

MARKET ENVIRONMENT

- What stage of the business life cycle is the company in (start-up, emerging, growth, mature or decline)
- What are the key trends impacting the trajectory of their business?
- What does their climate and financial stability of the company look like?
- What specific markets do they serve?
- Who is their ideal client?
- What is the competitive landscape – are they a market leader, niche provider, top three in their served market?

OPERATIONAL

- What are the greatest challenges they face as it relates to work force productivity?
- Can you share any key initiatives associated with employee recruitment, development or retainment where our firm could serve as a resource?
- How have they utilized and leveraged technology to drive efficiency, work-flows and overall effectiveness?
- Have they ever been honored as a best place to work?
- From an overall risk management perspective, what concerns do they have?
- Is leadership succession an area of concern for the business?
- What data privacy and cybersecurity initiatives are being considered?
- What is the governance structure and what are the different boards they have established?

SERVICE PROVIDER CRITERIA SELECTION

- What are the essential characteristics of a good business relationship?
- What is the most compelling factor that influences your perception of value?
- What do you appreciate most about your current professional service providers?
- How do you measure success and what performance indicators do you typically rely upon?
- If you were to switch from an incumbent professional service provider, what criteria would be most important to satisfy?
- How important is it to you that your professional service provider has deep domain experience for the industries you serve?
- What level of pro-active insights, education and thought leadership do you expect from your professional service providers?

RELATIONSHIP STANDING

- Who do we presently know at the company?
- What is the nature and depth of those relationships?
- Have we done prior work for any members of the leadership team when they worked for other companies?
- Who are their current trusted advisors?
- Have we checked with other team members of our firm to see if they may have current or past relationships with this company?
- Do we have experience as a firm serving this industry?
- Do we have a referenceable client from this industry?