

Competitive Strategy Framework for Lawyers

Use this simple framework to analyze your competitive environment and craft new strategies that keep you ahead of your competition. Adopted from Michael Porter's famous Five Forces¹ model, this exercise helps uncover key insights about your market position and unique strengths.



¹ Porter, M.E. (2008) "The Five Competitive Forces That Shape Strategy", Harvard Business Review.

For more detail and advice on applying this framework, read the white paper, [The New Legal Business: Rethinking Competitive Advantage](#).