

Business development strategy

Sound business development strategy and clear direction is key to any successful professional services business. Too often, professional firms focus on month to month or just this year's results without clear focus on smart business goals or long term gains.

Julian Midwinter & Associates has assisted many legal practices set and stay the course with clear headed strategies which produce good returns in the short term and bloom into truly successful, sustainable, and stand out achievements.

Using a pragmatic approach to helping firms move forward, Julian Midwinter & Associates strategises for some quick wins as well as commencing the process of better practice development for the medium- and long-term.

Our tried and tested process guarantees collaborative development of effective strategy which can be readily implemented by your team or with JMA support.

Strategic review

- JMA review of background materials and data on firm revenues, business development, business sources
- audit current firm collateral
- JMA questionnaire for each partner, practice group leader, and senior team members to establish aspirations, audit and evaluate current and historic marketing activities, sources of business, effectiveness of initiatives, priorities, propensity to embrace new approaches/strategies, obstacles
- brief summary report (presented at workshop).

Strategic business development

Part 1

- preparation for an facilitation of workshop with partners and senior management
- agree business development strategy after working through:
 - high level business objectives
 - targets
 - strategies
 - techniques, tools, resources
 - evaluation/measures/success indicators
 - outcomes
 - results
- establish priorities
- identify best potential for quick wins
- overcoming obstacles
- commitment to proceed to practice group sub plans

Part 2

- follow-up workshops with relevant strands/practice subgroups - partners and senior team members - to share strategic vision and objectives
- flesh out strategies, techniques, tools, resources, outcomes into plans.

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Consulting support for implementation and other projects

- follow-up items agreed tasks and projects
- further general advice at hourly rates
- coaching and assistance to practice group leaders, marketing and HR as necessary.

If your firm needs some help making tough strategic decisions, or setting your future direction, please get in touch. Call us on +61 2 9968 4168 or email julianmidwinter@julianmidwinter.com.au.