

My Top Ten Client Questions

By [Jim Cranston](#) on January 27, 2015

A general counsel once said to me “I’m amazed how many of the firms I work with fail to ask me about my goals for the new-year.” As a trusted advisor, it’s prudent to get proactive with clients and inquire about their **goals, aspirations, priorities, challenges, initiatives, changes, strategies** and **trends** for the new-year. With that said, here are my favorite client questions to start the year off right:

1. What are your top three priorities this year?
2. What are your primary goals and objectives for 2015?
3. What changes, if any, do you anticipate?
4. What are the significant trends affecting your business?
5. What are the greatest challenges you’ll face in 2015?
6. Where do you see the greatest opportunities for improvement?
7. What changes or challenges may impact your business and what might you want or need from us?
8. Are there any budget issues that you’re concerned about?
9. Are there any trends that concern or interest you?
10. What are the critical company initiatives for this year?