

# Strategic Account Leadership

Becoming a different kind of Lawyer

- Help clients succeed + accelerate building a sustainable, growing practice



## Who should attend

A two-day intensive, interactive workshop. This is a results-focused leadership development programme for Partners wanting to find new and better ways to talk to clients about how they can help their client's business succeed in a more commercially astute way.

It is targeted programme for partners with demanding business growth objectives who want to accelerate growth in his/her practice group or those who or are keen to bring about a step change in their performance when it comes to thinking commercially and taking ideas to their client.

## Overview

This programme is designed to include global best practice leadership development that is project-based and results-focused. The programme contains proven and refined methodologies with practical and specific tools that accelerates growth, both in revenue and profit that is backed by a Harvard Business School case study.

The Directors of the OIO Group that designed this programme have themselves successfully led its implementation in a variety of firms around the world and have been invited to teach the case to the MBA students under the subject title of 'Innovation in Professional Service Firms' at Harvard Business School.

## Focus

- Strategic account 'leadership', NOT 'management' – integrating the necessary leadership development tools based on the Harvard Integrated Leadership Model.
- Tools of business analysis to build an understanding of your clients' business and get that understanding validated by your client.
- Transform the way you engage with clients and prospects and involve them collaboratively in your client planning.
- Understanding the latest research into brain function and authentic client care. You will leave with a very different mindset. A mindset that helps remove fear from business development.

## Outcomes

Key outcomes to be achieved through this programme include:

- Working directly with your client(s) using the tools and the learning from the course to develop a shared account plan for the future.
- Being able to approach your client(s) with confidence and discuss their business in a very different way.
- Development of a collaborative plan designed to be implemented immediately.
- Creates a foundation for culture change that can be embedded into the business.

## Benefits

- Tailored to the mindset of lawyers, delivered by a team that has worked extensively with lawyers.
- Academic rigour and proof that it can have a direct impact on revenue and profit performance.
- Enables tangible client engagement and is proven to improve client loyalty, revenue and profits.
- Learn how to use tools to analyse the wider macro-environment of your client and the specific impact this has on their business, providing you with improved and validated understanding of your client's business to drive a very different conversation.
- Map your client's competitors and markets and position yourself to help create a competitive advantage for your client, thereby differentiating your firm.
- Creates client-focused behaviours within your firm and increases collaboration amongst partners.
- Increased client service innovation and stronger value based positioning leading to better fee recovery

# Programme Agenda

## Day One

- Why Strategic Account Leadership: What is it and the core skills needed.
- Choosing the right mindset: Learn about brain function and its impact on relationship building.
- The professional services firm leadership trap: How to avoid it!
- Building a deep understanding of a clients business.
- Create a toolkit to apply to any client, target or prospect to drive creative and valuable conversations.
- Applying the deeper understanding: What does this mean for my client and my practice?
- Homework challenge: cultivating a commercial sixth sense.

## Day Two

- Creating a 9 box SWOT that drives out opportunities and shapes your approach to your client.
- “Think, feel, say & do”: Revisiting brain function and mindset to prepare for your first steps with your client.
- Creating the compelling agenda to make the client conversation totally different and open doors into the organization.
- Outline account planning and process maps to build a different kind of relationship.
- What do I say when I get back to my firm: creating the COFFEE MACHINE BRIEFING.
- My big personal goal to make change stick: seeing the field of play for being a truly different kind of lawyer.

## The programme directors:

### Richard Oakes

Richard has held senior level leadership roles in some of the world's most progressive professional services and retail businesses. He has delivered change projects and has a proven track record in re-connecting strategy, leadership behaviours and bottom line results. He has worked with clients in major financial institutions, FTSE 100 and Fortune top 50 organisations. His work has been part of a Harvard Business school case study. Richard is a leading thinker on change in the professional services market and has lectured in the US, Asia, Europe and Australia on the subject

### Dr Jim Hever

Jim is a development specialist working at organisational, team and individual levels. He currently coaches Executive Leadership Teams to maximise effectiveness in delivering strategy. He has designed project-based, leadership development programs for FTSE 100 clients as integral components of talent development and succession planning. His practice is informed by rigorous academic research including a Ph.D on strategic leadership development and three masters in Adult Development, Organisational Change and Analytical Psychotherapy. He was invited to teach on the MBA program at Harvard on the case study on his work with Richard Oakes and was an external examiner for Cranfield School of Management. He has worked in Australia, Asia, UAE, US, Ireland and UK

***“Track the return on investment of your partner and associate training costs and reap the rewards of higher levels of talent retention”***