

2020 Focus Groups



What is a Focus Group? The 2020 Focus Groups are designed to:

1. Introduce you to fellow forward thinking Practitioners
2. Encourage best practice amongst member firms
3. Act as a catalyst (and support group) for change
4. Help improve your firm's profitability

"This continues to be the best forum for our firm leaders to meet other like-minded professionals and share a wide range of ideas to move our firm in the right direction."

Robert Twyde, Hillier Hopkins LLP



A rising tide lifts all boats. The 2020 Focus Group process encourages the sharing of best practices amongst members for the benefit of ALL members.

Focus Group members are continually looking to improve all aspects of their firm - better internal processes, better client service and better marketing initiatives for example. The Focus Group is the perfect forum for members to gain valuable feedback from each other.

The Focus Group is led by 2020 consultants who have worked with thousands of firms around the world and continue to consult to the profession. Focus group members benefit from their experience and insight as well as the round table environment to discuss practice issues with their peers.

For the best results, there are some house rules.

1. Each firm must send two attendees (Either two partners or a partner and a senior manager/firm administrator)
2. Numbers are strictly limited to 20 attendees - 10 firms.

2020 Focus Group

"It's been the focus group that has given me the confidence to implement the initiatives I knew our firm needed, but was reluctant to pursue because of my fear of change. From raising our fees to outsourcing, the focus group has been both a forum that promotes a new way of thinking about practice management and development as well as a support group to get us through the change."

*John Oddy,
Oddy Tomlinson*



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Typical Agenda

- Industry Update** The 2020 Consultants begin the day with an overview of recent developments effecting the profession
- Firm Update** Firms share their accomplishments since the last meeting and bring forward issues for discussion in the general session
- General Discussion** A high level brain storming session to develop solutions to the group's challenges
- Benchmarking** An ongoing monitoring of firm Key Performance Indicators
- Guest Speaker** An expert in a particular field will be invited address the group
- Commitments** Members make commitments to themselves and each other that they will undertake certain initiatives to keep their practice moving forward

2020 Focus Group Registration of Interest*

Firm Name

Contact Name

Address

City

State

ZIP

Telephone

Email

Firm Size

Partners

Staff

Revenue (approx)

* All information is held in the strictest of confidence and collected to bring together similar sized firms

Please complete the above form and:

1. Give to a member of the 2020 Team
2. Email info@2020groupUSA.com to register your interest
3. Fax this form to 415 924 3105
4. Or call 415 924 3100 to register your interest