

Exercise:

Take 15 minutes and plot 5-10 clients on this matrix. The visual result is often startling. Many firms find that their most time-consuming clients are also their least profitable, occupying the bottom-right quadrant and actively hindering the firm's potential.



High Profit, Low Cost

Who are your **Ideal Partners**?

High Profit, High Cost

Who are your **Chaos Creators**?

Low Profit, Low Cost

Who are your **Legacy Loyalists**?

Low Profit, High Cost

Who drains you?