

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

17th May 2018

Bernard Savage

Director, Size 10 ½ Boots





EVERSHEDS



size 10½ boots



FREETHS

**HOWES
PERCIVAL** LLP
SOLICITORS

hlw
Keeble
Hawson
Solicitors

**GEPP
& SONS**
SOLICITORS

SK

EST. 1764
Ellisons
Solicitors

sherrards
solicitors

rollits
...more than a law firm

STONE KING
MemeryCrystal

**ADDLESHAW
GODDARD**

HD
harrisondrury | solicitors
we make it possible

**fbc
manby
bowdler.**
SOLICITORS

hlw
Keeble
Hawson
Solicitors

**lupton
fawcett**
putting you ahead

**harrison clark
rickerbys**
SOLICITORS

Langleys

McGUIREWOODS

g
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

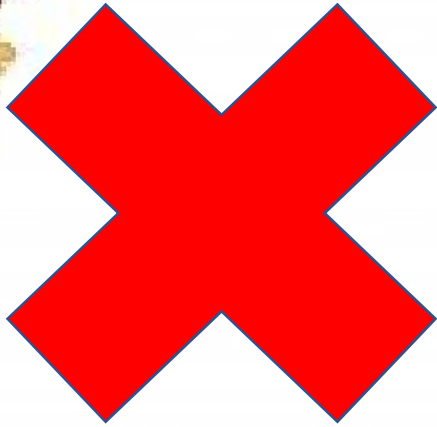
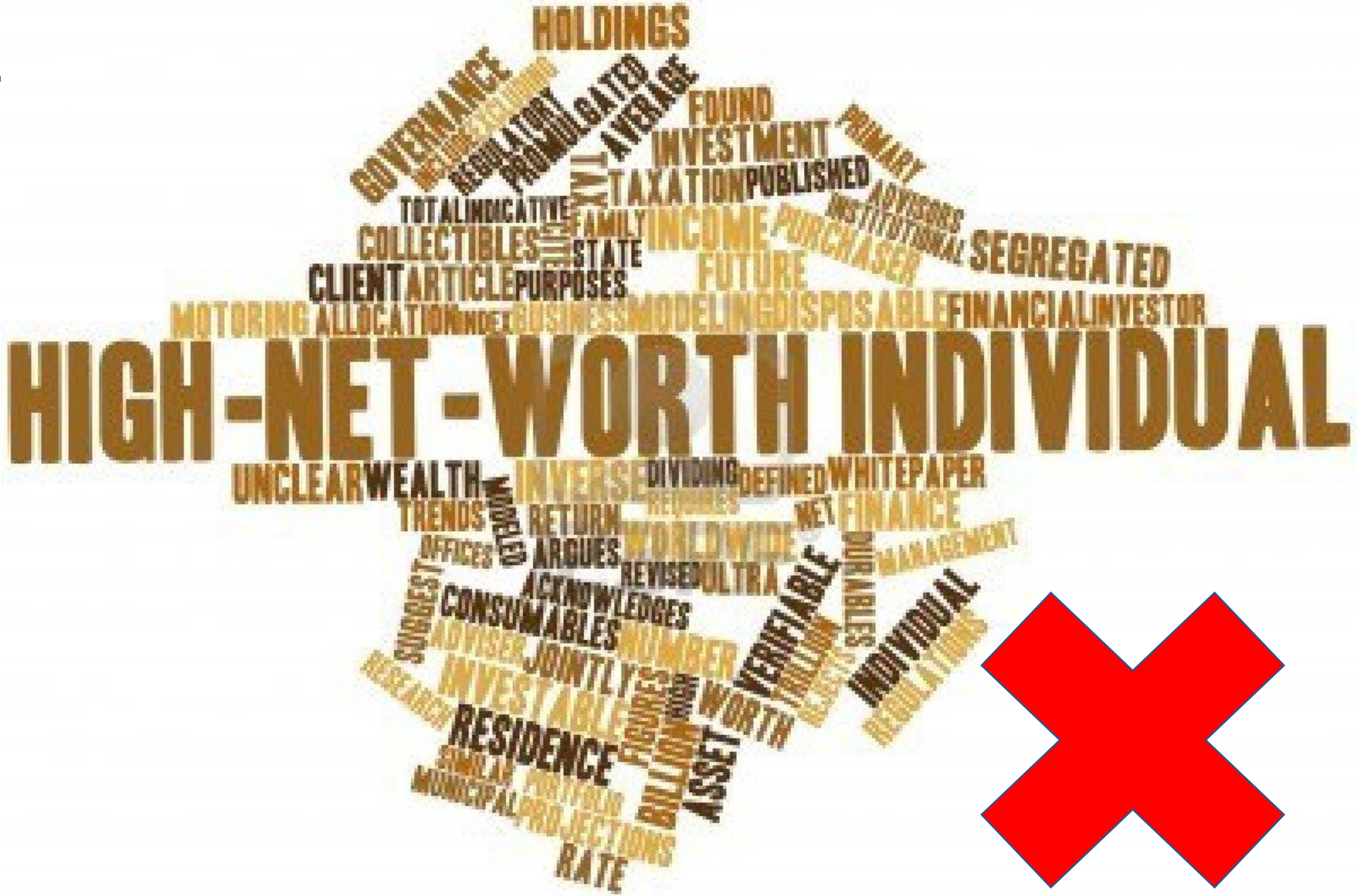
Industry or market
group

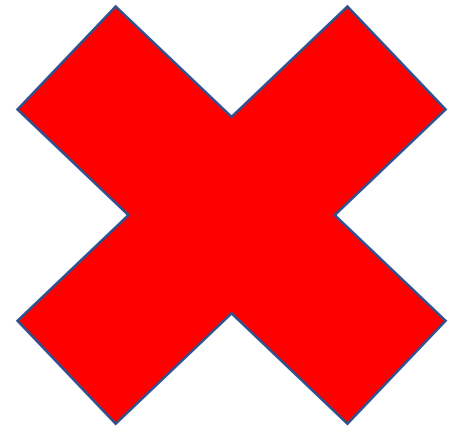
Geographic area

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

Ethnic group

Bu





Sector selection criteria

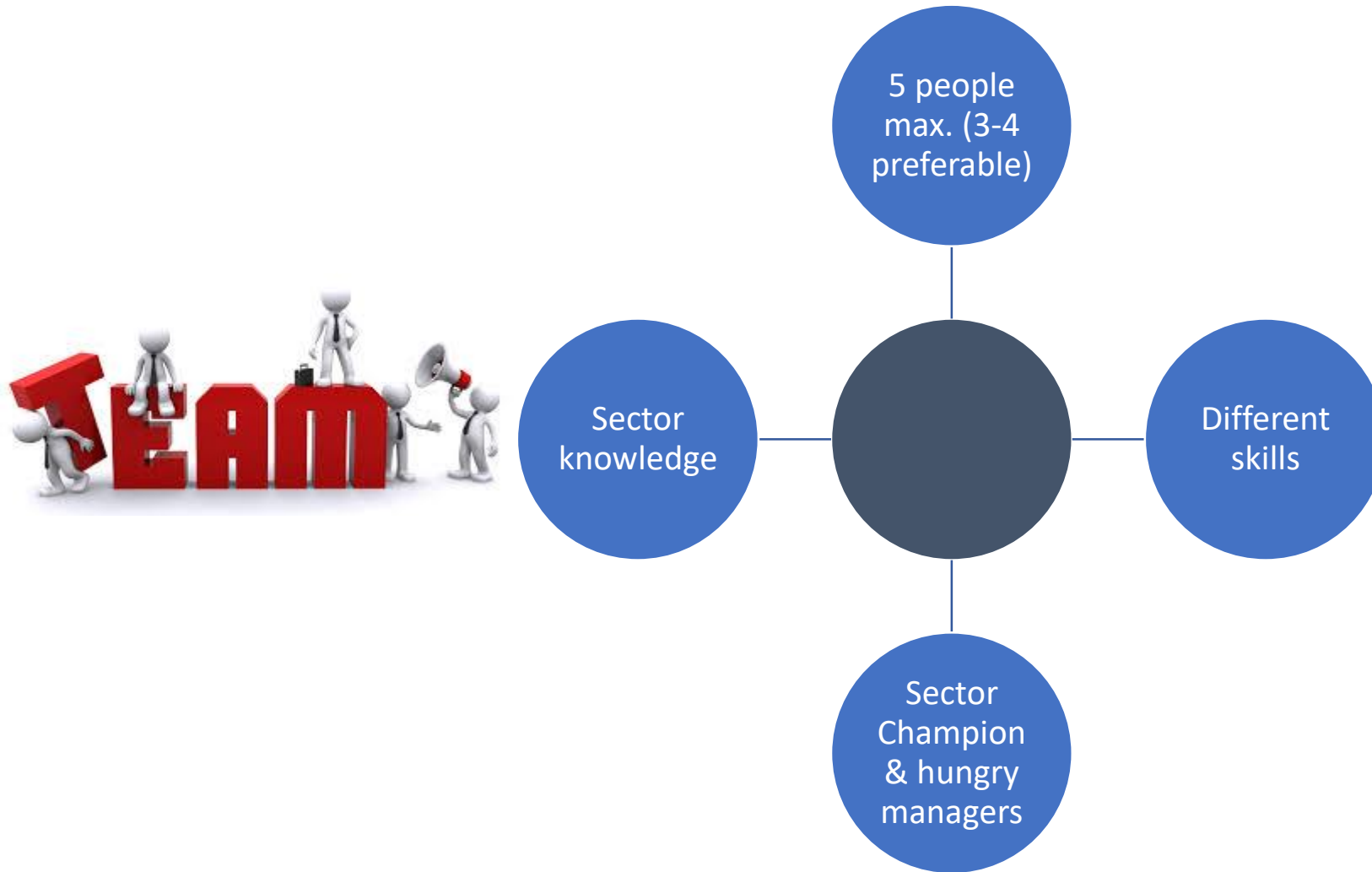
Existing
credentials

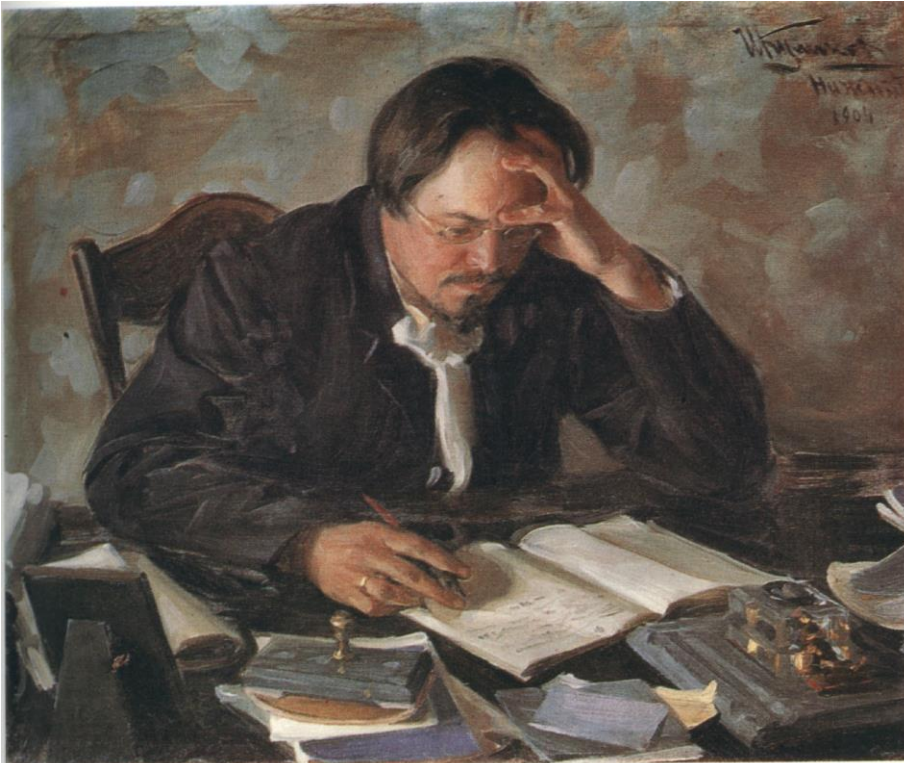
Potential fees
from developing
sectors

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



Bernard Savage

T: 0777 189 7772

E: bernard@tenandahalf.co.uk



@sizetenandahalf



Bernard Savage



size 10½ boots

www.tenandahalf.co.uk