

Commerciality - Business Planning for the Busy Lawyer

This training course has been designed to help you develop your business by looking at the issue of commerciality. The key drivers of commerciality are clients, the competition and stakeholders. How you interpret these demands and respond to these needs on an ongoing basis will determine the sustainability of your business.

Course objectives:

- ✓ Understand the 'vision' for your team and what you want to achieve
- ✓ Appreciate the definition of Commerciality and why it is important
- ✓ Adopt the four-way system for growing your team
- ✓ Learn how to develop specific strategies to improve your commerciality
- ✓ Develop a SWOT analysis and key actions to be more commercial
- ✓ Understand your clients' experience and why this creates the need for continuous improvement