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

- 29 June 2024
- 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.

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "Isn't revenue generation the most important measure of partner", "acceptedAnswer": { "@type": "Answer", "text": "performance?\nIt matters, but a partner evaluation focused primarily on individually\ngenerated revenue can undervalue equally important contributions —\ndeveloping junior talent, building firm capability,

maintaining\ndelivery quality across a practice — that don't show up directly in a\npartner's own revenue number but are essential to the firm's health." } }, { "@type": "Question", "name": "How do you weigh revenue against these other contributions fairly?", "acceptedAnswer": { "@type": "Answer", "text": "By making the full evaluation framework explicit and consistently\napplied, so partners understand upfront what's being valued, rather\nthan an implicit system that only rewards revenue and leaves other\ngenuine contributions unrecognized." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country - Select -

- I agree to data processing in accordance with GDPR

Submit

Leave this field blank

References

Related playbooks

Consulting

Consulting Capacity Planning & Resource Utilization Playbook

A framework for consulting capacity planning that balances staffing levels against realistic pipeline conversion — avoiding both chronic overutilization that bu

- Practitioner
- Intermediate
- Template Included

Read playbook

Consulting

Consulting Delivery Quality & Client Satisfaction Playbook

A framework for tracking consulting delivery quality using leading indicators that predict client renewal and expansion, not just lagging satisfaction survey sc

- Practitioner
- Intermediate
- Template Included

Read playbook

Consulting

Consulting Firm KPI Dashboard Design Playbook

A framework for designing consulting firm performance dashboards for genuine usability — visual clarity, appropriate metric density, and audience-specific views

- Practitioner
- Intermediate
- Template Included

Read playbook

Talk to us about partner performance management

Tags

- Partner Performance
- Practice Leadership
- Firm Operations

Author

Mithun A. Sridharan Thought Leader

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.