THE 5 QUESTIONS EVERY FIRM LEADER SHOULD BE ASKING THIS SPRING

You just got through one of the busiest times of the year. Now's the moment to shift your attention back to the business of the firm.

This isn't about jumping into the next marketing idea or chasing shiny new goals. It's about asking the right questions, the kind that help you uncover what's working, what's not, and where the real opportunity lies.

Here are five questions I ask every time I work with a firm because they unlock the insights that lead to real, measurable growth.

QUESTION 1

Are we clear on what's driving our revenue — and what's not?

Why it matters:
Most firms measure revenue. But do you know which service lines, clients, or partners are driving it? Which aren't?

TK Insight:
Revenue doesn't always equal healthy growth. The key is knowing why you're winning or losing business and making decisions accordingly.

Reflection Prompt:
What percentage of your growth last year came from existing clients vs. new ones?

QUESTION 2

Are our clients staying and buying more for the reasons we expect?

Why it matters:
Client retention isn't just about satisfaction. It's about understanding the value you provide and whether your clients even see it.

TK Insight:
Most firms know who their "top clients" are. Fewer know why they stay or what would cause them to leave.

Reflection Prompt:
When was the last time you looked at client lifetime value, or client churn?

QUESTION 3

Are we aligned internally on where we're going and how we'll get there?

Why it matters:
Growth stalls when leadership teams aren't aligned. Conflicting priorities, unclear roles, and siloed decision-making make execution harder than it has to be.

TK Insight:
If you asked five partners where the firm is headed, would you get one answer or five?

Reflection Prompt:
Where is the lack of clarity or consensus slowing you down?

QUESTION 4

Are our services evolving with the market or falling behind it?

Why it matters:
Client needs are shifting fast. Are your offerings still solving the right problems?

TK Insight:
Growth often starts not by selling more, but by offering better. Especially in a profession where expectations are changing.

Reflection Prompt:
Which service lines feel outdated? Which have untapped potential?

QUESTION 5

Are we executing or just planning?

Why it matters:
Most firms don't need more ideas. They need a better way to execute across teams, timelines, and tools.

TK Insight:
This is where I see most firms stall. That's why I built TK's Skinny Playbook™ - to help firms bridge the gap between knowing and doing.

Reflection Prompt:
What have you been meaning to launch, fix, or finish for months?

These five questions are just the start, but they'll reveal a lot if you take the time to answer them honestly.

If this guide raised more questions than answers, that's exactly the point. I work with firms that are ready to evolve, align their teams, and execute growth strategies that actually work. Let's talk.
tkapteyn@thinkpintk.com