How To Create New Business Opportunities In Your Law Firm

An interactive, three-hour private workshop designed for senior associates and junior partners. Facilitated by Sue-Ella Prodonovich and Lynette Nixon, who bring a combined 48 years experience of practical and strategic problem solving for their professional services clients

Competition continues to put pressure on margins, client retention and winning of new work. In response law firms have moved from 'one size fits all' approaches to unique responses that earn loyalty and secure competitive advantage. The challenge in this new environment is finding fresh and innovative ideas to match the individual needs of each client.

WHAT'S THE CONTENT?

With this context and using an end-to-end client relationship pathway the workshop will give you practical ideas across four areas of focus:

1. **Build Relationships That Deliver** – how to entice future buyers to your brand, use networks to advantage, give and receive feedback and manage when things go wrong
2. **Reframe Expectations and Needs** – how to use powerful questions to understand needs, ensure you solve the right problem, get the price right and deal with the discount question
3. **Discover New Dimension of Value** – understand your personal value proposition, adapt your definitions of value across the client relationship pathway from scope through to project completion, explore impact of unintended consequences (that is, when things go wrong)
4. **Building Teams That Thrive Under Pressure** – how to create the environment for teams to work together, flourish and grow; building healthy team cultures and ways of works.

WHO IS IT DESIGNED FOR?

Senior Associates and Junior Partners, who are looking to build their practices by getting more value from the clients they already have.

Secondly, those professionals who need a refresher on how to more fully extract value from existing relationships.

AVAILABILITY

Sue-Ella & Lynette will come to your office to hold this workshop.

Wellington: Tuesday 29th & Wednesday 30th October 2019

Christchurch: Friday 1st & Monday 4th November 2019

Auckland: Tuesday 5th & Wednesday 6th November 2019

For more information please email us at sueella@prodonovich.com

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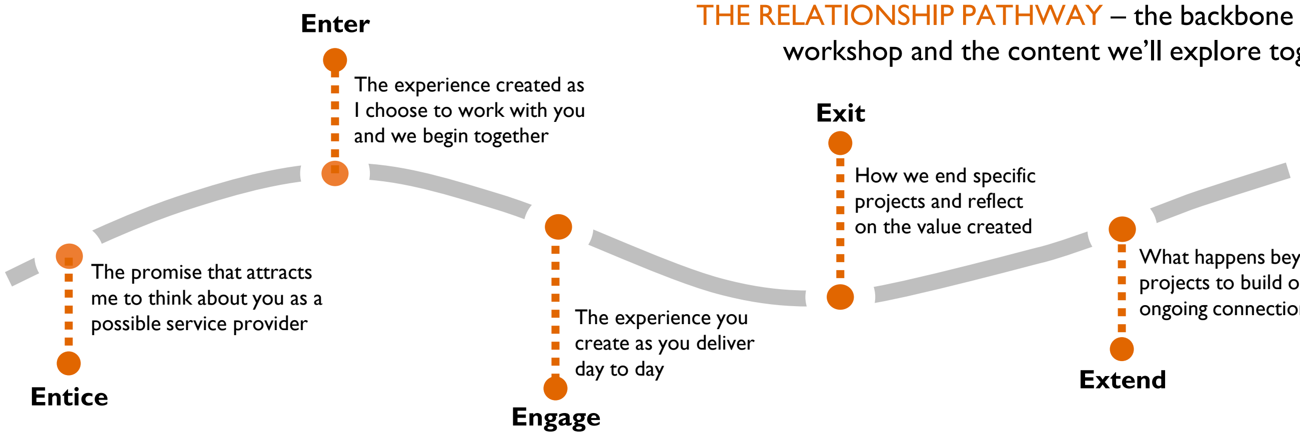
Prodonovich ADVISORY

THE RELATIONSHIP PATHWAY – the backbone of the workshop and the content we'll explore together



HOW YOU'LL SPEND YOUR TIME

We've provided below a breakdown of the work we'll do with indications of purpose and time allocated for each of the sessions.

1. THE CLIENT RELATIONSHIP PATHWAY

60 minutes

- Introduce the pathway and how it can be used to improve client relationships
- Explore the different relationship focus for each phase of the pathway

2. NEEDS AND EXPECTATIONS

45 minutes

- How to use questions to open up opportunities and ensure you are solving the right problem for your clients
- Use the concept of reframing to continue to adapt and respond to your clients changing needs

3. DIMENSIONS OF VALUE

60 minutes

- Identify the value drivers at each phase of the pathway and how to optimise these
- How to use feedback to enhance your value relationship with your client

4. WRAP ON TOOLS

45 minutes

- Introduce client personas as a way to design to your clients specific needs
- Using Moments that Matter to target your investment to where it will have the biggest impact

ABOUT THE FACILITATORS

SUE-ELLA PRODONOVICH

Sue-Ella has more than 20 years senior level experience in winning and growing business in the complex professional services sector. Sue-Ella's consulting work includes strategic planning, business development advice and designing or conducting client feedback programmes.

"You have blown all of our expectations out of the water. I can say that comfortably because I have literally just had 10 different conversations with the attendees of your session to ask for feedback, and all of it is so overwhelmingly positive." L&D Professional, Global Law Firm – June 2019

LYNETTE NIXON

Lynette is a Director at PwC and specialises in Design Thinking, client and employee experience. She consults to both legal and accounting firms around client relationships, innovation and employee experience. As a sought after speaker and facilitator, Lynette regularly works with partner groups and leadership teams to develop firm and client strategies.

"Lynette is one of the most perfect public speakers I've ever seen. Her presentation was outstanding." Luke Hannan, Snr Risk Manager & Conference MC, Westpac – Sept 2019