



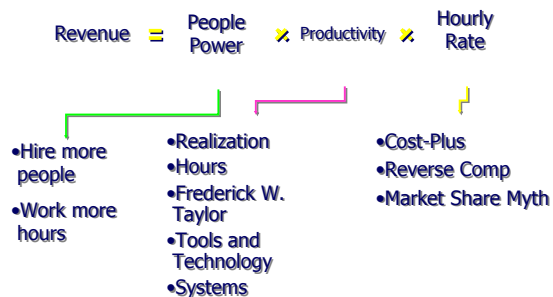
The Firm of the Future

Presented by
Ronald J. Baker, Founder
VeraSage Institute

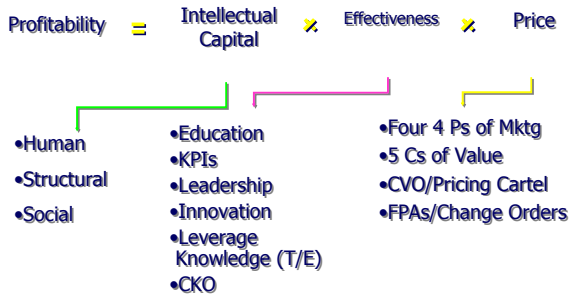
Since 1950s...

- Berlin Wall Built/Falls
- Soviet Union implodes
- China embraces free markets
- Desktop changes the world
- Internet changes the world (again)
- Concorde Built/Museum
- Johnny Carson Retires
- Republicans control Congress
- Lawyers/accountants still charge by the hour

The Firm of the Past



The Firm of the Future



Place

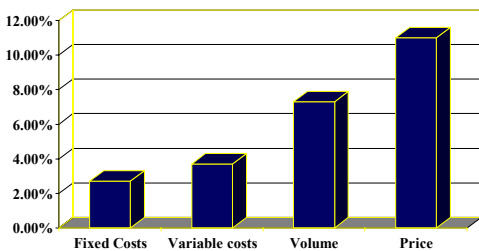
Promotion

The 4 P's of Marketing

Product

Price

McKinsey: 1% Improvement



Two Competing Theories of Value

- ❖ The Labor Theory of Value
 - *The Communist Manifesto*
 - Karl Marx and Friedrich Engels, 1848
 - Karl Marx: *Value, Price and Profit*, 1865
- ❖ The Subjective Theory of Value
 - The Austrian School
 - The Marginalist Revolution, 1871

The 5 C's Marketing Challenge

Comprehend the key value drivers for customers

Create value for customers

Communicate the value that you create

Convince customers that they must pay for value

Capture value with effective price strategies and tactics

Grading Your Pricers

Acceptable

Mediocre

Wimps

Who's in Charge of Value in Your Firm?

The World's First CVO



- Brendon Harrex
- 31 Years Old
- Ward Wilson
- Invercargill, New Zealand
- 4 Offices, 10 Partners, 100 Team Members

The World's First Female CVO



- Jayme Schneider
- 27 Years Old
- Easdown Partners
- Wagga Wagga, Australia
- 5 Partners, 24 Team Members

The Largest Firm of the Future?



- Scott Abbott
- Regional Business Development Manager
- 30 Years Old
- BDO Dunwoody
- Manitoba, Canada
- 14 Offices, 26 Partners, 170 Team Members

Thank You for Attending!!

Ronald J. Baker, Founder
VeraSage Institute

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