

# Pressure Points

*Six Emerging Forces That Will Drive  
Your Firm's Future Success or Failure*

Dick Orton

# The Future from Two Perspectives

## Internal vs. Internal Factors

# The Growth of Obsolescence

Mismatch between skill sets we  
have and the skill sets we need

# Pressure at the Top

## Collaboration Redefined

# Staff Morale

Creativity & Innovation  
vs.  
Mediocrity

# Ownership Transition

No longer a privilege  
and an obligation?

# A New Definition of Trust

Two new requirements  
for firms and for staff

# The Erosion of Client Loyalty

Long-standing relationships  
aren't enough anymore



# Managing the Six Pressure Points



# The Matrix

## Balance between the Economic & Human Interface

Business Performance	Exceed Standards	1	2	3
	Meet Standards	4	5	6
	Miss Standards	7	8	9
		Miss Standards	Meet Standards	Exceed Standards
		People Performance		

- Acknowledge problem exists and measure likely impact
- Treat problem as any other business issue – engage leadership
- Take action