

# LPM

How can SME firms recruit and retain the best people?

**Competing with other firms and legal-resourcing businesses  
that offer higher salaries, more flexibility and better career  
opportunities**

Is this a REAL or perceived challenge?

What we want is different to A or B or C!

What are true motivators?

Do we need a Soul???

ALL businesses are 100% People!

# How can you make your firm more enticing than any other?

- Start with the WHY! (Simon Sinek – TedX)
  - Golden Circle – Why, How, What  
Out to In v In to Out
  - Purpose, Cause, Beliefs
  - People don't buy in to what you do – they buy into what you believe
  - Just a job - work for money v 'Believe in what you do - work with passion!

# MAKE A POSITIVE DIFFERENCE (MAPD)



We value hard work and a sense of humour and believe that they both contribute to a great working environment and great client service



We have an inclusive approach to what we do and who we work with and for



We are about much more than the numbers whilst being mindful of them



It's not just what we do, it's how we do it; we value each other, our clients and our contacts in everything we do



To progress, we are willing to operate outside our comfort zone



# Engaging with the right people at the right level

- Right Level?
- True engagement – Colours!
- Introvert v Extrovert
- Environment & Technology (4 Hour work week!)
- Working and Learning styles
- LLP v ABS, Ltd Company etc

# The challenges of recruiting for specific work types when the supply is low

If all of the previous plans fail, then get creative!!!

Technical Skills v Cultural Fit!

# How might changes to the qualification route affect how people recruit into law firms?

- Career and Expectation Management!
  - Pot of Gold?
  - Millennials
  - Career Ladders - development
- Balance of Approach
  
- Agility in how we adapt! Critical to survival

