

Developing Trusted Client Partnerships



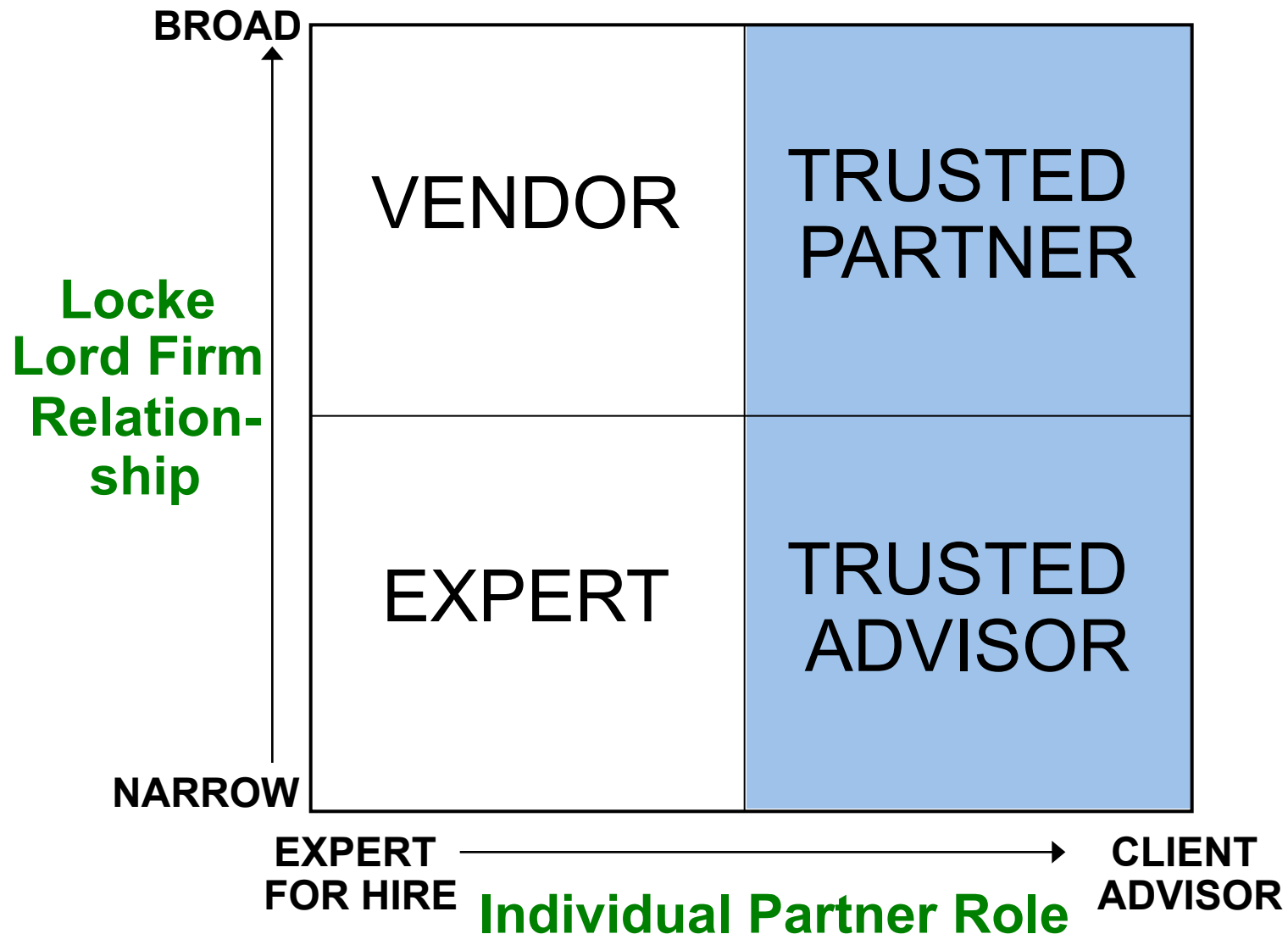
Growing Your Practice...and the Firm

Locke Lord Partner Meeting
Lunch Presentation
April 25, 2015

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a d v i s o r s

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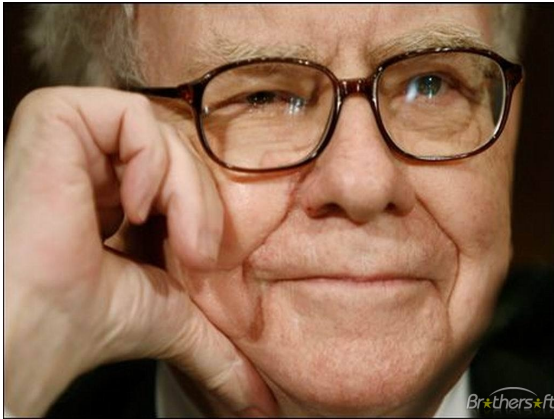
The Client Growth Matrix



The Client Growth Matrix



1. Client Selection



“The difference between successful people and really successful people is that very successful people say no to almost everything.”

“A prince who is not himself wise can never be well advised.”

–Niccolò Machiavelli

*“I'm not interested in preserving the status quo.
I want to overthrow it.”*

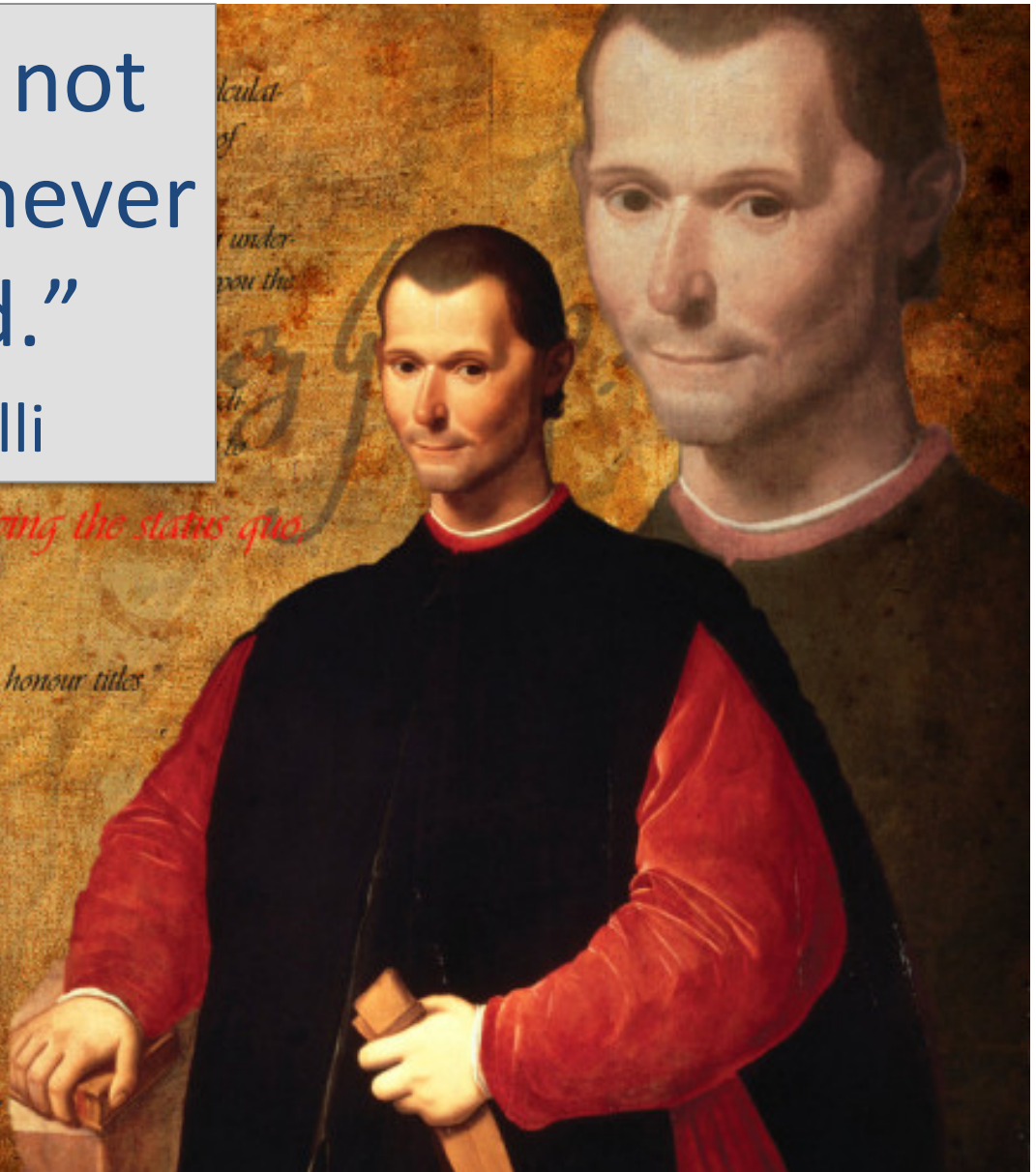
“It is not titles that honour men, but men that honour titles.”

“Never was anything great achieved without danger.”

*“The reason is easy to understand, for it is the
common good and not private gain that makes cities great.”*

A prince being thus obliged to know well how to act as a beast must imitate the fox and the lion, for the lion cannot protect himself from snares, and the fox cannot defend himself from wolves. One must therefore be a fox to recognise snares, and a lion to frighten wolves. Those that wish to be only lions do not understand this.

Niccolò Machiavelli



2. Brand-building activities

Intellectual Capital Development

- ✓ Primary research
- ✓ Surveys
- ✓ Legal solutions innovation

Publishing

- ✓ Commercial articles
- ✓ Books
- ✓ Book chapters
- ✓ White papers
- ✓ Firm publications
- ✓ Website
- ✓ Web-based content
- ✓ Ezines/bulletins
- ✓ Blogs
- ✓ Videos/YouTube
- ✓ Podcasts/iTunes
- ✓ Press releases
- ✓ Booklets
- ✓ eBooks
- ✓ Special reports

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Others

- ✓ Media interviews
- ✓ Direct mail
- ✓ Advertising
- ✓ Third party endorsements
- ✓ Collaborator alliances
- ✓ Academic alliances
- ✓ Teaching
- ✓ Social media
- ✓ Affiliate programs
- ✓ Referrals

Networking

- ✓ Industry associations
- ✓ Pro-bono
- ✓ Universities
- ✓ Personal events
- ✓ Private seminars
- ✓ Social/cultural events
- ✓ Journalists
- ✓ Collaborating firms
- ✓ “Brokers” (banks, VCs)
- ✓ Alumni
- ✓ Academics
- ✓ Retired executives
- ✓ Advisory boards

Speaking

- ✓ Industry conferences
- ✓ Client events
- ✓ Firm-sponsored conferences
- ✓ Media events
- ✓ Webinars
- ✓ Teleseminars
- ✓ CLE programs

3. Collaboration

Barriers to Collaboration

1. Time

2. Information

3. Rewards

4. Trust





4. Key Client Management

1. What is this client's *agenda*?
2. What are our aspirations?
3. What are the major opportunities?
4. What relationships do we need to build and deepen?
5. What thought leadership can we bring?
6. Who can help within the firm?
7. What's our plan?



5. Coaching Partners



5. Coaching Partners



LEAD INDICATORS

1. Thought Leadership
2. Agenda Setting
3. Many to Many
4. Trusted Advisor
5. Leveraging the Firm
6. Totality of the Problem