Category

Consulting

Partner Performance & Practice Leadership Playbook

Evaluating partners on the full scope of practice leadership, not just the revenue they personally generate

- Executive
- Intermediate
- Template Included

- Mithun A. Sridharan

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- 4 minute(s)

Overview

A framework for evaluating and developing consulting firm partners across the full scope of practice leadership responsibility — business development, delivery oversight, talent development, and firm citizenship — rather than primarily on individually generated revenue.

Isn't revenue generation the most important measure of partner

performance? It matters, but a partner evaluation focused primarily on individually generated revenue can undervalue equally important contributions — developing junior talent, building firm capability, maintaining delivery quality across a practice — that don't show up directly in a partner's own revenue number but are essential to the firm's health.

How do you weigh revenue against these other contributions fairly?

By making the full evaluation framework explicit and consistently applied, so partners understand upfront what's being valued, rather than an implicit system that only rewards revenue and leaves other genuine contributions unrecognized.

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Author

Mithun A. Sridharan Thought Leader

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