

Practice Group/Team Purpose

1. WHY DOES OUR GROUP OR TEAM EXIST?

(what specific benefits can your group expect to obtain from acting as a coordinated team?);

2. HOW WILL WORKING TOGETHER AS A GROUP HELP US COMPETE?

(what might the benefits be to each member and to the firm from investing some amount of each individual's discretionary non-billable time in pursuit of building a strong practice team?) and,

3. WHAT'S IN IT FOR EACH OF US?

(what might each individual member want to get out of working as a group for their respective career satisfaction?)

Source: McKenna and Maister, First Among Equals, Free Press, 2002

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