ACTIVATOR DIAGNOSTIC

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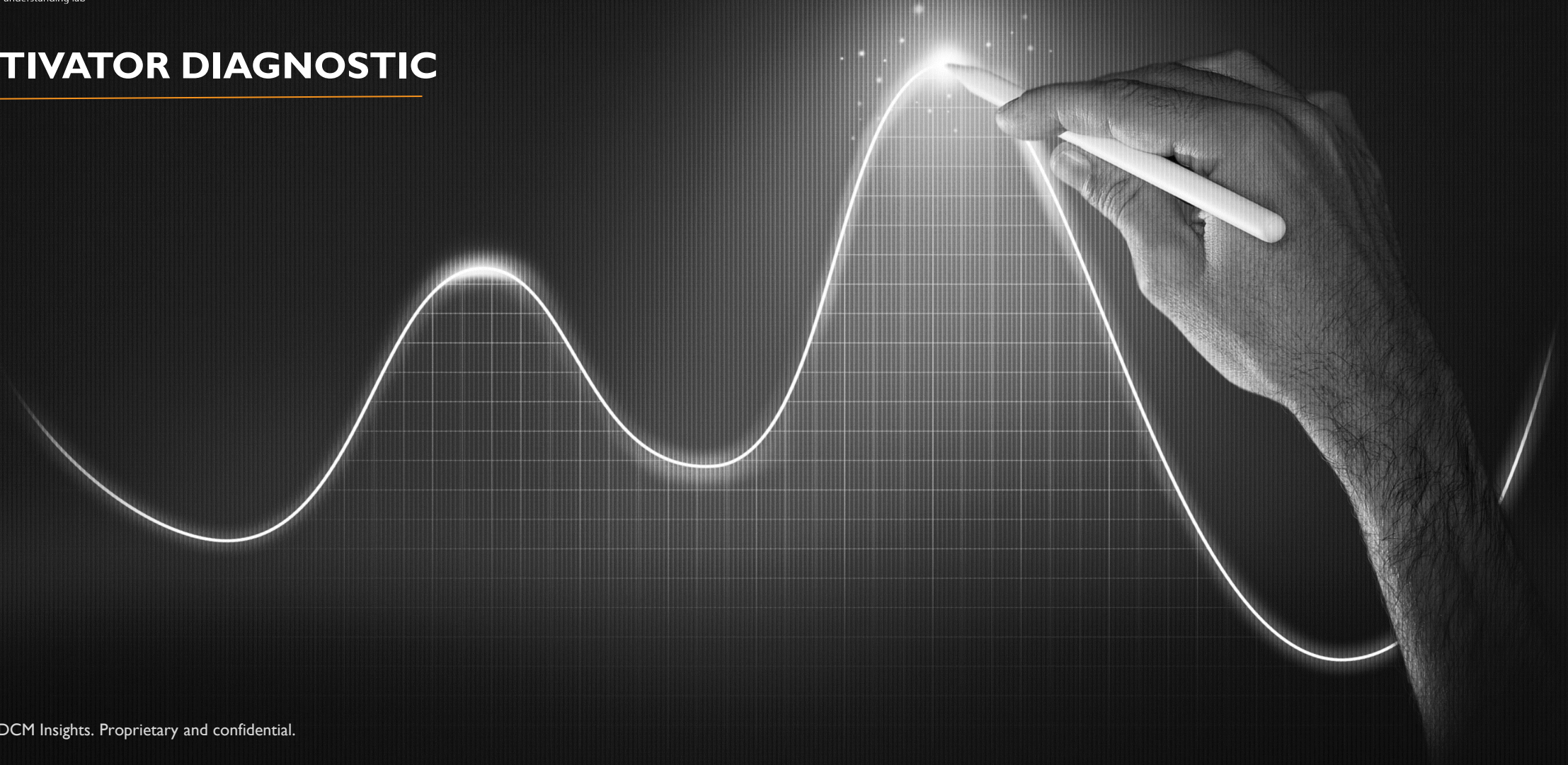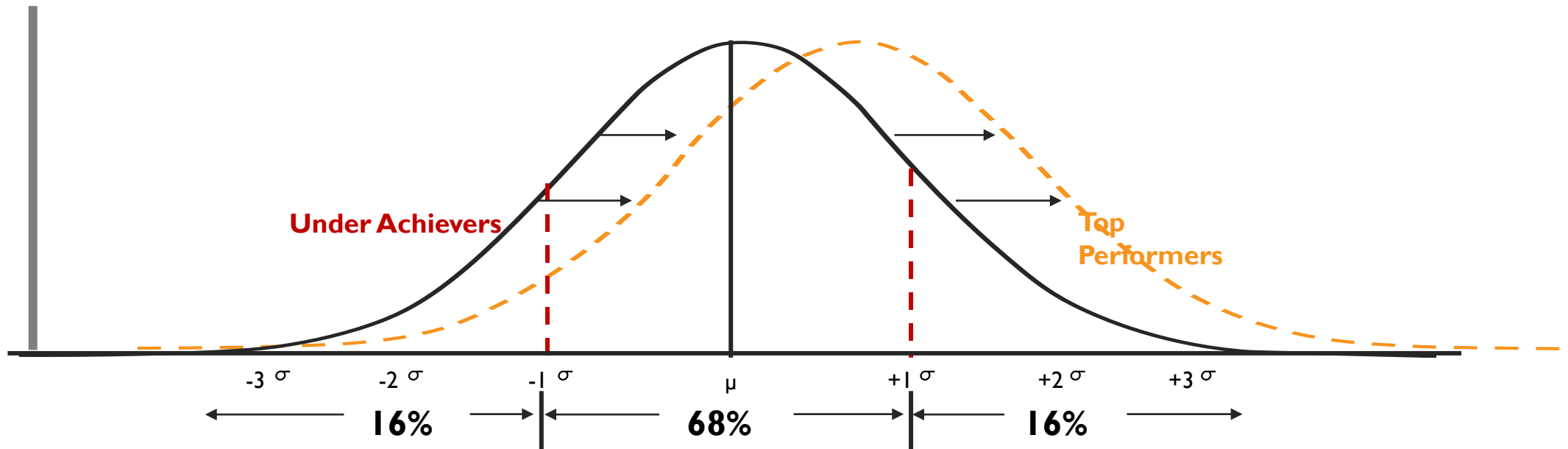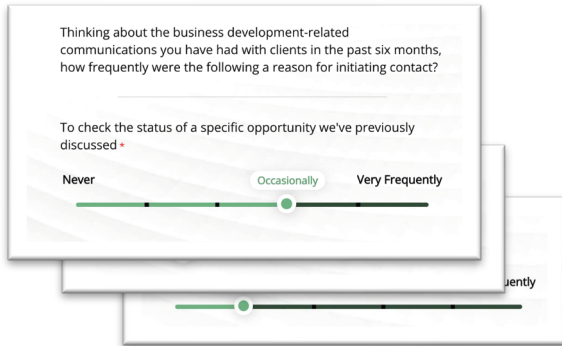
A DEEPER UNDERSTANDING OF PERFORMANCE

> "What do our top partners do differently in terms of business development and how can we export those behaviors and best practices across the rest of the firm?"
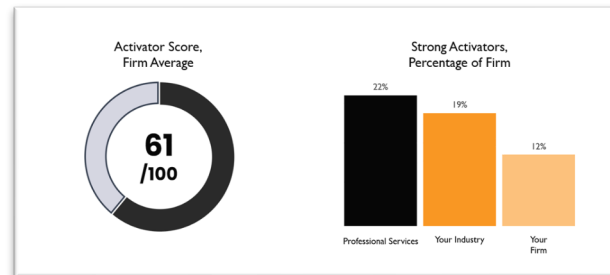
OVERVIEW

Understand

▶ DCMi distilled results from a survey of nearly 1,800 partners from across 23 firms into a 10 minute diagnostic tool that **evaluates mindsets, behaviors and skills against the winning Activator business developer profile**

Compare

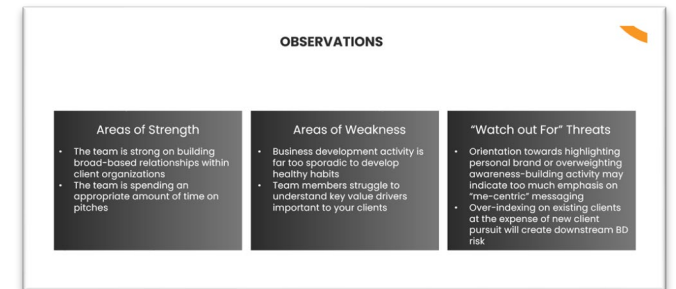▶ Firm leaders receive a custom report detailing aggregated performance **versus global and industry-level benchmarks**

▶ **Compare between practices and regions** to identify areas to target with training and support

Improve

▶ Individuals and organizations also get **concrete suggestions and tactics for improvement**

▶ Re-deploy again in 6 – 12 months to **see progress and capture new hires**

PROCESS OVERVIEW

Data Collection	Analysis	Reporting	Review

Data Collection

▶ Participating organizations designate one admin user, who receives access to the self-service portal

▶ Organizations decide participants, deployment timelines and can monitor completion

▶ No limit to the number of participants

Analysis

▶ Upload firmographic and participant demographics to enable custom data cuts

▶ End-to-end process typically takes 4-6 weeks, depending on response rates

Reporting
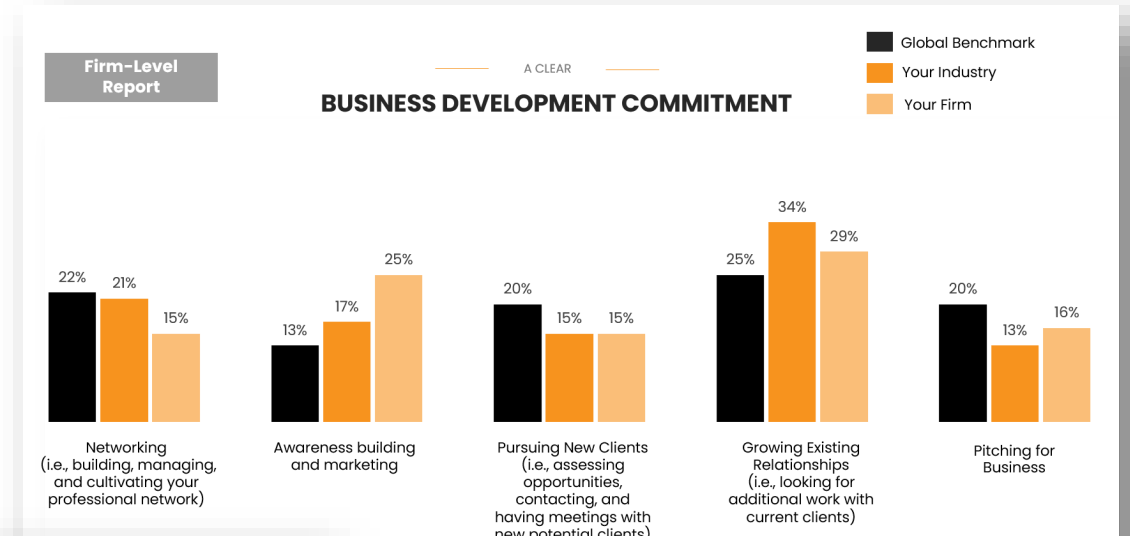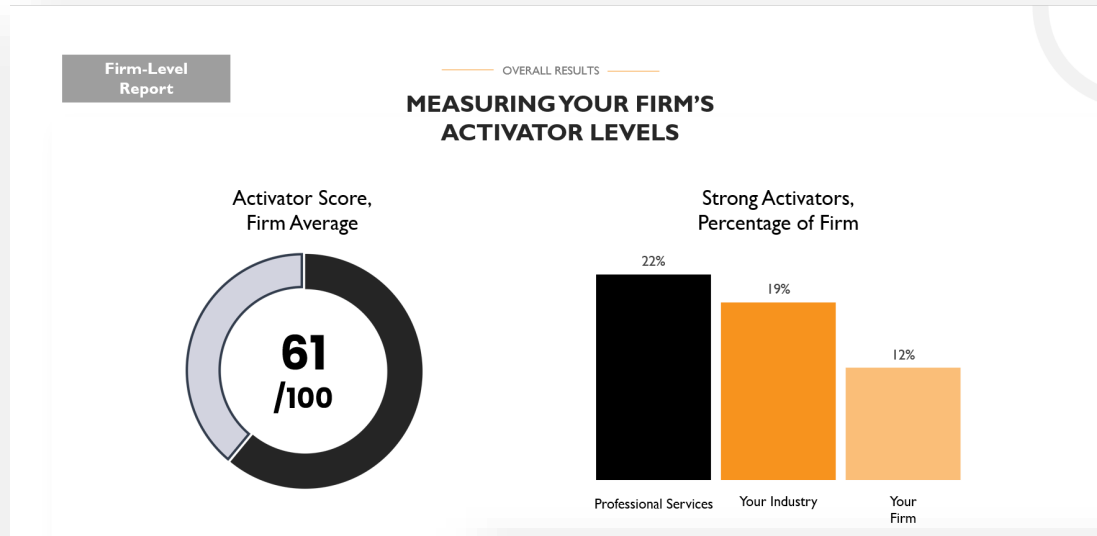
▶ Firm leaders will receive a custom report detailing aggregated performance versus global and industry-level benchmarks

▶ Individual participants given can opt-in to see their own results

Review

▶ The *DCM Insights* team will present the aggregated findings to your leadership team with observations and recommend next steps based on your results

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SAMPLE REPORT PAGES

Firm-Level Report

OVERALL RESULTS

MEASURING YOUR FIRM'S ACTIVATOR LEVELS

Activator Score, Firm Average

61 /100

Strong Activators, Percentage of Firm

- 22% Professional Services
- 19% Your Industry
- 12% Your Firm

Firm-Level Report

A CLEAR

BUSINESS DEVELOPMENT COMMITMENT

Legend:
- Global Benchmark (black)
- Your Industry (orange)
- Your Firm (light orange)

Networking (i.e., building, managing, and cultivating your professional network)
- 22% Global Benchmark
- 21% Your Industry
- 15% Your Firm

Awareness building and marketing
- 13% Global Benchmark
- 17% Your Industry
- 25% Your Firm

Pursuing New Clients (i.e., assessing opportunities, contacting, and having meetings with new potential clients)
- 20% Global Benchmark
- 15% Your Industry
- 15% Your Firm

Growing Existing Relationships (i.e., looking for additional work with current clients)
- 25% Global Benchmark
- 34% Your Industry
- 29% Your Firm

Pitching for Business
- 20% Global Benchmark
- 13% Your Industry
- 16% Your Firm

Firm-Level Report

ACTIVATOR SCORE

Legend:
- ⬆ Up >=5%
- ⬇ Down >=5%
- ⇄ Flat

Group	Sub-group	Activator Score	Strong Activators, as % of Group
By Practice	Practice A	37 ⇄	9%
	Practice B	73 ⬆	32%
By Region	Region A	55 ⬆	21%
	Region B	45 ⬇	18%
By Role	Senior Partner	49 ⇄	19%
	Junior Partner	62 ⬆	23%
	Senior Associate	51 ⬇	21%

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