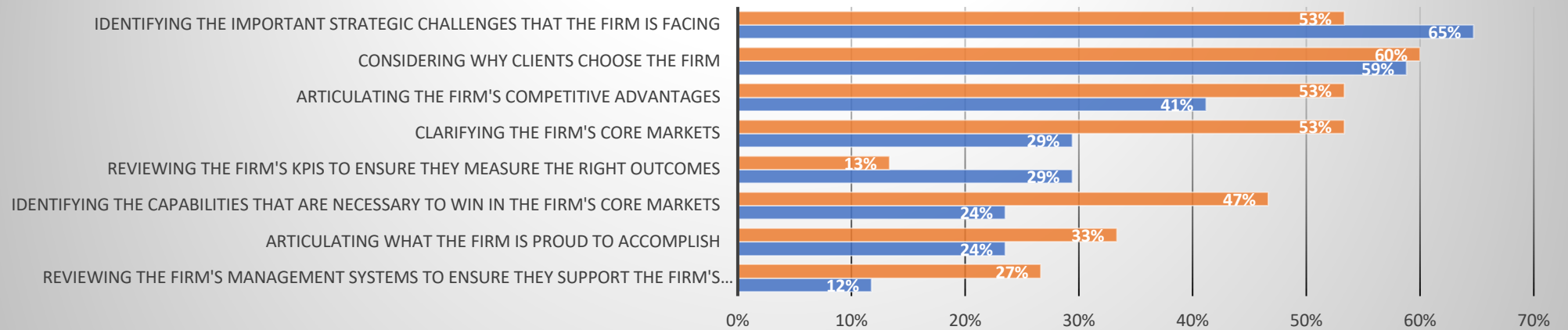


Which do you believe to be the THREE most important activities in developing a coherent strategy?

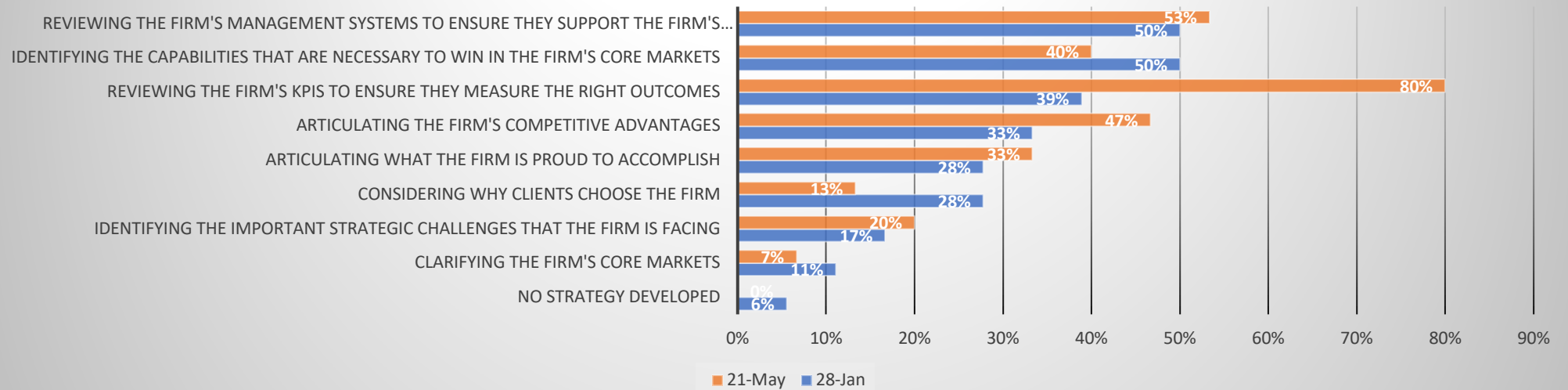


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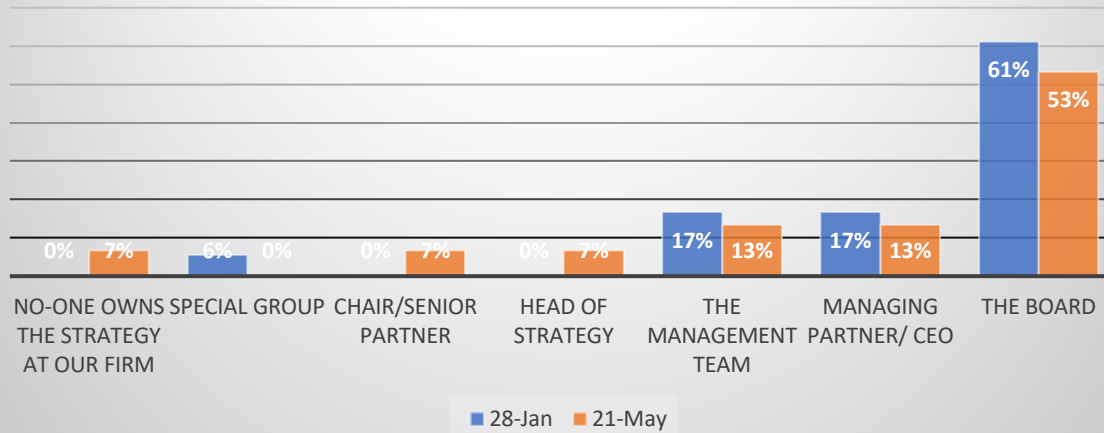
Which do you believe to be the THREE activities in which your firm has been MOST effective in developing its strategy?



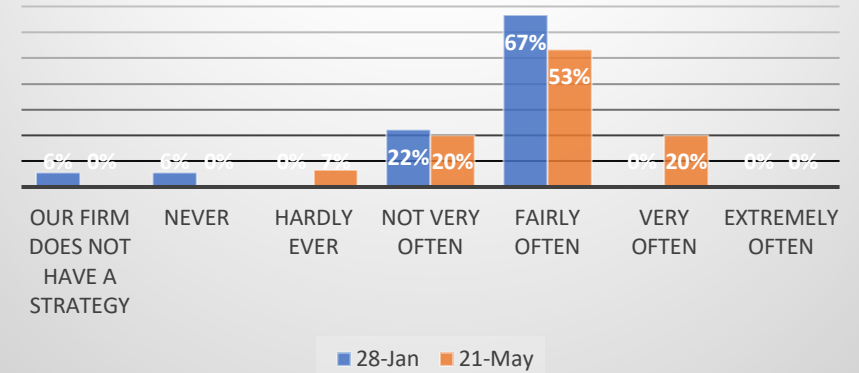
Which do you believe to be the THREE activities in which your firm has been LEAST effective in developing its strategy?



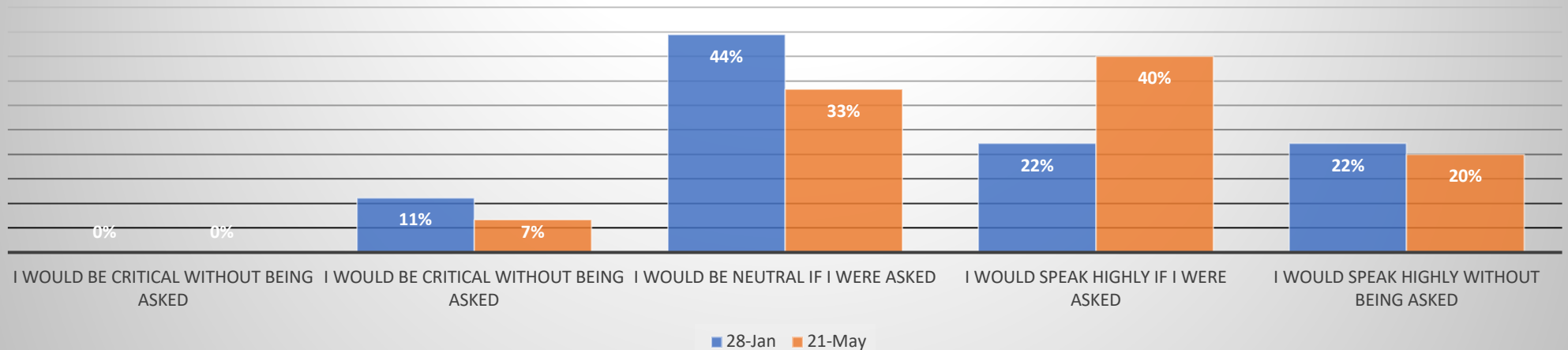
Who owns strategy at your firm?



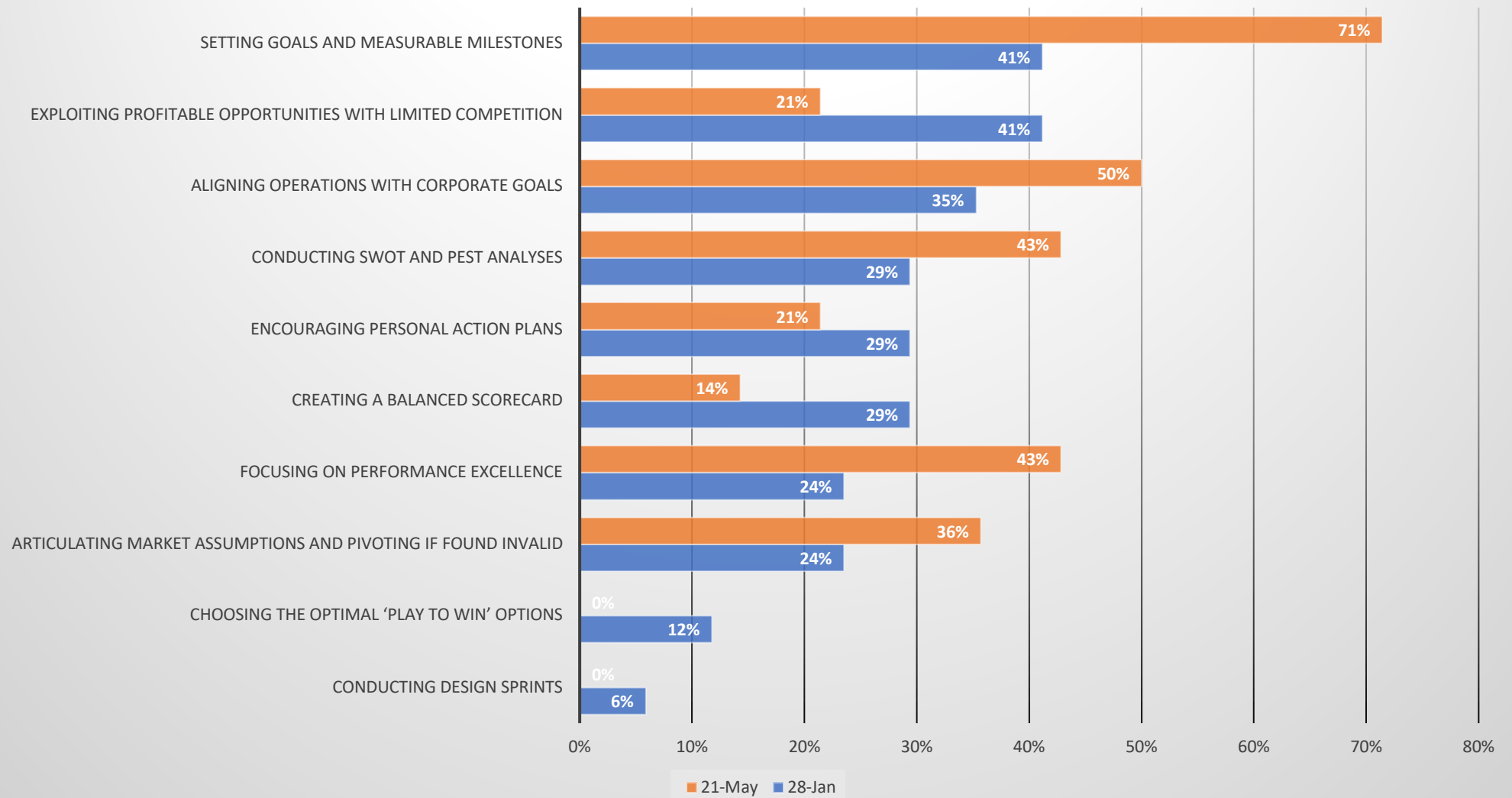
How often is the strategy updated at your firm?



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



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



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