

LEGAL SECTOR DEVELOPMENT TEAM



We have established a Legal Sector Development Team at Lawdacity™ Consulting and Training and we are seeking to expand the team.

The main purpose of the LSDT is to provide an opportunity for coaches, business consultants and trainers to work with lawyers to help them to solve the problems they face. The essence of the LSDT is Partnership. This must be a win-win. So if you share our passion for helping others then we would love you to join us.

Every day members of the LSDT work with business owners who want to feel good about their businesses. This is at the heart of all of the **Lawdacity™** frameworks. We believe that often business owners make decisions based on how they feel, and that this changes as they and their businesses go through the various cycles of business ownership. We help them to feel good about their business again and make decisions that are positive.

Our aim is for the LSDT to collectively bring a vast amount of experience to help our clients. We expect that you will have gained experience in helping organisations from one or more of the following categories:

- Companies from the Times Top 100
- Fortune 500 companies
- International Law Firms
- Charities
- Government

Please see our [Background to the Legal Profession](#) appendix for a detailed briefing into the current issues in the legal profession.

OUR REQUIREMENTS

Lawdacity™ is currently looking for coaches who can fulfil the following criteria.

A coach should broadly be able to meet the European Mentoring and Coaching Council Competency Standards for Coaches at "Practitioner" level, where this is defined as those who:

- specialise in working with executives, directors and boards
- will receive supervision on a regular basis and able to provide peer supervision
- attend at least a further 10 hours of continuing professional development events annually

(Please see the EMCC website for further information – www.emccouncil.org)

In addition, a coach should demonstrate the following:

- experience with firms that offer professional services
- at least two years' full time experience as a coach
- some experience of supporting coaches through career planning
- experience of debriefing or using feedback/assessment as part of the coaching process
- an active commitment to keeping up to date with changes in the coaching profession and related fields
- ability to contribute to the LSDT, its learning about coaching at firms and the learning of fellow coaches

Importantly, (s)he should have an approach to coaching that:

- is goal and action centred
- is structured
- is driven by the coachee: their needs and their agenda
- is within the terms of the agreement the coaches have with the firm
- actively takes account of the organisational context

Selection will be carried out through application, supervisor's statement, client and coachee reference and a one-hour interview conducted by Lawdacity™ staff.

HOW THIS WILL WORK

Services

These will be delivered under the **Lawdacity™** brand. We will:

- Find clients
- Allocate to the most appropriate person
- Invoice the client

Payment

- The coach or trainer will invoice **Lawdacity™**. Typically, the coach or trainer will receive 50% of the fee, 25% will go to the sales/ marketing team and 25% to **Lawdacity™**.
- See our charging structure (appendix 3) for more information.
- We are also looking for trainers who can deliver a range of courses to Solicitors and Barristers. See our latest Legal Sector Development Network appendix at www.Lawdacity.com for details.

WHY LAW FIRMS NEED THE LSDT NOW

Uncertainty and change are constant forces that every business has to come to terms with.

The legal services market is reeling from the constant change that is taking place. External forces are putting extreme pressure on some parts of the profession. Some law firms are:

- Being squeezed financially
- Struggling to adapt to the changes
- Not designed for stability and continuity
- Slow to adapt to the changes which are sweeping through the profession

- Low on innovation and creativity
- Losing money through poor decisions
- Stagnant and slow to change and bring their people with them

We want to help law firms and Barristers' chambers to balance the firm's current needs and future opportunities effectively and consistently out perform their peers in:

- Revenue growth
- Profitability
- Client satisfaction and reputation

We want to help them become a superior firm across time, on a year-by-year basis, through all business cycles, in spite of any changes in the industry or changes in leadership. In short to become a high performing firm following the shake up in the legal services market.

HOW WE CAN HELP THEM

At Lawdacity™, we help Lawyers to improve their businesses and meet their compliance obligations by providing consultancy and high performance coaching. We help them deal with problems they think are insoluble to find new solutions that work. To be successful, a business needs to be flexible, able to reorganise quickly and be consistently high performing. We can help them to unlock the latent potential within their business. We can help them to use their strength, inspiration and experience so they thrive with change.

Giving our clients the advantage

Lawyers hate to sell. Often the business does not know how to find new clients and doesn't have a strategy to keep the ones they have. The clients are not being fully served and they don't cross-sell the firm's other services or Solicitors. Some of them have poor business development skills. They often have set targets and billable hours. We help them to meet these targets and become elite rainmakers.

We help them to introduce and implement a product creation strategy so they can offer new products to their existing clients and create a new client base.

Leadership

We help the management team to become stronger and more focused. We have designed a management process to help a business to become re-energised through having a quality management team.

We help the firms and chambers to have happy, focused fee earners bringing in more clients easily and effortlessly in a high performance environment where success is not only expected but is celebrated.

Our service methodology combines the best of coaching and consulting, transferring skills to our clients, and ensuring sustainable change in their business. It is through trusted relationships that we help our clients achieve the success they need.

Lawdacity™ only works with lawyers, law firms and Barristers' chambers. We work at different levels within their businesses. We can assist them with the fine detail of your specific issues. And we also help them to focus on the bigger picture.

CONSULTING

We have helped law firms to react with clarity, insight and flexibility when confronted by challenges and helped maximise their agility and boldness when faced with new opportunities. We can help them develop the thinking strategies necessary to generate immediate, sustainable and measurable improvements to enhance performance throughout the organisation.

We have created the best legal sector transformation offering in the UK marketplace and provide a relevant, innovative and first class service.

HELPING THE BUSINESS LEADERS AND OWNERS IN LAW FIRMS AND CHAMBERS

We provide a facilitation service to help them bring ideas and clarity to aid their discussion and the mapping of issues. We help their people work productively together to find real and relevant solutions. We organise and run a strategy workshop for the Partnership Team to help them identify the current asset value and profitability of their firm and agree a vision and strategy for the future to increase revenue and profit in the firm to secure its long-term success.

We are building upon our combined legal sector experience and track record to date to deploy our programmes to provide them with a solution that best fits their needs. We then deliver:

- A coaching/consulting project based around creating asset wealth or
- A coaching consulting project based around driving income and efficiency or
- A combination of the above

HIGH PERFORMANCE COACHING AND MENTORING FOR TEAMS

Raise the Bar™

This is our High Performance Personalised Coaching Programme for Solicitors, In-house lawyers, Barristers, Associates, Legal Executives and Trainees who are already flying high and want to raise their game even higher.

Non-content specific coaching

We help lawyers who are not coping too well and who are unable to manage their workload. They are working far too long hours. They are stressed. They are not able to grow using existing resources but cannot afford to acquire more. However they could grow if they made some strategic changes.

We help the leaders to manage their staff well. Often their people are not spending their time in the most productive way. The business often has the quality, skills, experience and resources to create and sustain growth but the resources are not being properly used.

Delivering executive coaching to Associates

We need more coaches to work with **Lawdacity™** to service the immediate needs of Associates following the delivery of our Career Management Workshop.

We want to:

- Promote a consistent standard of coaching to associates as it relates to their career
- Ensure coaching is aligned to the needs of coachees and also those of the firm
- Provide a forum for collective reflection on the learning of the coaches in the service of the firm
- Over time, to ensure a focus for the coaching work in the firm

Law firms want to:

- Retain Associates who are raised to an appropriate level
- Align the needs of Associates with those of the firm
- Engage Partners in open and realistic conversations with Associates about their careers
- Promote active career management within the firm
- Provide a cost effective way of providing coaching to Associates
- Ensure a more effective way of organising and co-ordinating coaching
- Be able to quickly and easily respond to the needs of, initially, the Associate group
- Enhance a consistency of quality and relevance of coaching in the firm

The Process

Associates at firms may have been selected to attend a Career Management workshop. These are run for up to 12 participants. As preparation for this workshop they will have completed a feedback report and should have had some feedback from their line manager/Partner.

The one-day workshop will give them the opportunity to understand the firm's needs and to reflect on their own personal skills, preferences and values. As a result of this, each participant will understand the implications of the various pieces of input and will be able to put together a career development plan, which they will discuss with their line Partner.

There will be one statutory 1.5-hour coaching session with an LSDT coach - two to four weeks after the workshop - for each Associate with the aim of:

- Consolidating the Associate's learning from the Career Management workshop in relation to their career and their work at the firm
- Finalising a development plan and
- Helping the Associates to prepare for conversations with their Partners

For many Associates, these sessions will be sufficient for them to move forward. A follow-up telephone session from a coach will establish what further support they may need, if any. Some Associates will wish to take up the offer of two or three additional (optional) 1.5-hour coaching sessions over a six-month period.

Lawdacity™ and the client will install a system to track each individual's coaching progress and track the work done by each coach.

The overall programme will be subject to a formal evaluation and review process, which will include Associates carrying out the fuller coaching programmes and filling in feedback forms on their coach.

WHO ARE LAWDACITY™?

Lawdacity™ was founded by Solicitor Caroline Newman LLM. She is a certified Neuro Linguistic Practitioner Trainer and Master Practitioner, a certified Master Practitioner in Timeline Therapy™, a licensed Life Success Consultant and highly trained and experienced Professional Speaker.

Following a successful career which included senior positions in local government and the charity sector, Caroline became a Solicitor with SJ Berwin LLP (a top City of London and European law firm). She also set up her own successful law practice. She has been coaching and consulting with Solicitors and Barristers who want more success in their lives and helping them reach their goals since 2004.

She has sold and delivered training, consulting and coaching services to Barristers' chambers, law firms, local authorities and central government, including the Legal Services Commission since 2004 and has worked with thousands of lawyers.

She was an elected member of the Council of the Law Society of England and Wales for several years and Chair of its Diversity and Equality Committee. Caroline has won awards for entrepreneurship and for services to the Legal Profession.

OUR VALUES

We believe in being authentic. You may as well be yourself as everyone else is taken! We are different. We are bold and we are not afraid of taking risks. We strive to do our best. We care about our clients. Visit our website www.Lawdacity.com (currently being revamped) for our 14 points of culture.

We work with law firms both mid-sized, owner-managed businesses and large Corporate enterprises, presently only in the UK but we intend to expand to countries around the globe. We have a successful track record of helping business owners and CEOs achieve success for their business.

Our business tools and processes are specifically designed to support businesses in their development. The aim is to support management teams and partnerships to create an agreed and aligned strategy. Our coaching is renowned for supporting the full implementation of that strategy. The impact we have achieved in helping well-known law practices achieve success is remarkable.

Our service methodology combines the best of coaching and consulting, transferring skills to our clients, and ensuring sustainable change in their business. Our goal is to see our clients' businesses reward them richly in wealth, time and fulfilment.

If you would like to join us in helping others achieve success, call us on +44 (0)203 494 4104 or email us at info@Lawdacity.com