

# **STRATEGIC AUDIT**

## **for consulting firms**

- What kind of professional firm are we?
- What is our consulting philosophy and ethics?
- What is our organizational culture?
- What is our image in clients circles?
- How solid is our client base?
- How do we work with clients an how do we learn from them?
- What are our core competencies?
- How we assess our service portfolio?
- What is our competetive advantage?
- What lessons can be drawn from our growth pattern and performance record?
- What strategies have we pursued and with what results?
- What is our financial position?
- How can we assess the quality and development potential of our human resources?
- What do we know about competitors and what can we learn from them? (who are they; how large and how well established are they; for what markets and organizations do they work; is their client base solid and stable; range of services and technical competence; consulting and marketing approaches and methods; in what areas ahead of us; enjoyed professional image; terms of business; we can learn/things we do better; we win/loose if we compete with them)
- What can we learn from other professional service firms?
- What is our potential for further growth and improvement?
- What is our vision of the future?
- What are our strategic option for further years?
- What strategic and other errors must be avoided?