

Cultivating a Business Development Culture Within Your Firm

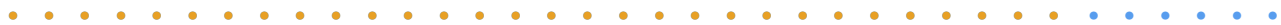
Jonathan Fitzgarrald

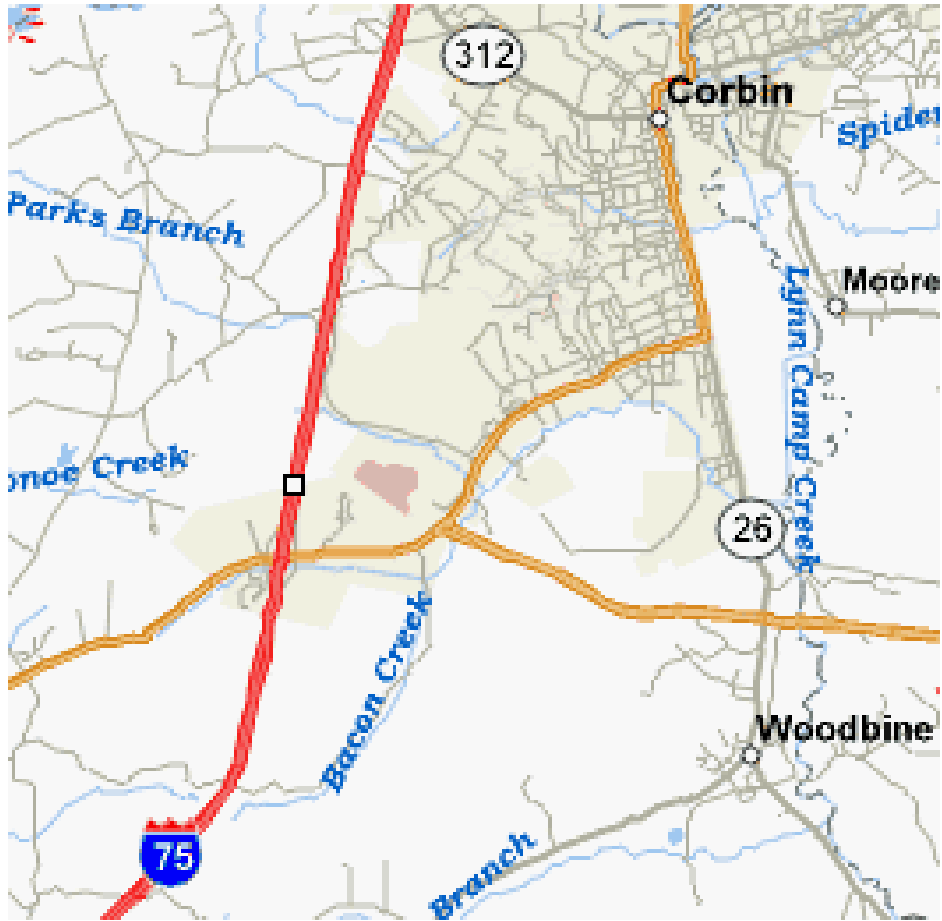
GGI North American Regional Conference

May 13, 2016



Harland





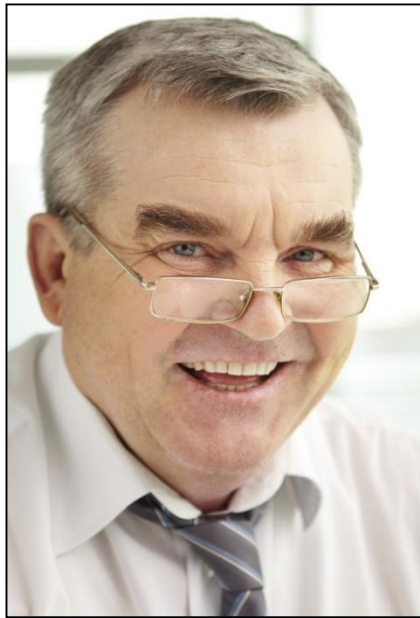
10 Years Later (in 1962)

- 600 restaurants
- \$2 million (\$15M now)

Today

- 18,000 KFCs
- 115 countries
- 736 million chickens/year





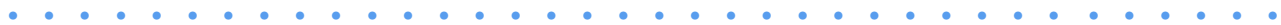
Larry



Jason



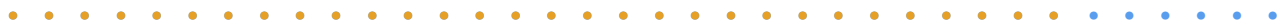
Tammy



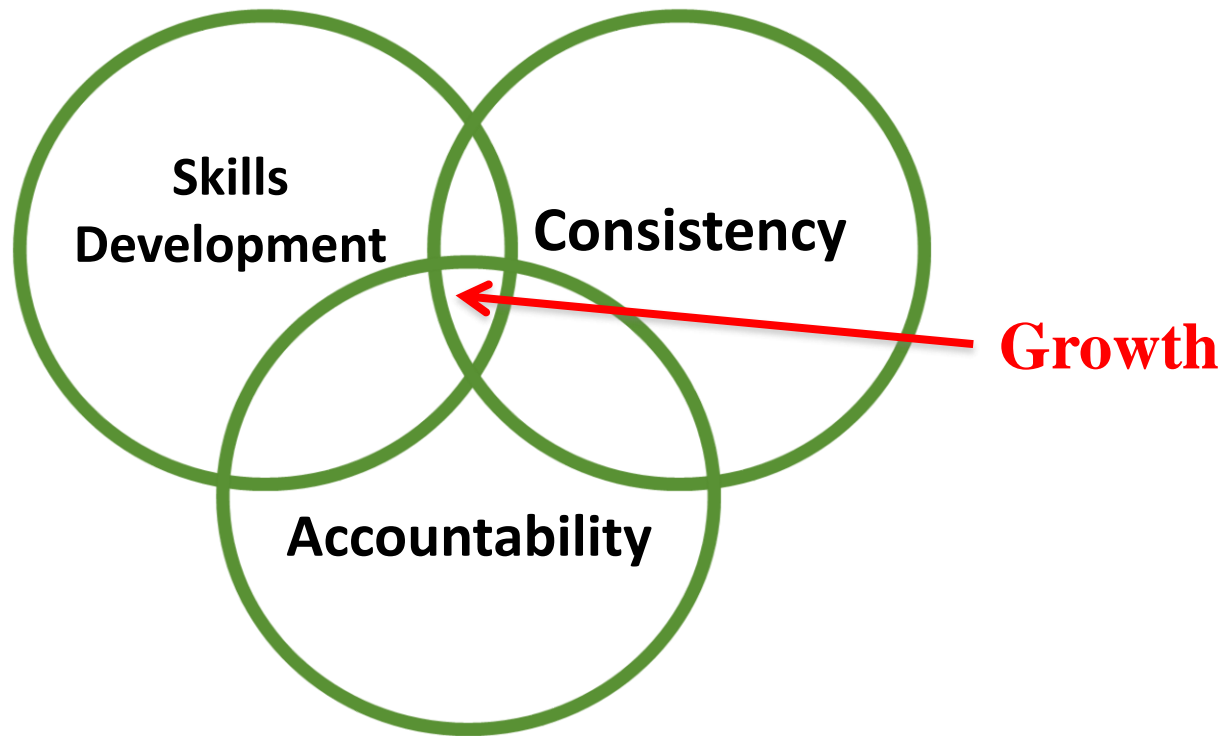
Case Study



ERVIN COHEN & JESSUP LLP

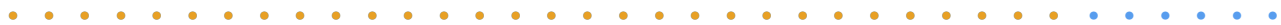


Framework



Scorecard

Metric	Score
Increase in originations (in dollars) from the prior month.	
Increase in hours from the prior month.	
Number of new client engagements.	
Number of in-person interactions (client, prospect, referral source)	
Number of visibility activities (published article, speaking engagement, networking activity, etc.).	





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