

The Winning Firm Alliance

www.winningfirmalliance.com



Strategic Marketing and Business Development:

- Would you like to respond to more difficult conditions or increased competitive pressure?
- Would you like to overcome difficulty in gaining revenue growth?
- Would you like to improve the sales performance of partners and fee earners?
- Would you like more clarity on the specialisms you should invest in or promote?
- Do you want to improve the cost effectiveness of your marketing?
- Do you want to ensure entry into a new market or location is successful?
- Would you like to understand how to gain more business from other professionals?

We can help you determine the right specialisms and markets for ongoing success, and help you attain that success. We provide strategic marketing planning, actionable client research, client relationship management strategy & implementation, and service development. We can also help improve sales capability, enhance revenue streams and in the effective development of more profitable client and intermediary relationships.

People and Performance:

- Do you want to build a culture of high performance throughout your firm?
- Does the firm need to be better at raising performance and dealing with under-performance?
- Would there be benefit in better retention and grooming of potential future partners?
- Do you need to enhance training, (even at lower budget)?
- Do partners need expert coaching to help them with specific individual performance issues?
- Do your partners and staff need to be better at business development?

We advise on and implement performance management systems at partner level and throughout a firm. We can help resolve destructive partner conflicts and provide one-to-one coaching programmes to enhance performance. Our partner development programmes and training cover a full range of skills development to deliver step changes in business performance.

Strategy:

- Do you want to improve recruitment and retention in your firm?
- Are you considering a restructure of your firm to improve performance?
- Would you like assistance to help your firm meet the challenges created by the Legal Services Act?
- Would you like to examine your options for merger as a means to become more competitive?
- Could financial management training for your partners and staff help to build profitability and improve cash flow?
- Would you like help managing risks and complying with regulations in your firm?

We help firms create and execute strategies to truly enhance competitiveness and profitability. We help you ensure that strategies are realistic and then guide partners and management through the challenges of implementation, including M&A advice.

Measurement and Financial Management:

- Would you like a clearer picture of your current position in today's environment, and how to improve it?
- Would you like help to strategically improve your financial performance, (through systems, management etc.)?
- Would you like to improve your ability to forecast and plan for the future?
- Could you use help with funding, cash management or securing more beneficial banking relationships?
- Would you benefit from help now in preparing the strongest possible platform for an improved market?

We work alongside you to implement fast and effective measures to improve profit, cash, financial controls and forecasting. This includes benchmarking and KPIs, profitability analysis, integrated forward operational and financial planning. We can assist with funding projects and help you successfully overcome challenging situations.

I.T. Strategy and Project Management:

- Do you need to improve IT system performance?
- Do you need to improve your ability to gain intended benefit from IT systems?
- Do you need to mitigate risks through a disaster recovery plan?
- Do you need to implement a new system (or upgrade your existing one)?
- Does a merger with other firm mean greater demands on systems need to be successfully met?

We can ensure that your IT meets the strategic needs of the firm, from new systems through to effective use of current systems with targeted 'quick wins'. We also help select and implement software packages to ensure business benefit is gained, and have the capability to successfully manage IT teams and projects to ensure successful outcomes.