

Power your practice development with research

Julian Midwinter & Associates has exceptional experience in strategic market research which produces substantial business development benefits to our law firm clients.

Why do it ?

Targeted qualitative research into sector trends, emerging issues, or new developments is an extremely valuable step in business development. The right research and promotion can help your firm to:

- Develop, entrench, or improve a reputation as experts in a particular field
- gain a competitive edge by sharing useful information with clients unavailable to your competitors
- raise profile
- attract media and industry attention with something new to say
- increase flow of desirable work from a particular industry target
- establish firm and partner relationships with:
 - new potential clients
 - referral sources
 - influential industry and interest groups
 - powerful players in your target sector
 - new contacts within established clients
 - transition to a higher level of engagement with established clients and contacts
- position itself as strategic partner rather than matter-by-matter lawyers
- secure current clients
- position itself for valuable panel appointments around the industry
- increase your capacity to attract and keep first-rate talent.

How we do it ?

Julian Midwinter & Associates has a well-developed framework to conceptualise, design, and conduct and leverage industry research. Tailored to each firm, key steps include:

- targeting
- collaborative research scoping
- collation of mailing lists and contact information for target participants
- study design
- development of FAQs, media releases, and other useful materials to promote research and respond to queries
- research participant recruitment
- survey conduct
- analysis of responses, distillation of key findings and detailed reporting
- media releases, events, articles, promotion of speaking berths to fully leverage your investment
- debriefing and handover with recommended follow up activities.

We use a suitable, almost free, online survey platform for ease of distribution, increased response rate, and comprehensive analysis.

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Large scale research can also be supplemented with focus groups and individual interviews, and expert involvement.

How to use it ?

High-level qualitative research, effectively leveraged gives a firm:

- a device for attention-getting
- substance
- something new and fresh to say which is not just what anyone can say
- increased authority
- entrée to key decisionmakers and influencers in the target sector
- a base from which to:
 - publish
 - speak
 - comment
 - promote
- profile with media
- profile with politicians, elected representatives, industry bodies, and sector leaders
- reasons to initiate conversations which matter to the firm and its future.

To fully leverage research benefits, we help our clients to follow this proven formula:

- ✓ Speak
- ✓ Publish
- ✓ Comment
- ✓ Analyse (further)
- ✓ Research (further).

Speak and publish - where ?

- to relevant professional and industry groups
- at large conferences
- to assembled groups of key stakeholder interests in the industry
- in industry journals, publications and other relevant media.

Speak and publish - about what ?

- findings from the research
- anything which is likely to resonate with target audiences
- pick the themes of interest to each target group
- find reasons and channels to establish conversations with new and established sources of business and influencers of flows of business.

Further opportunities and follow up

To truly establish a firm as an expert legal service provide in a particular industry follow-up research at defined intervals is invaluable. Follow-up research can be used to:

- benchmark change/movement on key findings
- focus on other/emerging/new issues
- collect more detailed information on selected items

For expert advice and help to power your practice development with research, please [get in touch](#).