

How to protect & grow your law firm in 2018 & beyond?

6th February 2018

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Director, Size 10 ½ Boots





FREETHS

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PERCIVAL** LLP
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Keeble
Hawson
Solicitors

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& SONS**
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Ellisons
Solicitors

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solicitors

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...more than a law firm

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MemeryCrystal

**ADDLESHAW
GODDARD**

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harrisondrury | solicitors
we make it possible

**fbc
manby
bowdler.**
SOLICITORS

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Keeble
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Solicitors

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fawcett**
putting you ahead

**harrison clark
rickerbys**
SOLICITORS

Langleys

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ATHERTON
GODFREY
solicitors

GOODMAN DERRICK LLP

HARNEYS

CWJ
Clarkson Wright & Jakes Ltd
Solicitors and Notaries



Why
change?

Why Sector
focus?

What next?



**Why Change When Things
Have Been Successful in
the Past?**

People shop
around more

Buyers have
more choice

People are
better
informed

Less loyalty to
service
providers

Buyers are
more
demanding

More &
smarter
competition

People expect
faster
turnaround

Excellent
Client service
is expected

People switch
suppliers more
often

**Technical expertise
is not enough**



Why Sector
focus?





Stand out
from
competition

Win clients
more easily



Build
profitability



Focus marketing resources



What you
need to do
next?





Select up to 5 sectors



Er kann alles, aber nichts davon richtig



“He can do everything but nothing properly” (German)

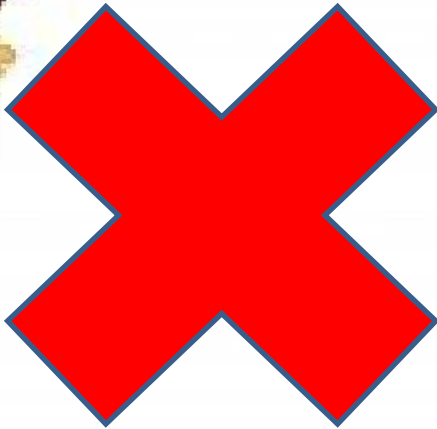
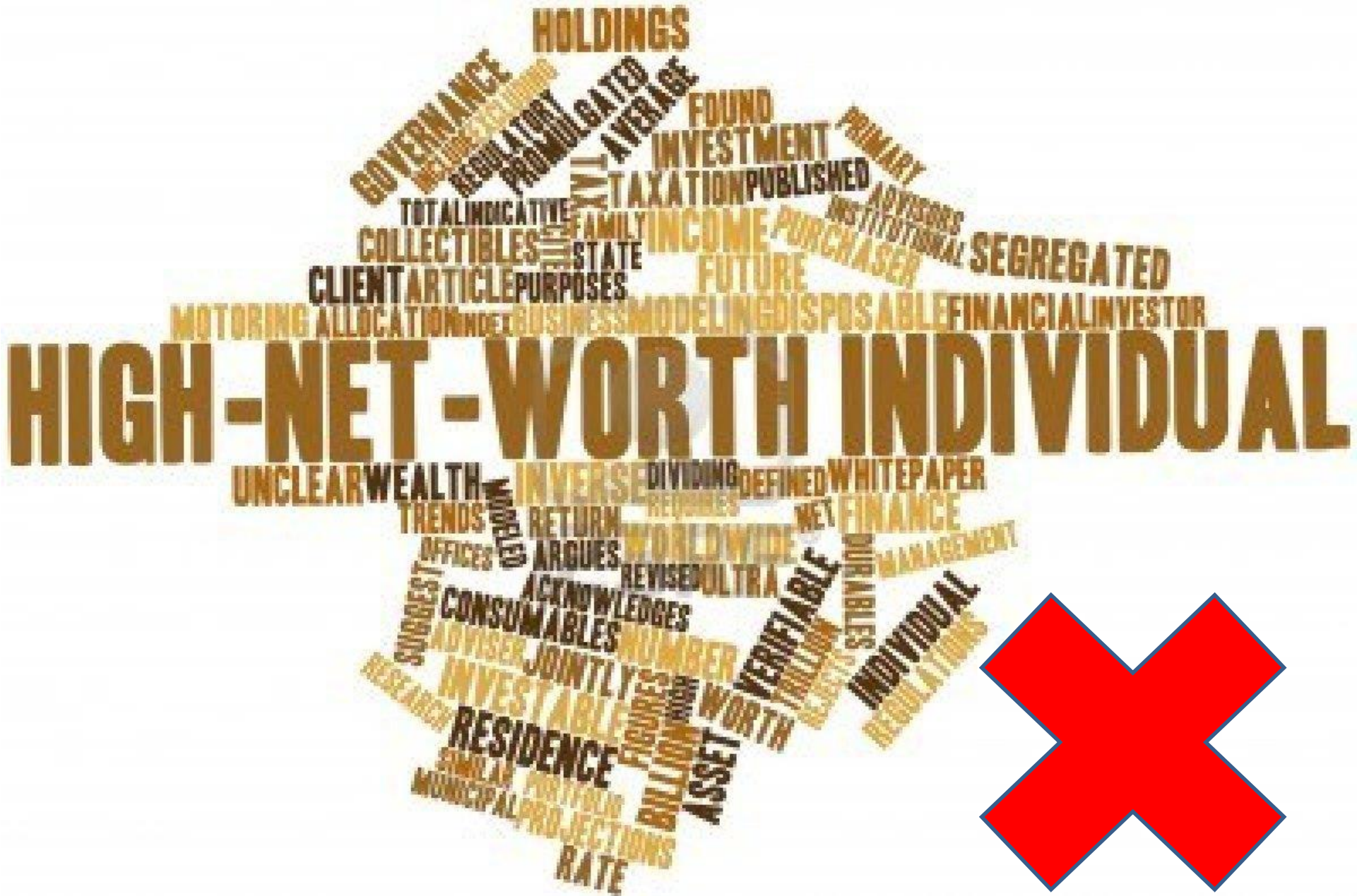
A Sector might be

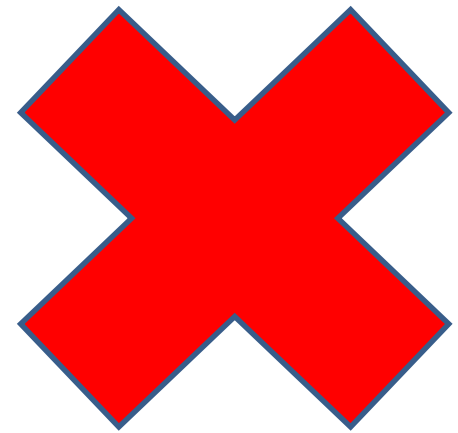
Industry or market
group

Geographic area

Profile of business,
e.g.
entrepreneurial or
Family business

Ethnic group





Sector selection criteria

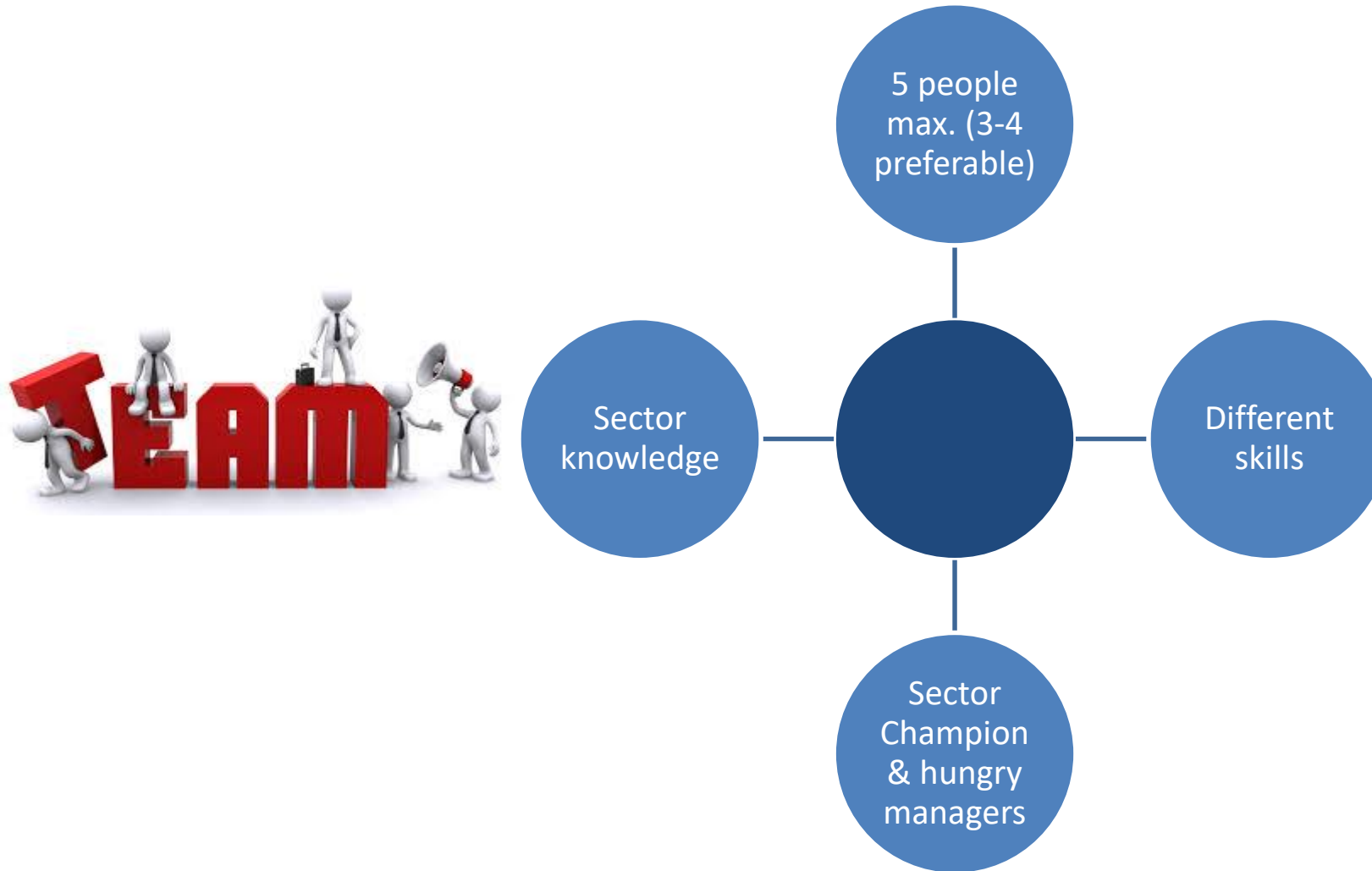
Existing
credentials

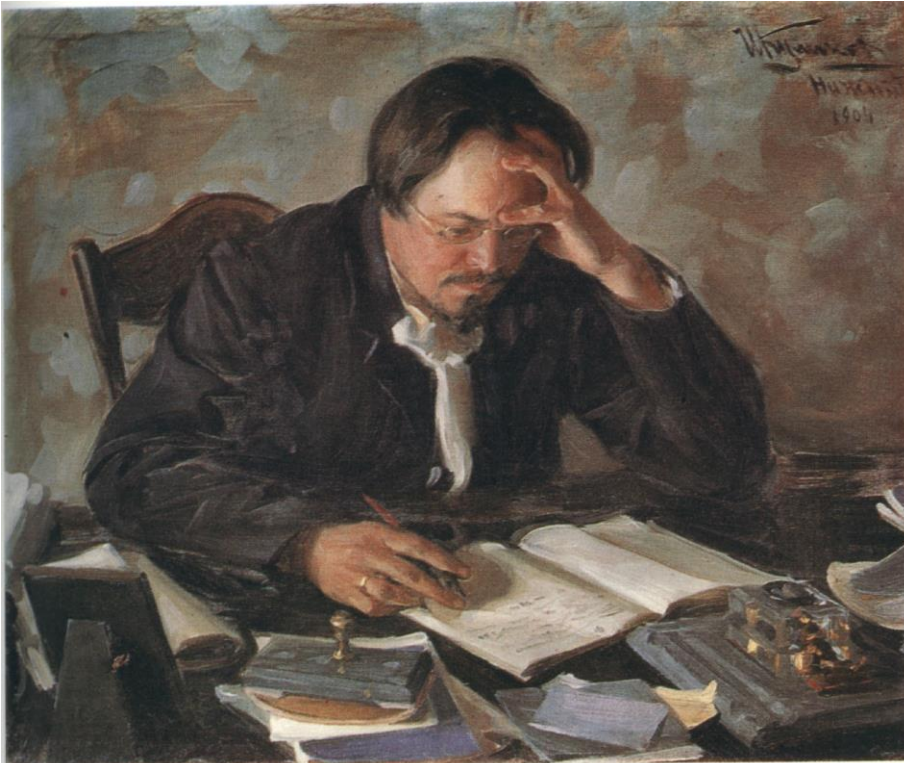
Potential fees
from developing
sectors

Identify under
the radar niches

More profitable
areas of your
business

How to select an internal Sector team





Your first 5 steps to implement

1. Select sectors

2. Pick teams
(to meet
monthly)

3. Define
sector/
segment

4. Create a One
Page Plan

5. Create
accountabilities

WHEN

WHO

WHAT

HOW

?

WHY

WHERE



Please give me a
business card & I will
send you more info
on how to protect &
grow your firm



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Bernard Savage



size 10½ boots

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