



Name Tyson Smith

July 16  
Dec 16

## PRACTICE PIPELINE™

### Kickoff Worksheet

Please rate the following on a scale of 1 (needs serious improvement) to 10 (excellent)

- |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|----|
| 1. The degree to which you have clear business development goals, strategies, and a sense of direction.                   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. The extent to which you have the time necessary to pursue business development opportunities.                          | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Your ability to turn networking into an effective, meaningful use of time.   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 4. Your ability to articulate what you do in a memorable, compelling way such that it distinguishes you from competitors. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 5. The quality and caliber of your professional network.  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 6. The degree to which you are capitalizing on the potential opportunities within the firm.                               | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 7. The degree to which you are capitalizing on the potential opportunities in your client base.                           | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 8. The frequency with which you visit your clients on site.   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 9. The frequency of opportunities you have to pitch your services to a prospective client.                                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 10. The degree to which you believe your professional brand is effectively positioned in the business community.          | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |