

SCIPION

Strategy & Marketing

a business strategy **check-up**



Management

Strategy

Finance

Marketing

HR



SERVICE OFFER

INTRODUCTION

We organize a brainstorming session with your Managing Partner and/or Partners, based on a Quickscan (check-up) of the firm's key functions. We look at the "Business dimension" of your firm.

Objectives of the Quickscan

The Quickscan focuses on your strategy and business development. Various objectives and sectors can be prioritized by the partners, such as :

- Organisation and Management of the firm
- Partners, associates & staff performance
- Profitability et Financial competitiveness
- Marketing & strategy
- Positioning of the firm on the Market (national & international)
- International Business development
- Clients management, CRM, retention & cross-selling
- Digital marketing & conventional communication

When conduct a Quickscan?

- Before or after making significant changes to the firm's management or leadership.
- Following a merger, or addition of new offices or practice groups or partners.
- Prior to determining the year's budget and strategic plan.
- To examine the return on investment (ROI) of your marketing and business development efforts.
- As a healthy organization input, a partner retreat or when you feel there is a business issue

Advantages of the Quickscan

- **Expertise.** You benefit from our unique expertise of full audits made with large & innovative firms.
- **External.** You benefit from independent, professional and external advice by an expert with helicopter view.
- **Specific or full Diagnostic.** We either assess all management functions of the firm or we focus on priority and hot topics for you. We ask the right questions based on our professional audit methodology applied to professional firms.
- **Time.** The Check-up is concentrated on ONE DAY and takes place at your office. It allows partners to take part in the brainstorming while managing urgent client daily requests. To optimize your time, the Check-up can be organized on two consecutive HALF DAYS to facilitate partners involvements and their time management.
- **Operational Solutions.** At the end of the Check-up, we remit you a Quickscan report which sums up recommendations and actions to take and priorities to handle. This operational report enables the Partners to base their decisions on professional management advice and take relevant actions for the future.
- **Value for money.** You access high value advice and specialized expertise at a fair and affordable price.

Methodology of the Quickscan

- **Call briefing.** Prior to the meeting, we have an exchange with the Managing Partner or partner in charge to define the conditions and the focus of the Check-up. We define the date of the Check-up, how we proceed with the methodology, who we meet.
 - **Documentation.** Prior to the meeting, you remit us all useful information in order to prepare the ONE DAY Check Up.
 - **Confidentiality.** A golden rule and a contractual obligation for us. We understand the sensitiveness of datas.
 - **Tailor made.** We adapt our questions and methodology to your situation and upon your request discard particular topics/issues that Partners do not want to address during the Check-up.
 - **Report.** Promptly after the meeting, you receive the Operational Check-Up report.
 - **Coaching.** We do not leave you with simple written recommendations. We can accompany you in the implementation of the actions in the framework of an additional mission.
- Scipion – Business Check-up

TOPICS ADDRESSED IN THE CHECK-UP

(1) Key functions of the firm

- a. Strategic Management & organisation
 - i. Business plan & Mission Statement
 - ii. Business Objectives & strategy of the Firm
 - iii. Company values & business culture of the firm
 - iv. Decision-making process
 - v. Industry Focus / Practice Groups / Departments
 - vi. Clients & referrals management
- b. Human resources
 - i. Equity partners and Non equity partners
 - ii. Recruitment, assessment & retention policy for associates
 - iii. Non legal professionals & staff
 - iv. Training programme
- c. Finance
 - i. Key indicators of the firms
 - ii. Budget planning & Control.
 - iii. Partners Compensation. Eat what you kill & Lock-step systems
 - iv. Invoicing – Pricing – Hourly rates & success fees - Legitimizing fees to clients – Billing hours objectives
 - v. Review of current business development efforts, evaluating cost-effectiveness and return on investment.

(2) Market

- a. Latest market trends for retail, inbound and outbound work
- b. International & domestic market
- c. Opportunities in the current market context
- d. Clients expectations for legal services
- e. Your legal products
- f. Commercial & legal watch for the firm

(3) Positioning

- a. SWOT: Strengths, Weaknesses, Opportunities & Threats of the firm
- b. How to differentiate your practice from other firms & providers
- c. Redefinition of Objectives : What your firm will be in 3 years ?
- d. Redefinition of strategies: How to reach these goals ?

(4) Competitors

- a. General competitors & Specific competitors
- b. Benchmarking: They are better in... We are better in...
- c. How to handle competitors

(5) Products

- a. Legal products
- b. Departments & product cycle
- c. Product ranking
- d. New products aligned to market

(6) Clients

- a. Top 50 Best clients
- b. "Clients rating " (5 Stars Clients To 1 star Clients) and tailor made services
- c. Client retention programme
- d. CRM : Customer Relationship Management
- e. Cross-selling.
- f. Clients Satisfaction & surveys

(7) Communication

- a. Branding & Corporate identity
- b. Public / Media Relations
- c. Pro Bono / Community Relations
- d. Advertising Strategy / Media Buys
- e. Print Materials / Publications
- f. Web Site Development / Online Strategies / Digital Marketing
- g. Geographic Location / Offices / E-commerce
- h. Public Speaking
- i. Sales Training and Coaching
- j. Client Satisfaction Plans and Surveys
- k. Request for Proposals (RFP) Creation and Selection
- l. Lawyer Rankings & Ratings
- m. Sponsorships / Trade Show Exhibitions
- n. Networks & Best friends
- o. Partnerships
- p. Event Planning

SCHEDULE

The meeting can be organized during a weekday or a weekend (partners' retreat). It starts at 9.00 AM and ends at 6 PM). A lunch break can be organized. Schedule can be adapted to the wish of the partners with prior notification to ensure we align with the methodology of the Check-up.

BUDGET

A determined **Package** is budgeted and includes the methodology described above. Extra services such as practical implementation and coaching will be performed separately upon a dedicated service offer.

Price for the **check-up 4990 Euro**

- *All our prices are quoted excl VAT & local taxes.*
- *Our price does not include travel expenses, flight/accommodation and travel daily allowance.*

ABOUT US

SCIPION is an International Leader in Strategy & Marketing for Professional firms.

Value for Money. Our niche structure and mode of organisation enable us to offer an extremely high value-added service without excessive overheads. We have an exceptional understanding of the domestic legal markets. We are currently extending our activities towards Eastern Europe.

We are a multicultural team of consultants who work in English, Dutch, French, Italian, German, Arabic.

We know your environment

We work on a regular basis with firms, companies, investment funds or public entities active in your jurisdiction and we benefit from exclusive market intelligence.

SCIPION advises and trains 27 firms of the IFLR Top 100 global firms. We are contacted by major US, UK & EMEA based firms which have or are opening branches globally. Our clients include global law firms, international law firms, domestic full-practice firms, niche law firms and ex-MDP practices.

Our contact & team for you

Our services are customised and adapted to your needs. A single account manager will be your point of contact and will coordinate your project with the various specialists.

We look forward to our long-term relationship, in which we get to know your business and follow its developments, locally or globally.

On this particular project, your main contact would be **Mr Laurent Marliere** (mobile +32 475 42 21 49 – Direct mail : LM@scipion.net). He will ensure the team lead for this offer and coordinate the different consultants. He speaks English, French, German, Italian, Dutch.