

## GENEVA GROUP INTERNATIONAL

### GROUP E WORKSHOP

#### Topic discussed:

***What is best size for professional firm?  
Is big always beautiful?  
What is the size of your firm?***

- 1 The group concluded the answer was 42 <sup>1</sup>/<sub>2</sub> (A joke!) - No one laughed.
- 2 It was decided that there is no best size for a professional firm as different clients want different sizes of firms. In a dynamic market, clients want choice, so there is a market for firms of various sizes.
- 3 The size of a professional firm is a dynamic also. A firm may grow to accommodate eager younger professionals within it, to provide succession for existing partners or to create growth. Firms may change size to reduce overhead or to increase capacity to meet clients' needs.
- 4 The overall conclusion was that one size does not fit all.