



Yorkshire Courses for Lawyers

# Business Brilliance Blueprint<sup>®</sup> Programme



# Business Brilliance Blueprint® Programme

## Stand out from the crowd and be exceptional!

On the Law Society Official Database there are 167,769\* legal professionals. Today, more than ever, solicitors need to be skilled in business, leadership and management to gain competitive advantage in Yorkshire and beyond.

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\*solicitors.lawsociety.org.uk 2018



## Yesterday's tools won't secure your tomorrow!

Now Yorkshire's lawyers have access to first-class training on their doorstep from someone who understands them and their market place.

The **Business Brilliance Blueprint®** programme is designed specifically for owners of legal practices - Sole Practitioners and Partners/Directors of small firms based in Yorkshire.

**For start-ups:** It is designed to support you in creating an outstanding practice that is renowned for offering exceptional service and thrives on repeat business and client referrals. **For established practices:** it also allows you to see and correct those areas that are not working or have stopped working so that you can look forward to a continuing thriving legal business.



## SO HOW DO YOU KNOW IF BUSINESS BRILLIANCE BLUEPRINT<sup>®</sup> IS FOR YOU?

- Do you know who your ideal client is — or are you marketing to anyone and everyone hoping your scatter-gun approach will bring you clients?
- Do you have a clearly-structured business development plan or are you plucking ideas from various sources and hoping some of your attempts will pay off?
- Are you sure you are tailoring your marketing activity to the right potential clients — especially ones that can pay you?
- Do you know that your pricing policy and structure is the right fit for attracting and retaining your ideal clients?
- Are you able to clearly define what makes your business different or are you saying the same things on your website as everyone else in the legal profession?
- Do you have a networking strategy that puts you in front of influencers and clients to efficiently maximise your time?
- Do you find small talk comes naturally and are you able to effectively develop “know-like-trust” relationships with current and potential clients?
- Can you manage the inevitable hiccups that happen when networking and marketing your services so that these remain a positive experience?
- Are you convinced that your staff are making the most of client enquiries and know how to convert prospects into clients?
- Does everyone involved in your business understand what it takes to offer exceptional client service and the one thing that every client wants?
- Can you and your staff have cost conversations with clients and prospects confidently?
- Have you developed your business acumen to an exceptional standard so that you are sure you have the right tools and techniques at your fingertips?
- Are you invested in your own personal and professional development so that you understand and play to your strengths and keep your motivation high every day?



# SO HOW DO YOU KNOW IF BUSINESS BRILLIANCE BLUEPRINT<sup>®</sup> IS FOR YOU?

When you evaluate these questions, it becomes clear that running an exceptional legal practice requires in-depth understanding of your market and client needs, with the willingness to invest your effort and resources into creating the ideal solutions and services, as well as superb technical skills.

**The Business Brilliance Blueprint<sup>®</sup> programme will assist you in overcoming all of these challenges; and help you to create a strategic, profitable and highly successful business and marketing plan so you can really stand out in the legal profession for years to come.**

The business mastery programme consists of five training days; five telephone coaching sessions; a 1-2-1 meeting; three legal business skills webinars and email support throughout. It will equip your legal practice with key business skills to ensure that you thrive.

**This programme covers all of the SRA Competencies A - D and can fully support your learning and development plan.**

Programme options are set out as follows:





# DAY 1

## Polished Positioning Principles™ to address your market challenges

### **Planning**

This passion, profit and strategy section allows you to capture on one page your business vision and commercial goals.

### **Potential Clients**

Who are they really in today's changing legal landscape? Potential, current and ideal re-examined by our unique client profiling system.

### **Products/Services**

Are you selling expertise, guidance or documentation? How would your ideal client want these packaged?

### **Pricing**

Strategies for understanding how to price for maximum profit and keep within your client's budget.

### **Platform(s)**

This includes your digital strategy with a website and LinkedIn review to ensure your brand is clear, powerful and accurately reflects what you stand for.

### **Power Teams and Alliances**

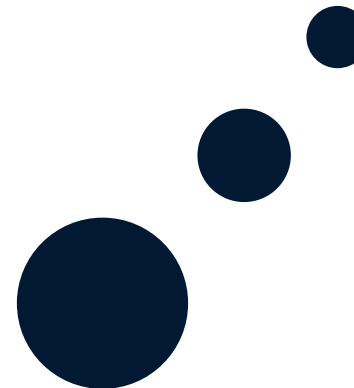
What alliances, local and national, will be right for you and how can these help you? Understanding the power of mastermind groups to promote and support your legal practice.

### plus **Marketing Action Plan**

to approach and access your ideal clients over the next 12 months.

The aim of this first day is to help you leverage your time/money to propel you and your service to your target ideal client.

This is a critical stage, which is often overlooked by solicitors as the standard answer is that they will serve 'any client'.



# DAY 2

The Kick S.T.A.R.T. Relationship Connector™ for pressure-free meeting and mingling

## **Strategy**

Following the identification of your ideal client, discover how to target the right networking event for the right reasons.

## **Talk**

Build relationships that will support you and your legal practice. Not every potential client is ready to buy when you want to sell.

## **Active**

Understand the significance of body language cues and how you can demonstrate active listening. How to identify and respond to their individual challenges and needs.

## **Rapport**

How to be self confident when networking to build rapport.

## **Tools**

For effective follow up or when things don't go according to plan.

plus **Strategic Networking Action Plan**  
to effectively build relationships over the next  
12 months

This day is structured to save you  
time and money (and stress) in  
ensuring you have a  
well-thought-out strategic plan.





# DAY 3

## The Stress-Free Client Converter™ for bringing in more business

### **Ease**

Communication tools for turning enquires into clients and delivering WOW pitches and presentations.

### **Engage**

The “Know – Like – Trust” and “**How to become a Trusted Adviser**” formulas.

### **Expense**

How to have cost conversations confidently.

### **Expectations**

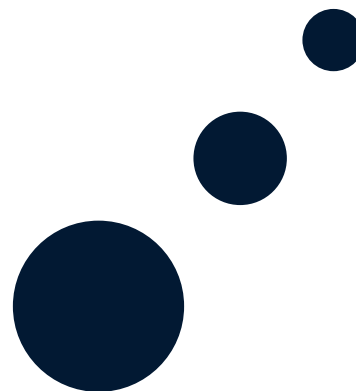
Tips and techniques for managing expectations from start to finish.

### **Exceptional**

Really understanding what clients actually value. Creating a WOW culture experience for all your clients.

plus **Client Conversion Action Plan**  
for the next 12 months

This section is designed to smooth the process of converting potential ideal clients into real ones.



# DAY 4

## The Internal Productivity Toolbox™ to manage and motivate you and your team to exceptional delivery

### **Capacity**

Time management tools and techniques and support for pacing yourself to avoid burnout.

### **Capability**

Gap analysis of IT systems relating to the technical and management areas of your legal business, including how to manage outsourced support.

### **Crew**

How to build, lead and manage your team(s) and their performance and guide any change project. This includes an assessment of your leadership and management style.

### **Commerciality**

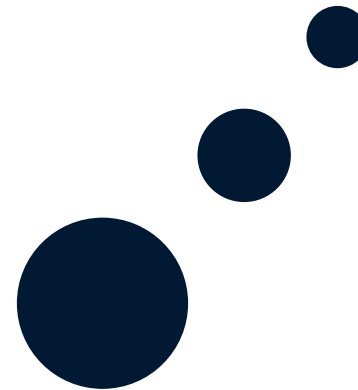
Business acumen and efficiency tips and techniques.

### **Communication**

Inspirational and motivational methods (including giving and receiving feedback) for you and your team. Communication tools you need so you can delegate confidently.

plus **Management Action Plan** for the next 12 months

This is aimed at safeguarding your time and resources to achieve exceptional service for your clients.





## ABOUT ANN PAGE

*'Ann made the course interactive,  
relevant and interesting.'*

**Minster Law**

*'She taught me to understand the  
business of law and business  
financial challenges facing law firms  
in a way, which was enjoyable and  
easy to understand.'*

**Jones Myers**

*'Very well presented, a motivational  
presenter. Excellent knowledge of  
course content in practice.'*

**Maya Solicitors**

A **Top 100 Lawyer of the Year**, Ann is perfectly placed to offer strategic training and coaching to fellow solicitors having both delivered and received legal services. Her impressive CV covers a **30 year legal career** including senior positions at companies/organisations as diverse as Citibank, Crest Homes, Next, National & Provincial (now Abbey) and The Co-operative Bank. She has trained nearly **7000 lawyers since 2003** in essential legal business skills, including leadership, management and interpersonal skills.

Ann has a wide knowledge of the issues facing the legal profession. She is a passionate active participant in the changes affecting her professional body and proactively contributes to the future development and shape of things to come. She is **Treasurer of the Yorkshire Sole Practitioners Group**.

Ann has trained with the Coaching Academy and holds a H.N.L.P. certificate in coaching as well as being an N.L.P. Master Practitioner. She is also a member of the Professional Speakers Association.

Ann has two published books - '**Managing External Legal Resources**' and '**The In-house Toolkit**' -and has appeared on the professional services TV channel talking on this topic. She speaks and writes on lawyers' professional development including the new **SRA Competency Framework**.

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