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**Market & Industry Trends Survey**

**Purpose:**This survey evaluates the consulting firm’s awareness and alignment with market trends, client needs, and emerging opportunities to remain competitive and provide valuable insights to clients.

**Industry Awareness**

1. **How well does the firm understand current trends and challenges in your industry?**
☐ Very Poorly
☐ Poorly
☐ Neutral
☐ Well
☐ Very Well
2. **Are there any emerging trends in your industry that you feel the firm should focus on this year?**
☐ Yes
☐ No
If yes, please describe:
☐ [Open-ended field]
3. **How would you rate the firm’s ability to provide innovative solutions aligned with industry trends?**
☐ Very Poor
☐ Poor
☐ Neutral
☐ Good
☐ Excellent

**Competitive Positioning**

1. **How does our firm compare to competitors in terms of understanding market trends and client needs?**
☐ Significantly Worse
☐ Worse
☐ Neutral
☐ Better
☐ Significantly Better
2. **What differentiates our consulting firm from competitors?**
☐ [Open-ended field]
3. **Are there any services or solutions you feel our firm is lacking compared to competitors?**
☐ Yes
☐ No
If yes, please describe:

**Client Needs**

1. **How well do our current services align with your organization’s needs and priorities?**
☐ Very Poorly
☐ Poorly
☐ Neutral
☐ Well
☐ Very Well
2. **Are there any specific challenges or opportunities you foresee for your organization this year that require consulting support?**
☐ Yes
☐ No
If yes, please specify:
3. **How likely are you to engage our firm for additional services based on current industry needs?**
☐ Very Unlikely
☐ Unlikely
☐ Neutral
☐ Likely
☐ Very Likely

**Adapting to Change**

1. **How well does the firm adapt its services to respond to changes in market conditions or industry demands?**
☐ Very Poorly
☐ Poorly
☐ Neutral
☐ Well
☐ Very Well
2. **What areas of improvement would you recommend for the firm to stay ahead of industry changes?**
3. **Do you feel the firm is adequately prepared to address emerging challenges in your industry?**
☐ Yes
☐ No
☐ Somewhat

**Future Opportunities**

1. **What trends or innovations should the firm explore to add more value to its consulting services?**
2. **Are there any untapped opportunities in your industry that you think the firm should pursue?**
☐ Yes
☐ No
If yes, please specify:
3. **Is there anything else you would like to share about the firm’s approach to market and industry trends?**

**Instructions for Completion:**

* This survey is intended for clients, industry experts, and internal stakeholders to provide insights into market trends and consulting needs.
* Please provide detailed feedback to help the firm refine its services and align with emerging opportunities.
* Responses will guide the development of innovative solutions and strategic priorities for the year.

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