

# The Profitable Partnerships Programme

Available around the UK throughout 2010 and 2011

**In a rapidly changing economy and legal market, sustaining a profitable partnership is about more than legal expertise. Partners and key fee earners must be equipped with the knowledge and skills to manage client relationships, build trust and attract profitable business.**



Wilkinson Read & Partners' Profitable Partnerships Programme helps your people achieve measurable improvements in revenue generation and profitability.

This twelve month programme enables delegates to apply a range of Sustainable Business Development techniques specifically designed for solicitors, with an emphasis on personal development and performance improvement – to win and retain more work.

**Ideal for partners and solicitors in successful law firms with the drive to achieve far greater returns from Business Development.**

*"I only wish I had learned these techniques fifteen years ago!"*

## The Profitable Partnerships Programme

The legal market is set to be transformed, with potentially far-reaching consequences. Economic imperatives are accelerating the demand for 'value' based **fixed fees**, while competition from ABS will necessitate **stronger financial management**.

Key staff need **better relationships** with clients and allies, and firms should demand **measurable returns** from all Business Development activities.

**This programme helps partners and solicitors to measurably and sustainably improve Business Development performance and profitability**

### The Benefits

- Monthly billing will increase substantially by the end of the 12 month programme, because:
  - Delegates learn to apply **value pricing**, generate **referrals** and form **alliances** with other professionals
  - Our **management information** reports simplify fee-earner performance management
  - By the end of the programme, delegates will be managing relationships with **more clients**, and with **more profitable clients**

### Who Should Enrol?

The programme is ideal for partners, team leaders, associates and other key fee earning staff with the desire and motivation to win more work and generate greater profits, both for themselves and for their firm.

### The Programme

- Analysis and profiling of current fee-earner performance across the range of Business Development activities
- Immersion in sustainable Business Development at our intensive two-day training course
- A tailored programme, addressing each delegate's specific needs
- Monthly measurement and feedback on financial performance and 'soft' skills
- Training, coaching and mentoring over the course of the 12 month Programme
- Regular reviews addressing delegate progress and opportunities for achieving even greater results

*"Applying the techniques from this programme has already enabled me to transform my practice. Six months ago we were making people redundant. Today we are managing a constant pipeline of new work – on one day this week alone we gained five new jobs!"*

**Chris Davies, Commercial Property Partner – 20 Partner firm**

## About Wilkinson Read & Partners

Wilkinson Read & Partners are a leading firm of management consultants to the legal sector, and have been helping law firms become more profitable for over fifteen years. The firm has expertise across business development, cash management, cost restructuring, practice management and partnership strategy, and has helped law firms to improve their profits by millions of pounds.

**Simon White** is the lead facilitator, coach and delegate mentor on the *Profitable Partnerships Programme*. He is an expert in law firm Business Development. He has been working with law firm managers for over fifteen years, driving sustainable profit improvement, and is widely acknowledged for his results-driven approach. A former Marketing Director of two large law firms, Simon has also been a senior Business Developer with Ernst & Young. He holds an MBA from Warwick Business School.



**Barry Wilkinson** is an acknowledged expert in financial management for law firms, and is highly sought after as an author, conference speaker and masterclass facilitator. He has also been consulting with law firms for more than fifteen years. His involvement in the *Profitable Partnerships Programme* ensures that 'soft' skill coaching is complemented by an unswerving focus on bottom line results. Barry is a Chartered Management Accountant and holds a Masters degree in Economics.

**Michelle Walsh** is Wilkinson Read & Partners' specialist in Client Care and the Lexcel standard for solicitors. She is an experienced consultant, with in-depth knowledge of practice management. Michelle provides individual support to delegates on a range of issues relating to client and ally relationship management. She holds a BSc in Sociology with History.



**Anthony Wilkinson** drives Business Development at Wilkinson Read & Partners. He has taken a leading role in developing the *Profitable Partnerships Programme* and has experience implementing many of the techniques delegates learn whilst on the programme. Anthony holds a First Class Honours degree from the London School of Economics and Political Science.